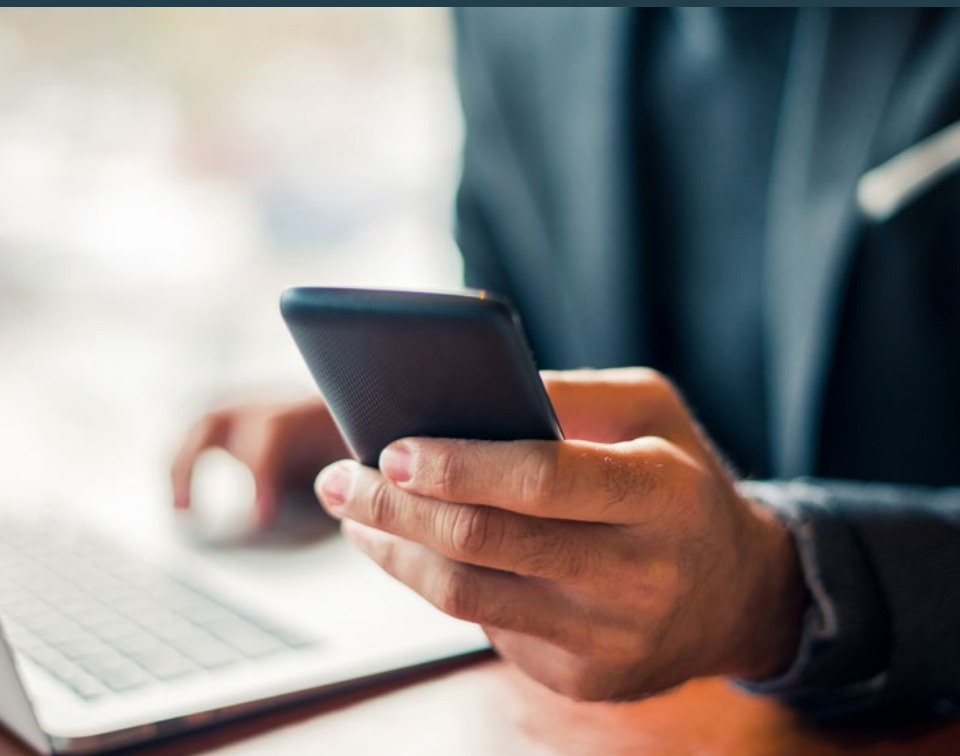


NRC-CMRC

GUIDELINES FOR COMMUNICATION OF NRC IRAP SUPPORT



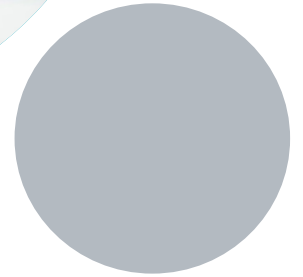
**Resources for INNOVATION ASSISTANCE PROGRAM
(IRAP IAP) funding recipients**



National Research
Council Canada

Conseil national de
recherches Canada

Canada¹³



OVERVIEW

This document is designed to assist you in issuing public communications announcing or mentioning COVID-19 wage subsidy funding provided through the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) Innovation Assistance Program (IRAP IAP).

This document contains information and guidance with respect to:

- the obligations of the firm
- approval process
- general guidance and sample wording for:
 - third party news releases
 - social media
- who to contact for assistance





OBLIGATION TO SEEK NRC IRAP APPROVAL

The obligations of the firm with respect to treatment of public communications related to the contribution agreement are laid out in Clause 11 of your signed NRC IRAP Contribution Agreement, which reads as follows:

The Firm 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 Firm 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 Firm 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 Firm also consents to limit the acknowledgement to applications agreed upon by the NRC and to terminate the acknowledgment upon the request by NRC.

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 company and NRC IRAP.



Step 1

If you choose to issue communications announcing or recognizing your IRAP IAP funding, please provide the following to your Industrial Technology Advisor or local NRC IRAP contact:

- 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 firm (i.e., accurate funding amount and description)
- the writing guidelines listed in this document



Step 3

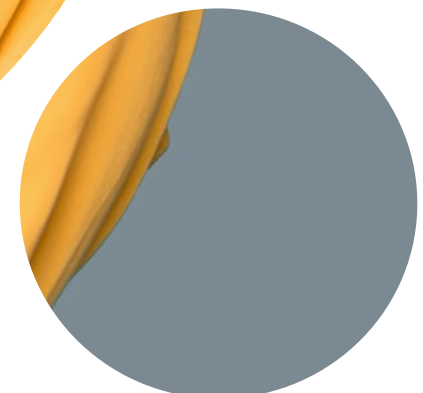
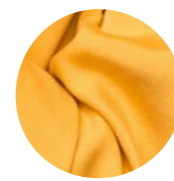
NRC IRAP's Communications team will move the content you provided through all necessary approvals and will return it to you through your ITA.

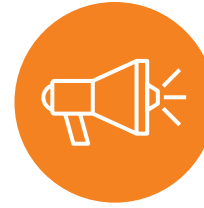
GENERAL GUIDANCE: THIRD PARTY NEWS RELEASES

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 "Company 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 full 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. Language should reflect that Innovation Assistance Program (IAP) funding is for a temporary wage subsidy in response to COVID-19 (This is not regular NRC IRAP R&D project funding).
9. 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.
10. Do not include statements that might imply NRC IRAP or Government of Canada endorsement of a particular product, technology or service.
11. Do not include forward looking statements regarding NRC IRAP funding (e.g. statements that imply future IRAP funding is likely).





Samples of recommended wording

Announcing IAP funding - if not previously announced during first round

Title - [FIRM] Receives COVID-19 Wage Subsidy Assistance

[FIRM] is pleased to announce that it is receiving a temporary wage subsidy as part of the National Research Council of Canada Industrial Research Assistance Program's (NRC IRAP) Innovation Assistance Program (IRAP IAP) to support continued employment and innovation during the COVID-19 pandemic.

If your company is required to disclose its IAP funding amount, please include your total funding from the initial and extended phase of IAP (if applicable).

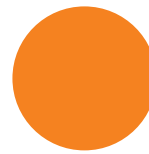
[FIRM] is pleased to announce that it is receiving a temporary wage subsidy of up to \$X as part of the National Research Council of Canada Industrial Research Assistance Program's (NRC IRAP) Innovation Assistance Program (IRAP IAP) to support continued employment and innovation during the COVID-19 pandemic.

Announcing IAP funding - if previously announced during first round

Title - [FIRM] Receives Additional COVID-19 Wage Subsidy Assistance

[FIRM] is pleased to announce that it will receive an additional temporary wage subsidy as part of the National Research Council of Canada Industrial Research Assistance Program's (NRC IRAP) Innovation Assistance Program (IRAP IAP) to support continued employment and innovation during the COVID-19 pandemic.

[FIRM] is pleased to announce that it will receive an additional temporary wage subsidy of up to \$X as part of the National Research Council of Canada Industrial Research Assistance Program's (NRC IRAP) Innovation Assistance Program (IRAP IAP) to support continued employment and innovation during the COVID-19 pandemic. This funding follows on support of \$X through IRAP IAP.



GENERAL GUIDANCE: SOCIAL MEDIA

Your firm may use social media to announce its IAP funding. 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](https://www.linkedin.com/company/national-research-council)
- Instagram: [instagram.com/nrc_cnrc](https://www.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:

[FIRM] is pleased to announce it is receiving a temporary wage subsidy as part of the @NRC_CNRC #IRAP Innovation Assistance Program to support continued employment and innovation during the COVID-19 pandemic.

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.



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

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