

## Communication guidelines Catalisti projects

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

Most importantly, Catalisti is ultimately responsible for the external communication about the projects under its umbrella. This implies that, if a consortium or project partner wishes to publicly communicate about a Catalisti 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 Catalisti project manager and/or communication officer, Aagje Van Cauwelaert ([avancauwelaert@catalisti.be](mailto:avancauwelaert@catalisti.be); +32 486 52 88 55) 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 Catalisti 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.

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### External communication

In every external communication about Catalisti 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 Catalisti 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 research is pursued as part of [project acronym], an innovation project under the umbrella of Catalisti, the spearhead cluster that accelerates innovation into business in Flanders' chemical and plastics sector. The project is supported by Flanders Innovation & Entrepreneurship (VLAIO).*

*Template 2: The breakthrough/product/process/technology was developed as part of the [project acronym] project. This project is a collaboration under the umbrella of Catalisti, the spearhead cluster that accelerates innovation into business in Flanders' chemical and plastics sector. The project is supported by Flanders Innovation & Entrepreneurship (VLAIO).*

Preferably, the consortium partners are also mentioned by name.

*Example: The research is pursued as part of PoCoPAdd, an innovation project under the umbrella of Catalisti, the spearhead cluster that accelerates innovation into business in Flanders' chemical and plastics sector. The project is supported by Flanders Innovation & Entrepreneurship (VLAIO) and includes partners Beaulieu, Deceuninck, Kaneka, Oleon, and KU Leuven.*

If a communication action occurs ad hoc, i.e. on the spot, in an unplanned fashion and without any opportunity for advance alignment with Catalisti, please take the aforementioned frameworks into account and inform Catalisti.

### Hyperlinks

Online communication about Catalisti projects (e.g. on web pages) should always include a hyperlink to redirect visitors to a) the Catalisti website (<https://catalisti.be/>) or b) a dedicated project page on the Catalisti website, which is available for each Catalisti project and can be provided 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 Catalisti projects should tag Catalisti to ensure social media posts about Catalisti projects are swiftly picked up and amplified by all relevant stakeholders.

- @CATALISTIvzw on Twitter
- @Catalisti on LinkedIn

### Catalisti logo

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

Both the Catalisti logo and the combination logo Catalisti-VLAIO can be downloaded via <https://catalisti.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 organisational support by Catalisti as well as the financial support by Flanders Innovation & Entrepreneurship (VLAIO) should be acknowledged.

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

Example: *We gratefully acknowledge the financial support of Flanders Innovation & Entrepreneurship (VLAIO) through the Catalisti project WATCH (HBC.2019.0001).*

### Questions?

For questions about these guidelines, or for general communication questions related to Catalisti, please contact:

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