



The Eurostars™ Programme

Funding excellence in innovation

Guidelines for Eurostars Communication Material

Version 1.0

The Eurostars Programme is a joint initiative of EUREKA and the European Community



This document provides the participants involved in an approved Eurostars project with guidelines on the responsibilities and obligations to the Eurostars programme in relation to the communication material.

Further information on the Eurostars Programme is available at <http://www.eurostars-eureka.eu>

Questions or documents relating to the Eurostars monitoring can be sent to: projects@eurostars-eureka.eu



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1. Communicating Eurostars

All participants involved in an approved Eurostars project have the obligation to:

- acknowledge the Eurostars Programme in all external communications about the project.
- actively support and spread the spirit of the Eurostars Programme and work to enhance the reputation of the Eurostars Programme during the implementation process.
- acknowledge the Eurostars Programme's support, and display:
 - the Eurostars logo (figure 1),
 - the Eurostars project number or acronym
 - the co-funding by the European Community logo (figure 2)

in any communication material, in all information and public relations material related to the approved project and its implementation (for example, in event programmes, invitations, press releases, publications, at event premises, participants' website).

The logos are shown in the figures below:



Figure 1: Eurostars logo

The Eurostars Programme is powered by EUREKA and the European Community



Figure 2: Co-funding by EUREKA and the European Community logo

Please ensure that the logos are treated correctly and that the colours and typography are used in a correct manner. A low resolution version is adequate for web use, however a high resolution version is required for printing.

All participants must display the above mentioned elements and provide a link to the Eurostars website (<http://www.eurostars-eureka.eu/>) on their website.

The Eurostars Programme will provide the participants with the logos and other necessary materials for this purpose at <http://www.eurekanetwork.org/logos> (for the electronic format). Feel free to contact us communications@eurekanetwork.org for any other enquiry.

Eurostars Success Stories

Any socio-economic achievement of participants thanks to the Eurostars project can be featured as a Eurostars Success Story upon agreement with the participants. Socio-economic impact is understood as any increase in employment, sales or market shares, as well as the creation of spin-offs or any other elements that make any company grow.

Using the Final Report and Market Impact Report you can inform the ESE about the achievements of the project (by any member of the consortium) that you feel merit showcasing as a success story. Moreover, you can always send any interesting information related to the project to projects@eurostars-eureka.eu. The ESE will select the projects that show the most impressive socio-economic success.

Eurostars success stories will be released in the Eurostars website (<https://www.eurostars-eureka.eu/why.do>) as well as in press coverage and any communication campaigns.

Information security and confidentiality

Information released into the public domain by the Eureka Secretariat on confirmation of project funding

The results for R&D activities should be published in the manner agreed between the participants in their project consortium agreement.

The EUREKA Secretariat reserves the right to use any project as a case of study or success story to publicise the Eurostars Programme and the benefits of collaborative working. Publicity material will be agreed with the consortium members before release.

Data Protection Act

The EUREKA Secretariat is situated in the Kingdom of Belgium and as such is governed by Belgian data protection law. More information can be found (in English, Dutch and French) at <http://www.privacycommission.be>.

The information that project participants provide will be used in the monitoring of all aspects of the relevant project. This will include recording on the in-house and the Eurostars-contracted Programme Manager's processing computer and management information systems.

The information will be shared with the relevant EUREKA National Project Coordinator Offices, as well as with the relevant National Funding Bodies.

In addition, information may be used in the generation and collation of output and performance indicators and other management statistics. It may also be used in policy and strategy studies to inform management in carrying out the business of the EUREKA Secretariat and in improving business processes.

Any queries on issues relating to data protection should be addressed to the EUREKA Secretariat, Rue Neerveld 107, 1200 Brussels.