



FUEL CELLS AND HYDROGEN
JOINT UNDERTAKING

Communication, Dissemination and Exploitation of results

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FCH 2 JU Grant Agreement

Enforcement of communication and dissemination activities !



**‘The beneficiaries must promote the action and its results,
by providing targeted information to multiple audiences
(including the media and the public) in a strategic and
effective manner’**

(GA Article 38.1)



FCH 2 JU Grant Agreement: communication and dissemination

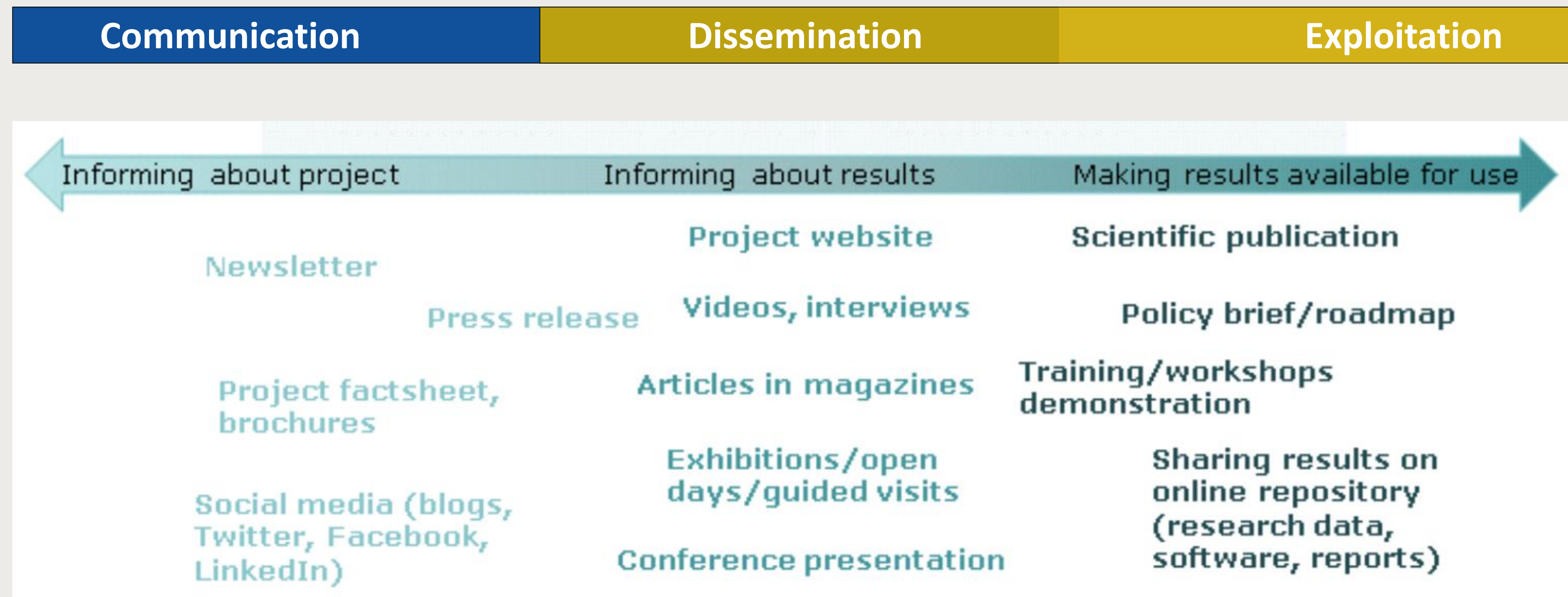
Clear difference between these actions !



Communication	Dissemination
About the project and results	About results only
Multiple audiences <i>Beyond the project's own community (include the media and the public)</i>	Audiences that may use the results in their own work <i>e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers</i>
Inform and reach out to society , show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29

Dissemination vs. Communication vs. Exploitation

Definitions



'Draft Plan for Dissemination and Exploitation of project results'

Measures to maximise impact of the project!



- **Compulsory part of the initial proposal (max 5 pages) – assessment within the Impact criteria!**

a) Dissemination and exploitation of results

- the **area** in which you expect to make an impact and **who** are the potential users of your results;
- **how** you intend to use the appropriate channels of dissemination and interaction with potential users;
- consideration to the possible follow-up of your project, once it is finished (including necessary additional investments);
- **business plan** where relevant, including possible additional activities (e.g. private funding in addition to the project);
- how the participants will manage the **research data** (IPR issues etc);
- strategy for **knowledge management and protection** (including open-access);

b) Communication activities

- proposed communication measures for **promoting the project and its findings** during the period of the grant;



Dissemination and Exploitation of results

Horizon 2020 Programme increased importance given to D&E



- **Rules for Participation** state clear obligations for beneficiaries
 - "Subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests, **each participant shall through appropriate means disseminate the results it owns as soon as possible.**"
 - "Each participant that has received Union funding shall use its best efforts to exploit the results it owns, or to have them exploited by another legal entity..."
 - "... [for monitoring D&E]... participants shall provide any information on their exploitation and dissemination related activities, and provide any documents necessary in accordance with the conditions laid down in the grant agreement"
- Dissemination and Exploitation plan is an **admissibility condition** and included in the **Impact criterion evaluation**
- European Commission R&I services have established a **Strategy for effective dissemination and exploitation of H2020 research results**
 - To better put funded **R&I project results to economic and social use**
 - To make **available scientific evidence in support of policy making**



Exploitation

Dissemination vs. Exploitation

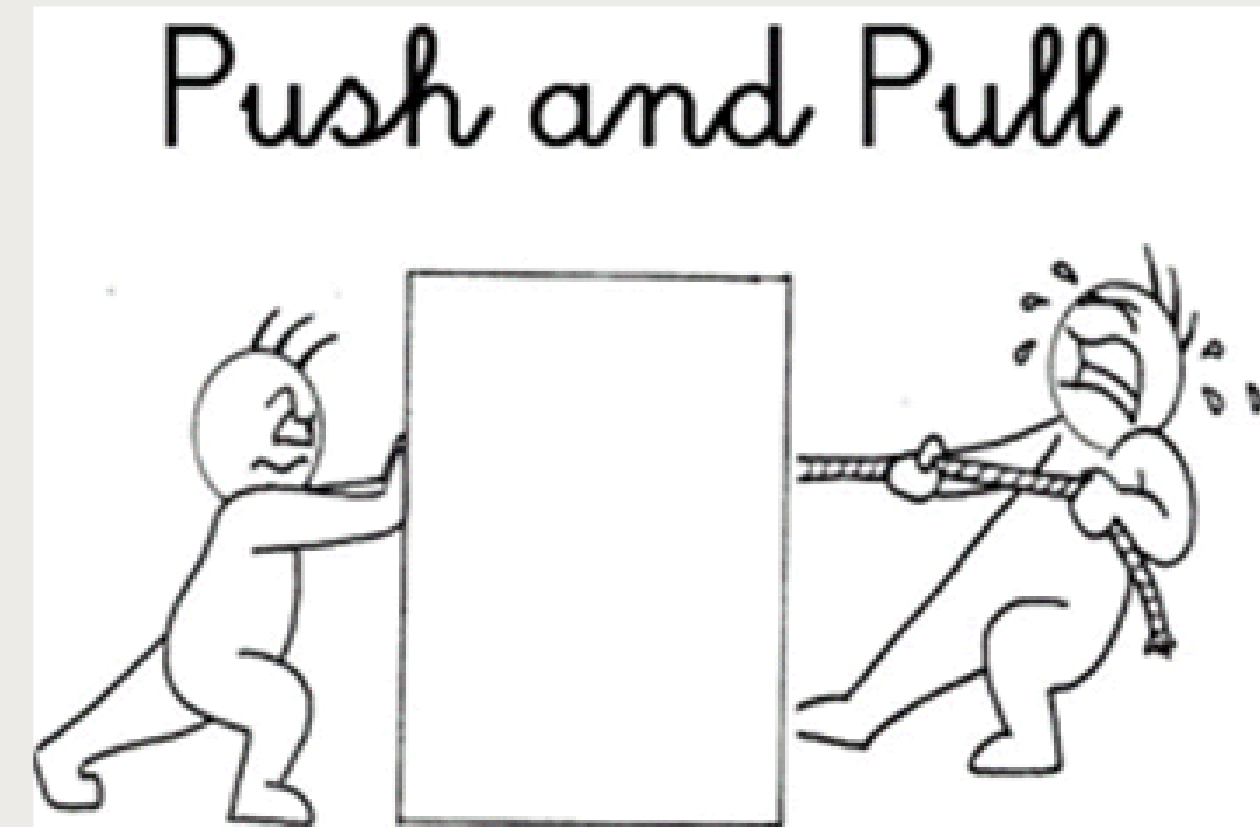


Dissemination: push

- Transfer of knowledge and results to the ones that can best make use of it in order to
- Maximize the impact of research, enabling the value of results to be potentially wider than the original focus

Exploitation: pull

- Make use of the results; recognising exploitable results and their stakeholders
- Concretise the value and impact of the R&I activity for societal challenges



Why does dissemination matter?



Dissemination

The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.

- Dissemination is the **transfer of knowledge and results to the ones that can best make use of it**
- Knowledge generated in R&I projects has a tendency to stay where it is generated; dissemination prevents it becoming sticky and effectively lost
- It is an essential means of **maximizing the impact of research**, enabling the value of results to be potentially wider than the original focus
- It is an essential element of all good research practice
- Dissemination strengthens and promotes the profile of the organisation



What is meant by exploitation?



Exploitation

The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.

- Exploitation is about making use of the results; exploitation planning is about recognising exploitable results and their stakeholders
- Exploitation can be commercial, societal, political, or for improving public knowledge and action
- Project partners can aim at exploiting the results themselves, or facilitate exploitation by others (e.g. through making results available under open licenses)
- Exploitation concretises the value and impact of the R&I activity for societal challenges



Barriers to effective dissemination and exploitation

Why does it not always happen?



- Perceiving dissemination and exploitation as "tick boxes", not important for the "real work" of the project
- Confusion between communication, dissemination, exploitation
- Focusing on implementing and validating technical objectives instead of aligning work with the needs of users and stakeholders
- Lack of skills (or interest) in describing the value and unique benefits of the key results for outside "typical" community
- Lack of knowledge of exploitation risks and opportunities, alternative routes, financial sources, market situation
- Lack of reflection and joint discussions within the consortia
- **External support** can give an important "push" for the impact of the project, and be **useful already in early phases of the work**



FCH 2 JU Grant Agreement (GA – Article 29)

Open Science



Obligation to use open access for publications (GA article 29.2)

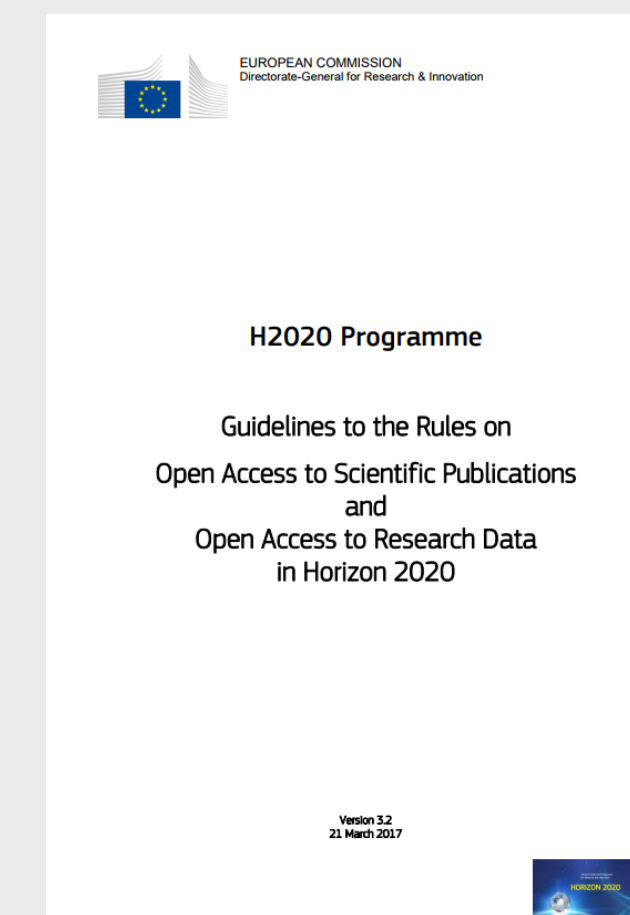
- To all peer-reviewed scientific publications relating to the project's results
- Ensure open access to the deposited publication — via the repository
- Open access = free and online e.g. www.openaire.eu



http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-data-management/open-access_en.htm

Some projects have opted-in to GA Article 29.3 on “Open access to research data”

- is about giving access to research data emerging from the project
- data management plan (DMP) is included as a deliverable



https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf



Communication

Communication's project lifecycle



→ Proposal

- *Work package for communication (or in another work package)*

→ Evaluation

- *"Impact" criteria*

→ Reporting

- *Communication plan*
- *Progress overview of communication activities*

→ Project Management

- *PO: interim and final assessment*
- *Beneficiaries: inform EC prior to major communication activity*



- **Proposal: work package for communication activities**
(or included in another work package)
- **Comprehensive communication plan**
(as part of ‘Draft Plan for dissemination and Exploitation of project results’)
 - Address the "**public policy perspective**"
 - Communication **proportionate** to the action
 - **Free choice** of communication activities

Communicating FCH 2 JU projects



Increased importance of communication

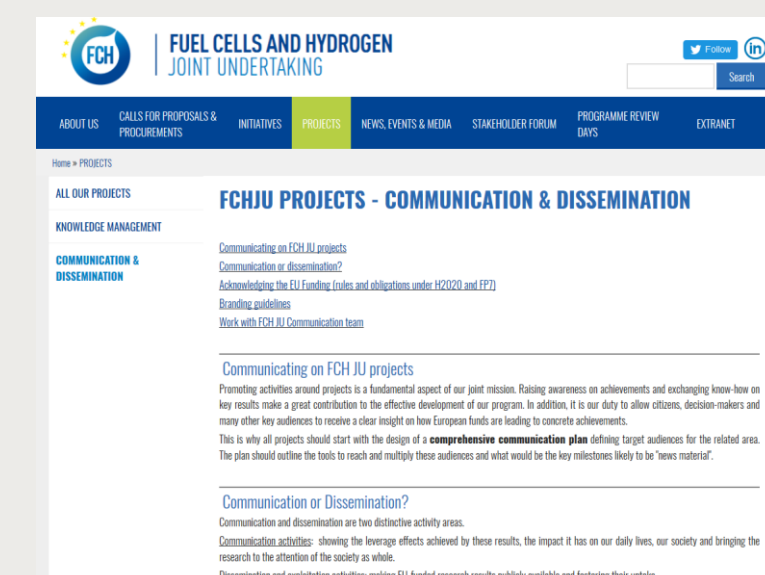
- Work package on communication in the proposal and the grant agreement (GA article 38.1)
- Promote your project and its results beyond the projects own community
- Communicate your research in a way that is understood by non-specialist, e.g. the media and the public
- Inform us in advance of communication activities expected to have a major media impact

Do's and dont's

- Start at the outset, continue through entire lifetime
- Plan strategically
- Identify and set clear communication objectives
- Target audiences beyond own community
- Choose pertinent messages
- Use the right medium and means



http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf



Additional FCH 2 JU guidance, including proposal for branding of equipment/prototypes/pilot units

<http://www.fch.europa.eu/page/fchju-projects-communication-dissemination>



Acknowledgement of EU funding (Article 38.1.2)

- Use EU emblem
- Use FCH 2 JU emblem
- Use text as indicated in GA:



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No (number). This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme, Hydrogen Europe and Hydrogen Europe research.

Note: When displayed together with another logo, the JU logo and the EU emblem must have appropriate prominence.

