



FEUGA

FUNDACIÓN EMPRESA-UNIVERSIDAD GALLEGA

COMMUNICATION & DISSEMINATION IN EU PROJECTS

**We help you maximize
the impact of your project.**



YOUR ALLY IN EUROPE

We owe our top-quality services and their success to the high-level commitment of our multidisciplinary staff and our strategic positioning in Europe.

OUR SERVICES



**COMMUNICATION &
DISSEMINATION STRATEGIES**



**STAKEHOLDERS ENGAGEMENT
& TRAINING**



**COMMUNICATION &
DISSEMINATION MATERIALS**



**WEB DESIGN &
ONLINE PRESENCE**



**VISUAL ID &
BRANDING**



**EVENTS
& PUBLIC RELATIONS**

COMMUNICATION & DISSEMINATION STRATEGIES

01. ANALYSIS
OF THE STARTING POINT



02. SETTING OF
OBJECTIVES



03. IDENTIFICATION OF
TARGET AUDIENCES



04. SPECIFICATION OF
COMMUNICATION CHANNELS



05. IDENTIFICATION OF
KEY MOMENTS & MILESTONES



06. DESIGN AND IMPLEMENTATION
OF COMMUNICATION &
DISSEMINATION ACTIVITIES



07. MONITORING &
REPORT DRAFTING



COMMUNICATION AND DISSEMINATION PLANS

We design and implement tailor-made communication and dissemination strategies to reach key target audiences, stakeholders and general public through the most effective online and offline channels.

We are experts in delivering the right message to the right audience, identifying the most effective media channels and approaches for dissemination. We also design and develop high quality awareness-raising campaigns aiming at providing the best possible outcomes for your project.

**We make sure your project
connects with its audience.**

Some of our best practices →



STAKEHOLDERS ENGAGEMENT & TRAINING

We make your project successful, interesting and with long-lasting results for stakeholders.

INVOLVING COMPLEMENTARY
TYPES OF KNOWLEDGE



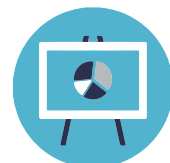
ADDRESSING REAL-LIFE NEEDS,
PROBLEMS & OPPORTUNITIES



ORGANISING KNOWLEDGE EXCHANGE
ACTIVITIES AMONG PARTNERS



TRANSFERRING RESULTS
TO END-USERS



PRODUCING ATTRACTIVE, UNDERSTABLE
& PRACTICAL INFORMATION



MULTI-ACTOR APPROACH

With our experience, you can get the involvement of the diverse actors of the project ecosystem, through engaging stakeholders and increasing social awareness. Our goal is to connect and engage different target groups (i.e. practitioners, scientists, advisors, companies, NGOs, policy-makers, etc.) and enhance closely cooperation throughout the whole research project period.

Some of our best practices →



TRAINING METHODOLOGIES

We have a large experience in capacity building and skills development. FEUGA creates and implements tailor-made training & educational programmes adapted to each European funding programme (Erasmus +, H2020, Interreg...).

We design and develop methodologies that integrate online and offline trainings through activities such as workshops, webinars, or elaboration of training modules and materials.

Some of our
best practices →



COMMUNICATION & DISSEMINATION MATERIALS

We transform complex ideas into simple, attractive and engaging messages.

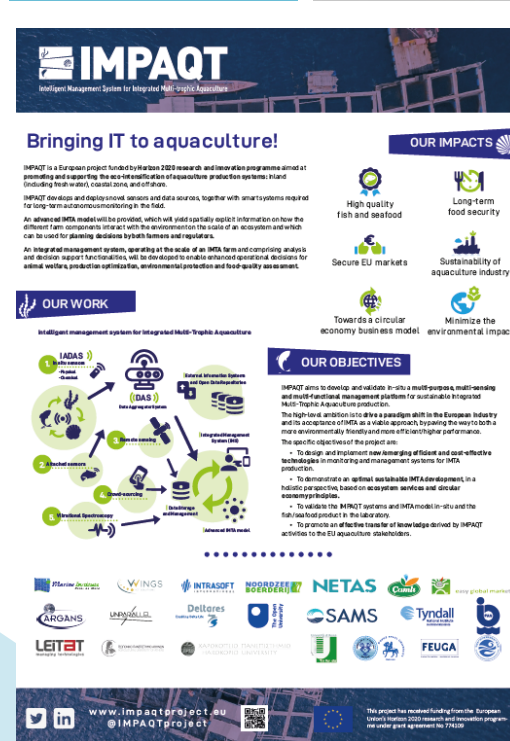
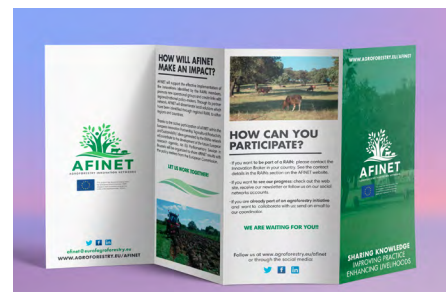
COMMUNICATION MATERIALS

We provide high-quality, audience-tailored content in digital and hard-copy formats, such as brochures, posters, newsletters, infographics, publications, videos, press releases, press calls or media kits.

DISSEMINATION MATERIALS

We also coordinate the production and publication of more technical and scientific materials as innovation factsheets, handbooks, training modules, technical and scientific articles, practice abstracts, demo videos...

Some of our best practices →



ONLINE PRESENCE

Making digital communication work for you.

WEB DESIGN

We conceive, design, create and manage project websites, the cornerstone of real-time communication today.

By providing responsive websites, we manage complex information flows that intervene in the innovation process.

Some of our best practices →



ONLINE TOOLS DEVELOPMENT

We design online networking and knowledge dissemination tools, such as interactive applications and ICT platforms. We make them tailored to the reality of each project, attractive and user-friendly for stakeholders.

Some of our best practices →



SOCIAL MEDIA MANAGEMENT

We find the best-fit resource for your project's strategy, from the identification of optimal channels to integrated management of networks, with best-suited content for each media.

Some of our best practices →



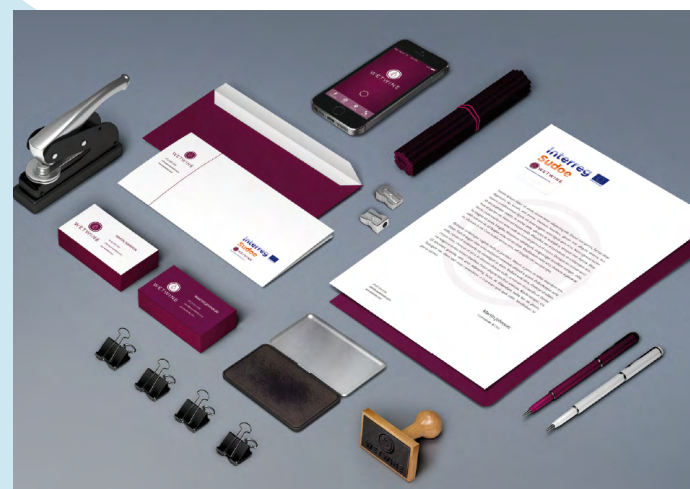
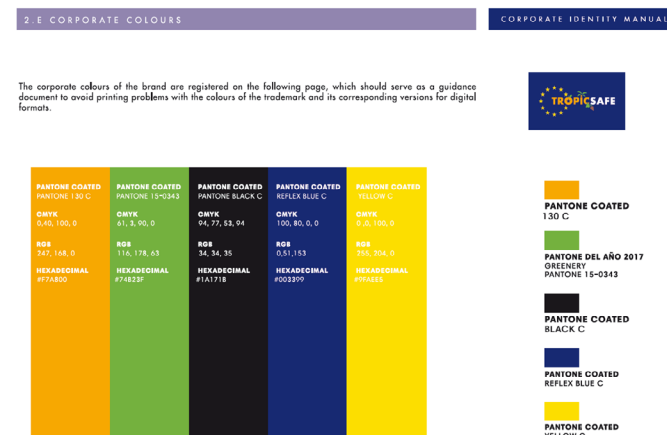
VISUAL IDENTITY & BRANDING



We capture the unique essence of each project with a modern logotype and set of colours.

Visual identities are the backbone of communication, and thanks to our experience, we are acquiring a good understanding of how to make them happen.

Visual ID is present throughout the project, across all the materials, activities and events, to ensure that your key stakeholders, potential business partners and the society in general know your brand and impact.



We ensure a strong presence of your project brand beyond words.

Some of our best practices →



EVENTS & PUBLIC RELATIONS



EVENTS

We have a broad experience in organizing meetings, conferences, workshops and seminars. We work to create the best atmosphere possible to facilitate networking among event participants.

With the support of FEUGA, attractive and well-delivered information will be combined with effective communication materials and a strong visual identity so your project won't let anyone indifferent.

PUBLIC RELATIONS & NETWORKING

FEUGA is a member of several platforms and associations at European and international level. We also count with an office in Brussels to make sure projects are present at the heart of Europe.

These memberships, along with our deep understanding of the dynamics of the mass media agenda, offer us a strong network of multipliers accross the globe that will be as well at the disposal of your project.



We are your allies in Europe! Our worldwide network allows us to reach a large and very diverse audience.