GOVERNING BOARD OF THE GLOBAL HEALTH EDCTP3 JOINT UNDERTAKING
DECISION N° GB/20/2024
Adopting the Communication Policy
of the Global Health EDCTP3 Joint Undertaking

THE GOVERNING BOARD OF THE GLOBAL HEALTH EDCTP3 JOINT UNDERTAKING (hereafter "Global Health EDCTP3 JU"),

Having regard to Council Regulation (EU) No 2021/2085 of 19 November 2021 establishing the Joint Undertakings under Horizon Europe and repealing Regulations (EC) No 219/2007, (EU) No 557/2014, (EU) No 558/2014, (EU) No 559/2014, (EU) No 560/2014, (EU) No 561/2014 and (EU) No 642/2014 (hereafter "the Founding Regulation"), in particular Article 17(2)(t) and 19(4)(p) thereof,

WHEREAS:

(1)   The Governing Board should approve the Joint Undertaking's communication policy upon recommendation of the Executive Director

(2)   On 29 May 2024, the Executive Director submitted to the Governing Board the communication policy of the Global Health EDCTP3 Joint Undertaking, consisting in the communication strategy 2024-2031, the Annual Communication Workplan 2024 and the Branding Booklet 2024-2031.

HAS ADOPTED THIS DECISION:

Article 1

The communication policy of the Global Health EDCTP3 Joint Undertaking as annexed to this decision is hereby adopted.

Article 2

This Decision shall enter into force on the day of its adoption.

Done at Brussels, 27 June 2024.

For the Global Health EDCTP3 Joint Undertaking Governing Board

Qualified electronic signature by:
LENA IRENE MARGARETA NORSTEDT
Date: 2024-07-04 11:22:04 +02:00

Irene Norstedt

Chairperson of the Governing Board

Annexes:

Communication policy of the Global Health EDCTP3 Joint Undertaking:
1. Global Health EDCTP3 Communication Strategy 2024–31
2. Global Health EDCTP3 Annual Communication Workplan 2024
3. Global Health EDCTP3 Branding Booklet 2024–31

Global Health
EDCTP3

Annex 1 to GB decision N° GH-EDCTP3-GB/20/2024

Global Health EDCTP3
External Communication Strategy
2024-2031

Global Health EDCTP3
Joint Undertaking

1. Context and scope

This strategy defines the purpose and scope of the external communication activities to be developed by the Global Health EDCTP3 Joint Undertaking (Global Health EDCTP3) for the period 2024 to 2031. It highlights strategic objectives, target audiences, key messages, channels, resources and key performance indicators.

It is based on the Global Health EDCTP3 mission as set in the Council Regulation (EU) 2021/2085 and in the Strategic Research and Innovation Agenda (SRIA). It builds on the EU Global Health Strategy as well as the AU-EU Innovation Agenda. It provides continuity to the EDCTP Association communication strategy, which has been successfully implementing the partnership since 2003.

The strategy supports the partnership objectives detailed in the Council Regulation and in the SRIA by:

- Raising awareness about the partnership
- Broadening stakeholder enagement in the partnership
- Attracting new applicants to calls for proposals
- Demonstrating the visibility of the investments and results of the programme
- Highlighting the impact of the programme at EU and global level.

To guarantee flexibility and accommodate the specific needs of the partnership, this strategy sets out key communication objectives in broad terms. It will be put into practice through an **annual communication work plan** that defines specific actions. The strategy and the work plan are two sides of the same coin, both being crucial elements of delivery on Global Health EDCTP3 communication objectives.

This communication strategy is complemented by a **brand booklet** which defines the tone of voice and look and feel of the Global Health EDCTP3 brand.

2. Communication objectives

The Global Health EDCTP3 communication actions for the period 2024-31 will be guided by the following strategic objectives:

1. Raise **awareness** about Global Health EDCTP3's vision, mission, objectives and achievements to mobilise political and private support
2. Encourage global cooperation in the implementation and co-funding of the programme, facilitating broader **engagement** in the partnership
3. Promote Global Health EDCTP3's **funding** opportunities and enlarge the scope of participants

4. Ensure increased visibility, understanding and impact of Global Health EDCTP3's funded work and results
5. Highlight Global health EDCTP3's impact to EU and Africa R&I policies and global health broadly.

3. Target audiences

Global Health EDCTP3 will target different audiences. These are divided into three categories according to their roles and needs:

1. The Global Health EDCTP3 community that includes the core stakeholders with a direct link to the Joint Undertaking's activities
2. The Global Health EDCTP3 enablers that include global health funders and partners with a direct impact on the Joint Undertaking's activities, reputation and future sustainability
3. The Global Health EDCTP3 influencers that include organisations and individuals with a far reach beyond our community and which can support our strategic objectives.

Global Health EDCTP3 community	Global Health EDCTP3 enablers	Global Health EDCTP3 influencers
• Global Health EDCTP3 constituents: Members of the Governing Board, EDCTP Association, and advisory bodies • Contributing Partners • Beneficiaries of EDCTP2 and Global Health EDCTP3 funded projects • Potential applicants to Global Health EDCTP3 calls • Potential expert evaluators of Global Health EDCTP3 calls • Potential applicants to Global Health EDCTP3 vacancies	• Public and private funders • International and regional organisations • Potential partners, like-minded research and development organisations • National governments / policy makers	• EU Institution representatives • General Assembly members, High Representative(s) and staff of the EDCTP Association • Global health leaders • Regulatory agencies • Specialised media • Patient community /representatives and civil society organisations • The general public • Global Health EDCTP3 implementing office staff.

4. Key messages

For each of the five strategic communication objectives, Global Health EDCTP3 will develop a narrative around the following key messages:

Raise awareness about Global Health EDCTP3 as a progression of the EDCTP movement

- Global Health EDCTP3 is a unique Africa-Europe partnership of equals, respecting principles of co-ownership and co-leadership
- Global Health EDCTP3 funds competitive and collaborative global health research and capacity-building activities for the benefit of African populations
- Global Health EDCTP3 Is a respected global health actor with more than 20-year track record of supporting excellent, equitable research and capacity development in Africa
- EDCTP has supported more than 2,000 African researchers in the long-term and strengthening scientific leadership in the region
- EDCTP has funded over 300 clinical trials which have developed key global health interventions and influenced national and international policy and practice
- Global Health EDCTP3 encompasses populations often excluded from clinical studies, such as pregnant and lactating women, new-borns, children, adolescents and people with co-infections and co-morbidities.

Broaden engagement in the partnership

- Global Health EDCTP3 welcomes the engagement of like-minded organisations (public and private) as Contributing Partners in the partnership to shape the global health agenda
- Global Health EDCTP3 has a long-standing commitment to the principles of equity, diversity and inclusion, striving to address language, gender and geographical-related disparities in the funded research and capacity development
- Global Health EDCTP3 is a neutral global player uniquely contributing to the clinical trials eco-system and with a diversfied presence in sub-Saharan Africa.

Promote Global Health EDCTP3's funding opportunities

- By taking part in Global Health EDCTP3 researchers will enlarge their scientific network and achieve a broader impact
- Through Global Health EDCTP3 funding researchers will elevate their research career and skills
- Any Global Health EDCTP3 funded project must include at least one African beneficiary
- Global Health EDCTP3 is always on the lookout for global health experts to evaluate project proposals.

Demonstrate Global Health EDCTP3's achievements

- Global Health EDCTP3 funds research that will lead to the development of key global health interventions in sub-saharan Africa
- Global Health EDCTP3 funding boosts research capacities in sub-saharan Africa
- EDCTP is a successful initiative which has developed sustainable capacities and supported local leadership in many African countries[1]
- Global Health EDCTP3 is an important player in global health security through supporting clinical research, capacity strengthening and epidemic preparedness in Africa and globally.

Highlight Global Health EDCTP3 impact

- Global Health EDCTP3 is the key EU instrument to support the development of global health interventions in Africa
- EDCTP is the most cited joint programme strengthening health research and health systems in Africa[2]
- EDCTP is the flagship EU-Africa partnership in health R&D cooperation[3]
- Global Health EDCTP3 boosts the career of the next generation of African researchers
- Global health EDCTP3 contributes to fighting antimicrobial resistance and mitigating the impacts of climate change on health
- Global Health EDCTP3 is supporting large-scale initiatives that could have a major impact on poverty-related infectious diseases responsible for a huge global burden
- Global Health EDCTP3 is developing the evidence base for national and international policy-making.

5. Channels, products and tools

Global Health EDCTP3 uses a mix of communication channels, products and tools to reach out to its target audiences in an integrated way.

Digital communications – web, newsletter and social media – take the largest share of Global Health EDCTP3 communication resources.

Events also have a very important role to play in highlighting the strategic objectives of the partnership and showcasing the successes of the EDCTP programmes, especially the biennial EDCTP Forum.

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[1] https://cdn.who.int/media/docs/default-source/research-for-health/supplementary-report-wha-75-8.pdf?sfvrsn=fd466762_3&download=true
[2] https://apre.it/wp-content/uploads/2022/02/KI0522007ENN.en_.pdf
[3] https://apre.it/wp-content/uploads/2022/02/KI0522007ENN.en_.pdf

In order to present a united front, Global Health EDCTP3 will coordinate and align its communications with the EDCTP Association and the European Commission, jointly preparing and publishing messages and communication products as appropriate, relevant and practicable.

The Global Health EDCTP3 main communication **channels** are:

- Website
- Newsletter
- Social media – LinkedIn, X (formerly Twitter) and YouTube
- EDCTP Knowledge Hub and Alumni Platform
- Multipliers, including the partnership's ambassadors, NCPs and the media.

The Global Health EDCTP3 key communication **products** (will) include:

- Digital publications, such as infographics, leaflets, brochures and reports
- Audiovisual content such as photos, videos, testimonials and animated infographics
- Events, such as the EDCTP Forum, Info Days and stakeholder events organised by Global Health EDCTP3
- Contributions to key R&I and global health channels by providing content for press releases, news articles, success stories, peer-reviewed publications and by participating in key EU and Africa global health events.

As much as possible, and to ensure broader impact of the programme, communication products will be produced in English, French and Portuguese.

Global Health EDCTP3 communication **tools** include:

- Visual identity, which is used consistently accross all the channels
- Promotional material, which is produced and distributed responsibly.

6. Resources

- One team leader
- Two communication officers
- One communication assistant
- One intern.

7. Key performance indicators

Global health EDCTP3 long-term communication key performance indicators are:

Objective	Success	Indicator
1. Raise awareness about Global Health EDCTP3	Awareness about the partnership	Number of mentions in the media and specialised press, website and social media engagement
2. Broaden engagement in the partnership	Increased engagement of stakeholders in the partnership	Number of stakeholders such as project participants, Contributing Partners, advisory body members, peer-reviewers, etc. participating in the partnership
3. Promote Global Health EDCTP3's funding opportunities	Participation of researchers in the partnership	Numbers of funded researchers and applicants
4. Demonstrate Global Health EDCTP3 achievements	Awareness of the global health community	Number of mentions in scientific publications and key health interventions funded
5. Highlight Global Health EDCTP3 impact	Awareness of the EU and AU Institutions	Number of mentions in policy documents or by high-level representatives

These indicators do not depend exclusively on communication activities, however, communications play an important role in reaching them.

More specifically, communication activities will be measured as follows:

Output	Indicators	Baseline 2024
Reach on the website	Number of page views Number of unique visitors	TBC
Reach on social media	Number of followers Total number of engagements	TBC
Reach via the newsletter	Number of suscribers Opening rate and click-through rate	TBC
Reach via events	Number of attendees Overall satisfaction rate	TBC
Reach on media	Number of media mentions Sentiment analysis	TBC

Global Health EDCTP3
Annual communication work plan 2024

Communication objectives 2024 (in line with communication strategy objectives)

Objective 1: Develop new communication tools to raise awareness about Global Health EDCTP3

- Launch the external monthly newsletter
- Create a one-pager, brochure, folder, video, photo gallery, media kit, set of infographics, slide deck, Teams background, banners, and other promotional materials in view of the Forum
- Create unique content for the website and social media (e.g. short Q&As with staff members, interviews with projects and grantees, FAQs and tips for applicants).

Objective 2: Organise and engage in events to encourage global cooperation and facilitate broader engagement in the partnership

- Engage in and nurture relationships with key like-minded organisations by attending strategic networking events, high-level policy events and scientific events (based on events planner)
- Organise high-level visibility events and side events to foster cooperation and engagement in the partnership, in particular at UNGA Science Summit, World Health Summit and CPHIA 2024
- Participate in technical and non-technical working groups, cross-funder and partner initiatives and other types of meetings to reach a broader audience.

Objective 3: Promote Global Health EDCTP3 funding opportunities and enlarge the scope of participants

- Promote the 2024 and 2025 calls on social media, at events and meetings
- Highlight topics that are undersubscribed and address gender and geographical imbalances in the proposals/projects (via paid ads, participation in events, etc.)
- Launch a campaign to attract global health, African and women experts to register in EMI.

Objective 4: Ensure increased visibility, understanding and impact of the Global Health EDCTP3 funded work and results

- Identify and promote success stories in different formats with the EDCTP Association
- Promote new projects that are starting via news items, social media promotion, invitation to events/meetings
- Engage further with projects by creating a database of contacts and social media handles
- Develop the projects area of the website
- Publish commentaries and other written content in scientific / medical journals (e.g. the Lancet Global Health, BMJ Global Health, etc).

Objective 5: Highlight Global Health EDCTP3 impact to EU and Africa R&I and health policies and global health broadly

- Produce a compelling Annual Report
- Propose EDCTP success stories for key EU publications and events
- Initiate high impact joint communication messages with DG R&I, INTPA, HERA, EMA and ECDC.

Objective 6: **Kickstart the organisation of the 2025 EDCTP Forum**

- Create a checklist of needs and identify relevant contractors
- Create different Committees (Programme, Organising and Local)
- Develop the structure and programme of the event
- Promote the Forum dates and registration
- Kick-start logistics discussions as necessary (travel, accommodation, catering, etc).

Global Health EDCTP3 brand booklet

Global Health
EDCTP3

**Co-funded by
the European Union**

Brand purpose

Global Health EDCTP3's purpose is to reduce the burden of infectious diseases in sub-Saharan Africa and increase health security globally.

Global Health
EDCTP3

Brand tagline

The African and European research partnership on infectious diseases.

Brand positioning

Global Health EDCTP3

- Is a major contributor to the Africa-EU strategic partnership in global health

- Supports clinical research and capacity-building for the development of infectious diseases health solutions

- Focuses on high-burden diseases and encompasses populations often excluded in clinical studies

- Addresses horizontal societal challenges, such as climate health crises, antimicrobial resistance, global health security and emerging challenges in the end game of disease elimination

- Promotes people-centered approaches and community engagement through the research life cycle

- Operates as a partnership of equals at all levels.

Global Health
EDCTP3

Brand values

Science

Partnership

Excellence

Diversity

Equity

Global Health
EDCTP3

Name

Global Health EDCTP3

- No acronym for Global Health ~~GH~~
- No need to add 'Joint Undertaking' or 'JU' for external communications
- Avoid ~~GH EDCTP3 JU~~

Global Health
EDCTP3

Logo

Logo evolution

Logo

Logo variations
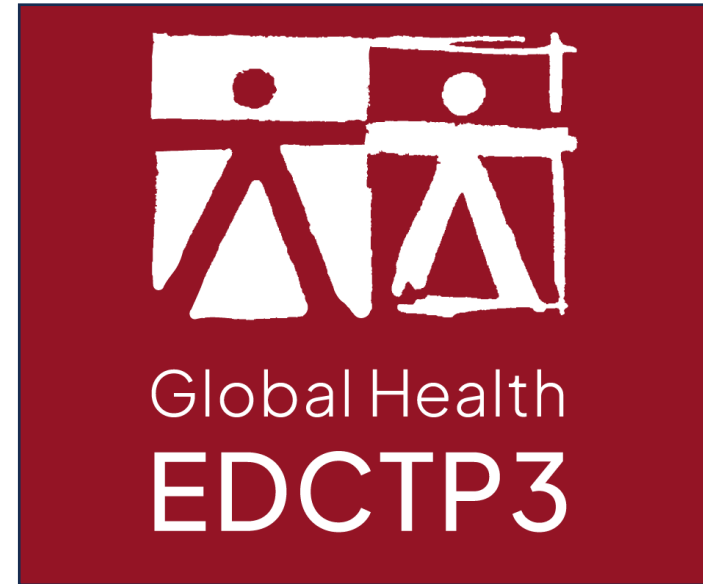
Logo

EU funding acknowledgement

Colour palette

Red

RGB 148 20 37
CMYK 21 100 87 15
#941425

Beige

RGB 232 214 197
CMYK 7 18 23 0
#E8D6C5

Blue

RGB 54 116 140
CMYK 90 33 32 14
#36748C

Light Blue

RGB 161 197 217
CMYK 47 8 12 0
#A1C5D9

White

RGB 255 255 255
CMYK 0 0 0 0
#FFFFFF

Black

RGB 34 34 33
CMYK 0 0 0 100
#222221

Global Health
EDCTP3

Typography

Plus Jakarta Sans

AaBb

Plus Jakarta Sans - Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
0123456789

Plus Jakarta Sans - Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
0123456789

Global Health
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Imagery

- Researchers and healthcare professionals in Africa

- Research teams from Europe and Africa

- African patients

- Global health stakeholders

Pictures from the field should be privileged. A contractor could be hired to take photographs and videos in Africa from 2025 onwards

Global Health
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Infographics and iconography

To be developed in 2024

Global Health
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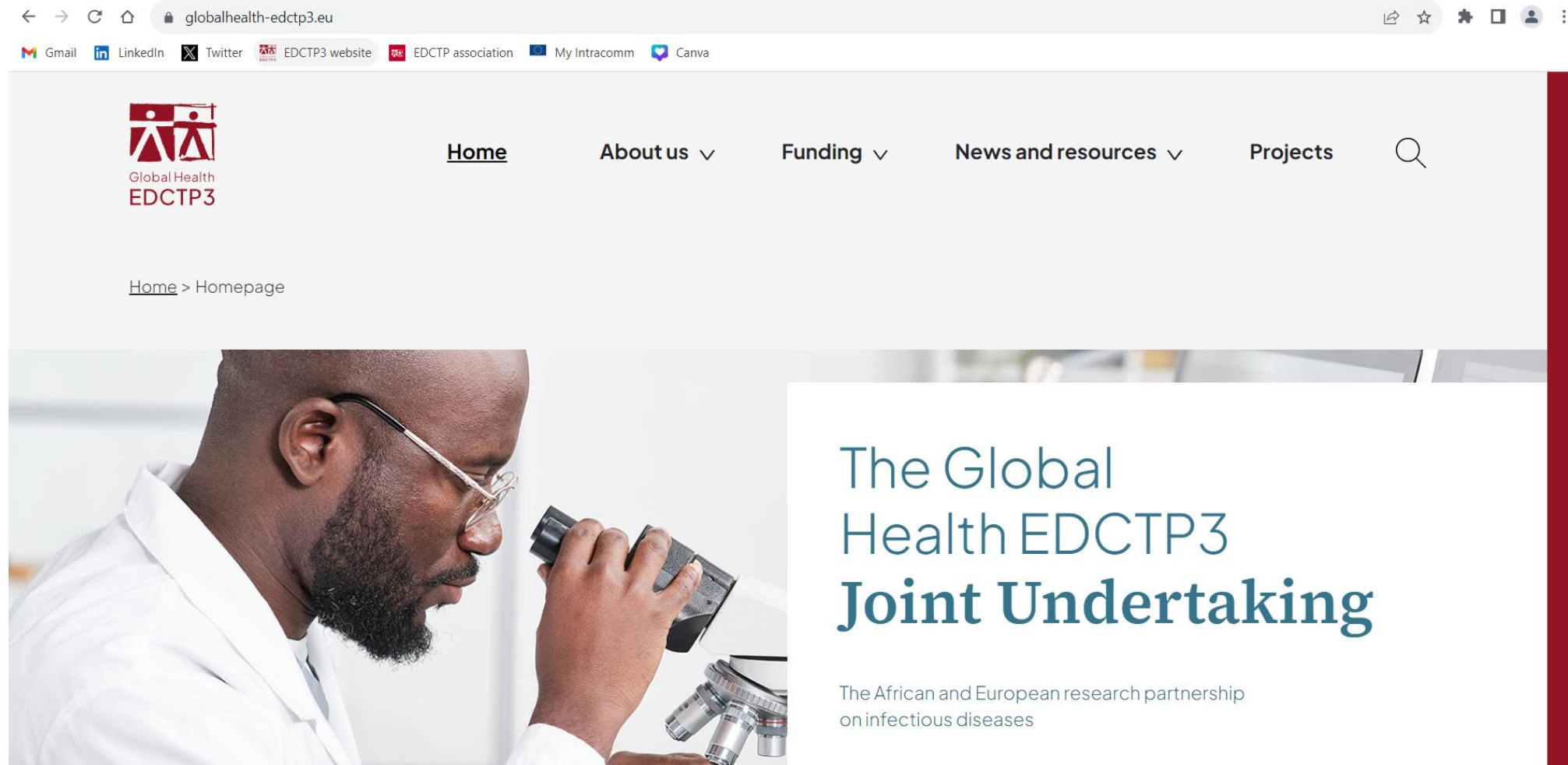
Website

Website

Joining *europa.eu* domain in 2025
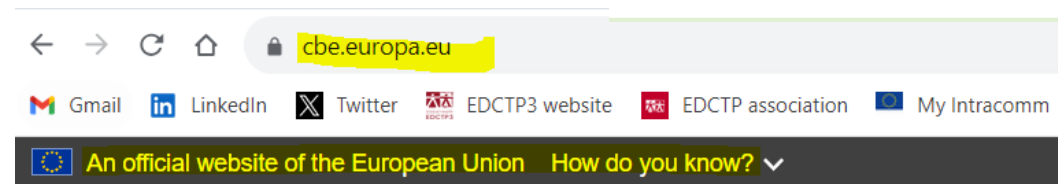
Social media

LinkedIn, X and YouTube
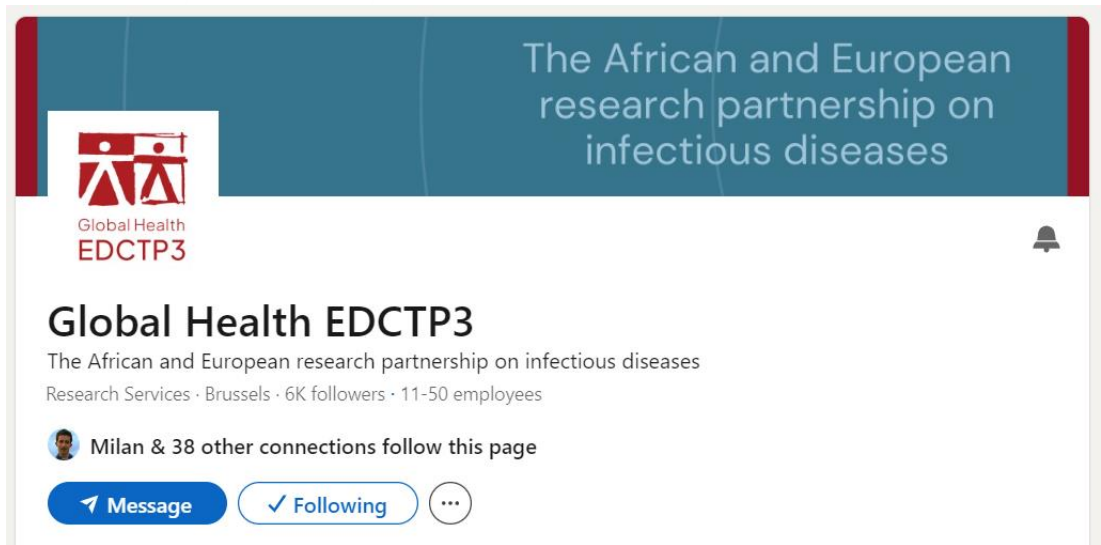
Tone of voice

Global partnership mindset

Mutual respect

Expert without being too scientific

Human with a focus on people

Jargon-free, clear and concise

Global Health
EDCTP3

Tone of voice

Global Health EDCTP3
6,197 followers
3w • Edited • 🌐

Thank you Maria Cristina Russo for supporting Global Health EDCTP3's mission and values 🙏

Our goal is indeed to build a #partnership of equals between the European Commission and European and African countries to advance #research on infectious diseases and capacity-building 🌍

Read this Science|Business article to know more about the EU #globalhealth approach and the key partnerships we are building, for instance with the Bill & Melinda Gates Foundation 🤝

Global Health EDCTP3
6,197 followers
1mo • Edited • 🌐

Yesterday we had the pleasure to host a meeting with the Wellcome Trust where we discussed:

◆ Our #research and innovation priorities
◆ How we can work together to advance #equity and #diversityandinclusion in science

Coordinating efforts to reach a bigger #globalhealth impact is a key part of our mission 🏹

Find out more about our work programme for 2024:
https://lnkd.in/eXf8v6QX
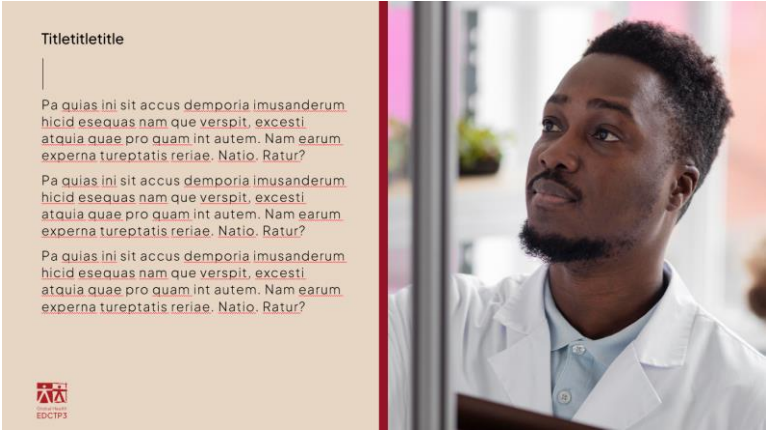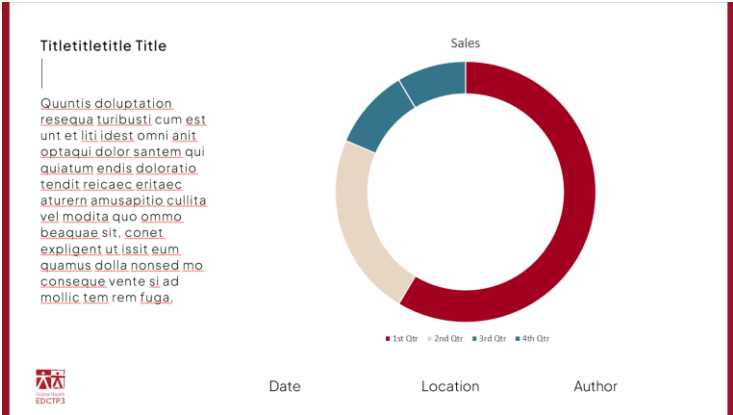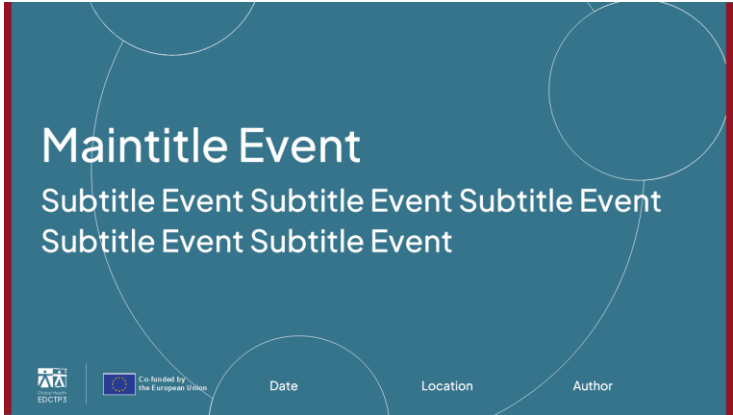
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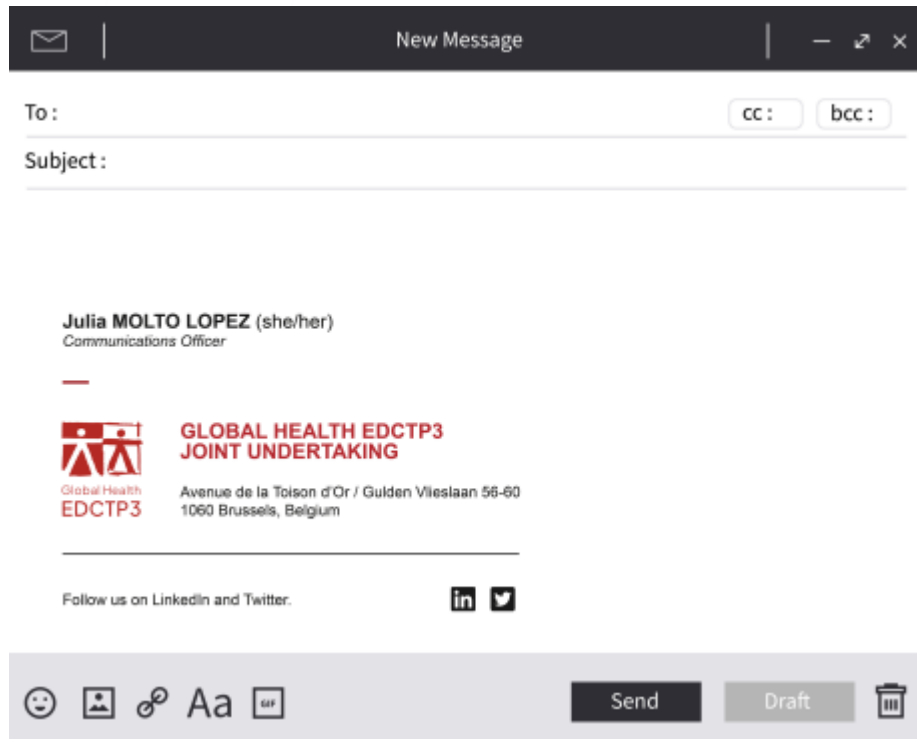
Letterhead

Templates – Print

Business card
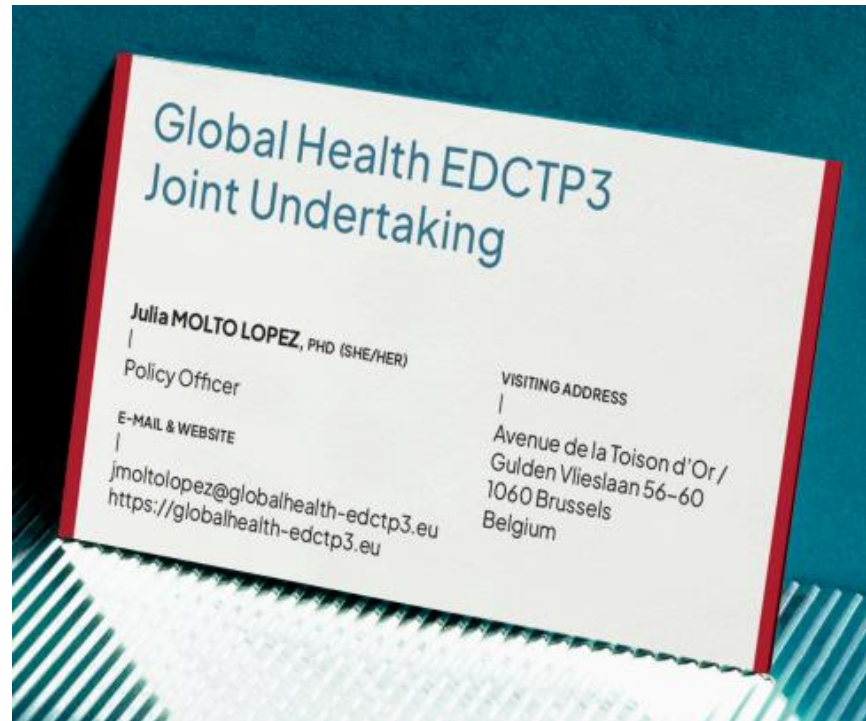
Templates – Digital

PowerPoint slides

Templates – Digital

Email signature

Sandra RAMOS (she/her)
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Next steps

Internal

- Booklet for staff on key branding principles
- Review and enlarge templates offer (factsheet, report, etc.)
- Info session for staff to be organised

External

- Review communication guidelines for beneficiaries
- Develop new communication materials/tools: one-pager, brochure, folder, video, infographics, banners, Teams background, slide deck, etc.
- Potential review and adaptation of some of the visual identity elements

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