NRC·CNRC

GUIDELINES FOR COMMUNICATION OF
NRC IRAP SUPPORT

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Resources for ORGANIZATIONS

OVERVIEW

This document is designed to assist you in issuing public communications announcing or referencing the funding your organization is receiving from the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP).

This document contains information and guidance with respect to:

- the obligations of the organization
- approval process
- general guidance and sample wording for:
  - third party news releases
  - social media
  - website content and use of NRC's visual identifier (logo)
- who to contact for assistance

APPROVAL PROCESS

The approval process is managed via your NRC IRAP Industrial Technology Advisor (ITA). Please allow for **up to 5 business days** for NRC approvals. It is important to note that support should only be announced once approval has been given by NRC IRAP. In order for approval to be requested, the NRC IRAP Contribution Agreement must have been signed by your organization and NRC IRAP.

Step 1

If you choose to issue communications announcing or recognizing your NRC IRAP support, please provide the following to your ITA:

- an electronic copy of the content (e.g. news release, social media or web content) in an MS Word document
- the anticipated distribution date
- the proposed distribution method

Step 2

Your ITA will work with NRC IRAP's Communications team to review your content and make minimal changes, as required, based on:

- the agreement between NRC IRAP and your organization (i.e., accurate Contribution Agreement amount, project description, etc.)
- the writing guidelines listed in this document

Step 3

NRC IRAP's Communications team will move the content you provided through all necessary approvals and will return it to you through your ITA.

OBLIGATION TO SEEK NRC IRAP APPROVAL

The obligations of the organization with respect to treatment of public communications related to the contribution agreement are laid out in Clause 9 of your signed NRC IRAP Contribution Agreement, which reads as follows:

The Organization shall, in all public communications related to this Contribution Agreement (including but not limited to web site, publications, news releases, presentations, annual reports, on-site signage), acknowledge the financial contribution of the government of Canada. The Organization must not use the name of the National Research Council Canada (NRC) or the Government of Canada in any manner that may imply endorsement or approval of a product, process, or business. The Organization shall consent to a form of acknowledgement which has been approved by the NRC and which may include text in both official languages, an official government symbol and/or other graphic elements. The Organization also consents to limit the acknowledgement to applications agreed upon by the NRC and to terminate the acknowledgement upon request by NRC.

GENERAL GUIDANCE: THIRD PARTY NEWS RELEASES

Writing guidelines

Please take into account the following guidelines when drafting your release:

1. "NRC IRAP" and the Contribution Agreement funding amount cannot appear in the title.

2. Avoid using the words "grant" or "granted" (e.g., Do not use "Organization was granted $XX for this project").

3. The term "Government of Canada" cannot appear in the title. (Note: This is a temporary measure intended to allow more visibility for important COVID-19 announcements made by the federal government).

4. NRC representatives cannot be quoted in third party news releases.

5. NRC logos cannot appear in third party news releases or social media posts.

6. At first mention, NRC IRAP should be written in news releases as: the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP).

7. Third party news releases cannot contain "About NRC IRAP" sections or boilerplate text.

8. Within the text, NRC IRAP funding should be referred to as "funding of up to $X" when announcing a Contribution Agreement amount. Alternatively "conditional funding" may be used if the funding amount is not specified.

9. It should be made clear that NRC IRAP funding is supporting specific innovation services offered by the organization.

10. The words "partnership" or "collaboration" should not be used as NRC IRAP is no co-delivering the organization's services.

11. Avoid using statements that might imply NRC IRAP or Government of Canada endorsement of the organization and its services.

12. Do not include forward looking statements regarding NRC IRAP funding (e.g. statements that imply future NRC IRAP funding is likely).
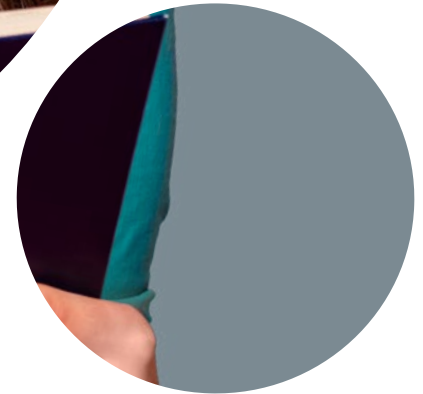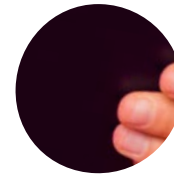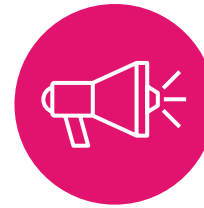
Samples of recommended wording

Announcing NRC IRAP funding

[ORGANIZATION] is pleased to announce that it is receiving up to $[X] in funding from the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) to support [DESCRIPTION] services for small and medium-sized businesses.

General mentions of NRC IRAP support

[ORGANIZATION] [also received/ is also receiving] [conditional funding/ funding of up to $X] from the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) supporting these services.

[ORGANIZATION] [also received/ is also receiving] [conditional funding/ funding of up to $X] from the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) supporting [DESCRIPTION] services for small and medium-sized businesses.

Announcing additional NRC IRAP funding (CA amendment)

[ORGANIZATION] is pleased to announce that it is receiving additional funding from the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) supporting its [DESCRIPTION] services for small and medium-sized businesses. The amendment expands existing support [ORGANIZATION] is receiving from NRC IRAP and will provide a total financial contribution of up to $XX.
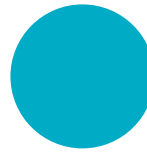
GENERAL GUIDANCE: SOCIAL MEDIA

Your organization may use social media to announce new NRC IRAP funding or provide progress updates.

NRC IRAP does not have its own dedicated social media channels. If you wish to post on social media, please tag the NRC's official corporate accounts:

- English Twitter: twitter.com/NRC_CNRC
- French Twitter: twitter.com/CNRC_NRC
- LinkedIn: linkedin.com/company/national-research-council
- Instagram: instagram.com/nrc_cnrc

Any content mentioning NRC IRAP support should first be submitted to your ITA for review and approval from NRC IRAP. To respect the privacy of NRC IRAP employees in social media posts, they should only be mentioned with their prior consent and NRC IRAP approval.

Twitter

If you are planning on Tweeting to link to a news release or announcement, the tweet should be submitted to NRC IRAP for approval in tandem with the draft release. Where appropriate you may use #IRAP to further specify NRC IRAP support.

Sample tweets:

[ORGANIZATION] is pleased to announce it is receiving funding from @NRC_CNRC #IRAP to support its [DESCIPTION] services for small and medium-sized businesses. <link to news release>

[ORGANIZATION] is pleased to announce it has been able to provide X local companies with [DESCRIPTION] services thanks to funding support from @NRC_CNRC #IRAP. <link to release>

LinkedIn

Please use wording that adheres to the writing guidelines for third party news releases and tag NRC's official LinkedIn account. If you are planning to repurpose a news release for LinkedIn content, please let us know and ensure that the content has been approved by NRC IRAP.

Instagram

Usage of NRC logos is not authorized.

GENERAL GUIDANCE: WEBSITE CONTENT AND USE OF NRC'S VISUAL IDENTIFIER (LOGO)

Please advise your Industrial Technology Advisor (ITA) if you are planning on mentioning NRC IRAP support on your website. All requests are reviewed on a case-by-case basis and should adhere to the following guidelines:

- Your organization has an active Contribution Agreement (CA) with NRC IRAP.
- Address NRC IRAP support specifically and refrain from referring to NRC IRAP as a partner or collaborator.
- Do not use NRC IRAP's name or any NRC visual identifier/logo on marketing products intended for commercial promotion of the organizations services.
- Where possible (e.g. websites), add a small text acknowledgement that denotes the nature of NRC IRAP's support. The acknowledgment may then be followed by the NRC signature if deemed appropriate (NRC signature to be provided by NRC IRAP Communications team).

Sample web acknowledgment:

[ORGANIZATION'S] services are supported in part by funding from the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP).

National Research Council Canada   Conseil national de recherches Canada

Note: Companies using any NRC visual identifier without prior consent will be asked to remove the image from their website.

SAMPLE NEWS RELEASE TEMPLATE
*On organization's letterhead.

[ORGANIZATION] receives funding to [PROJECT DESCRIPTION]

Month XX, 20XX – City, Province/Territory

Today, [ORGANIZATION] is pleased to announce that it is receiving up to $[X] in funding from the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) to support its [DESCRIPTION] services for small and meium-sized businesses.

Optional quote from Organization
"We are pleased to receive this support from NRC IRAP which will allow us to…."

About Organization
Organization boilerplate text here.

Contact Information
Organization's contact information here.

WHO TO CONTACT
FOR ASSISTANCE

Your Industrial Technology Advisor is your primary contact for all things NRC IRAP related. If you have questions about mentioning NRC IRAP support that are not answered above, please contact your ITA and they will liaise with the NRC IRAP Communications team as necessary.

canada.ca/nrc-irap