



IFIGENEIA

Innovative Facility for Isotope GENERation
with Efficient Ion Accelerator

Writing Identity for short articles for the general public

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1 Purpose of the Article

Short news articles should:

- Inform a wider audience (general public, policy-makers, scientists, industry) about IFIGENEIA activities
- Highlight milestones, events, outcomes, or human stories
- Promote the strategic importance and European added value of the project
- Fulfil EU visibility requirements

2 Writing Style and Tone

- Tone: Clear, informative, optimistic
- Voice: Active, human-centred, and forward-looking
- Style: Short paragraphs, plain language, accessible to a non-expert audience
- Perspective: Emphasise cross-border collaboration and IFIGENEIA's mission
- Use quotes from people where possible.

3 Article Structure & Length

- Target length: 300–500 words
- Structure:
 - a) Headline (max. 10 words)
 - b) Lead paragraph (What happened? Who? Why important?)
 - c) Main body (Context, outcomes, who was involved)
 - d) Quote (optional but recommended)
 - e) Closing paragraph (What's next? Where to learn more?)

4 Mandatory Elements

- Full project name and acronym: "Innovative Facility for Isotope GENERation with Efficient Ion Accelerator (IFIGENEIA)"
- EU funding line:



“This project has received funding from the European Union’s Horizon Europe Research and Innovation Programme under the Grant Agreement No.101186921.”

- EU flag image or logo (in visuals or header)
- Website (e.g. www.ifigeneia.eu)
- Disclaimer (if using strong opinions or public claims):
“Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor REA can be held responsible for them.”

5 Formatting & Visuals

- Include at least one relevant photo or image with a caption and credit
- Use subheadings for clarity if the article is longer than 350 words

6 Keywords and Tags

Example: #HorizonEU, #ResearchImpactEU, #EUInnovation, #WIDERA, #FIGENEIA, #LINAC, #LINACaccelerator, #Radioisotopes, #NuclearMedicine, #Innovation, #COUNTRY #Health

7 Where to Publish

Project website, partner websites, newsletters, stakeholder portals, institutional blogs, etc.



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ifigeneia.eu