

## Communication in the innovation program

### Basics

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It is important to DIZH to communicate the funded projects to the public. In cooperation with the communication departments of the universities, we offer various communication measures and would like to support the projects individually.

#### 1. Press and public relations work

The project management is asked to present their project through active public relations work. The DIZH office, in cooperation with the communications departments of the participating universities, is happy to offer its support, tools and channels for press and public relations work.

Press work: press releases, articles in newspapers

Information for the public media on relevant events with news value, with the aim of informing the public about the project.

PR/public relations: website, newsletter, social media, events, videos, etc.

Information for various target groups with the aim of providing information as well as evoking positive emotions and arousing curiosity and sympathy (image), depending on the target group and channel.

#### 2. Funding advice

The project management is asked to refer to the DIZH funding in its public relations work for the project. The DIZH logo should appear on all print and online products associated with the funded project ([link to download](#)).

If the logo cannot be used, the wording "Supported by the Digitalization Initiative of the Zurich Higher Education Institutions " or "Made possible by the Digitalization Initiative of the Zurich Higher Education Institutions " should be used.

The project management is requested to inform the DIZH about the use of the logo.

## Coordination steps

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- 1. Contact**  
After receiving the funding approval, you will be contacted by Sabine Dani to discuss the next steps.
- 2. Short text for Website**  
Over the next few weeks, we will be in touch with a short text for your project for our website. We look forward to receive your comments. Please check that the names of the participants and practice partners are correct. If you already have existing photo and/or video, please make them available to us.
- 3. PR work at the start of the project**  
In cooperation with the universities, the DIZH publishes an announcement of the projects funded in the call. If a launch event is planned for your project, please inform us.
- 4. Inform about activities**  
Please inform us in advance of any high-profile project dates (events, conferences, press releases, etc.) so that we have the opportunity to draw attention to them in our communications.
- 5. Project monitoring**  
During the funding period, we may ask the project managers to participate in events, video productions, interviews or similar. Together we will find suitable instruments and times to communicate your project effectively.
- 6. Stay in touch**  
We ask you to keep us informed about all relevant events, happenings or results of the project (Mail: [sabine.dani@dizh.uzh.ch](mailto:sabine.dani@dizh.uzh.ch)).

Please tag us in your communication on social media.

LinkedIn: dizh-zh  
X/Twitter: DIZH\_ZH  
Mastodon: swiss.social/@DIZH  
Bluesky: @dizh.bsky.social

Please let us know your social media channels so that we can follow you.