



FUEL CELLS AND HYDROGEN
JOINT UNDERTAKING

Communication, Dissemination and Exploitation of results

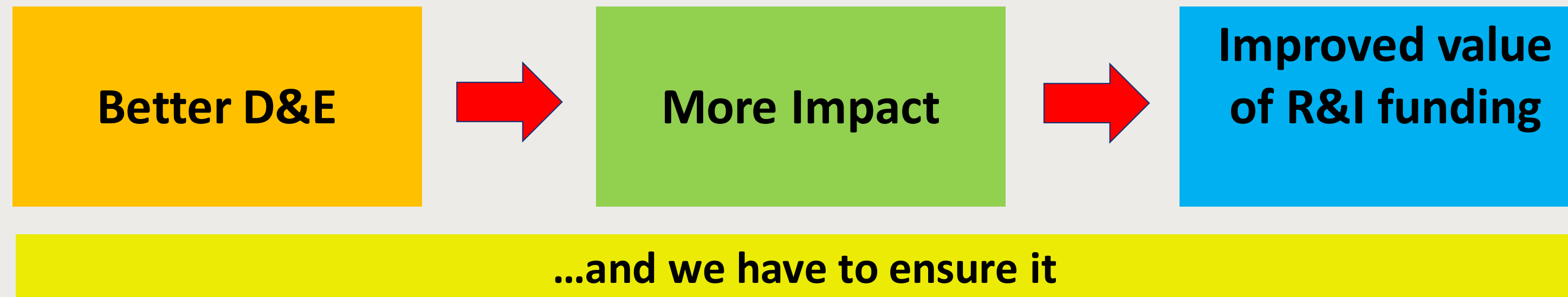
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Head of Unit

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Horizon 2020 Programme

Increased importance given to Dissemination & Exploitation (D&E)



Legal basis

Rules for Participation state clear obligations for beneficiaries:

"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..."

"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."

"... 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"



**‘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’**

(Article 38.1)

FCH 2 JU Grant Agreement: communication & dissemination

Normally in collaboration with the FCH 2 JU



Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the FCH 2 JU (Article 38.1)

Obligation to disseminate results (Article 29.1):

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible—‘disseminate’ its results by disclosing them to the public by appropriate means



What are project results?



Results:

Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected.*



Key exploitable results are the **outputs generated during the project which can be used and create impact**, either by the project partners or by other stakeholders

Project results can be reusable and exploitable (e.g. inventions, prototypes, services) as such, or elements (knowledge, technology, processes, networks) that have potential to contribute for further work on research or innovation



* http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

What is communication?



Communication

Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange*

- Reach out to **society as a whole**
- Demonstrate how **EU funding** contributes to tackling societal challenges
- Is **strategically planned** with communication objectives and not only ad-hoc efforts
- Uses **pertinent messages**, right medium and means



* Shortened from http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

What is dissemination?



Dissemination

Making the results of a project public, **not only** by scientific publications in any medium aiming at the uptake or (re-)use of these results.*

- Circulation of **knowledge and results** to the ones that can best make use of them
- Enabling the **value of results to be potentially wider** than the original focus
- Essential element of all **good research practice** and vital part of the project plan
- Strengthens and promotes the **profile of the organisation**



* http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

FCH 2 JU Grant Agreement: communication & 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

What is meant by exploitation?



Exploitation

The utilisation of results in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.*

- Make **use of the results**; recognising exploitable results and their stakeholders
- Concretise the **value and impact of the R&I activity** for societal challenges
- Can be **commercial, societal, political**, or for improving public knowledge and action, it also include recommendations for policy making
- Project partners can exploit results themselves, or facilitate exploitation by others (e.g. through making results available under open licenses)



* http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

Communication vs. Dissemination vs. Exploitation



Communication

Communication's project lifecycle



→ Proposal

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

→ Evaluation

- *"Impact" criterion*

→ Reporting

- *Communication plan in Annex 1 (DoA)*
- *Progress overview of communication activities in every report*

→ Project Management

- *PO: interim and final assessment*
- ***Beneficiaries: should inform FCH 2 JU prior to major communication activity!***



Communicating FCH 2 JU projects



Increased importance of communication

- Work package on communication in the proposal and the grant agreement
- 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!



Dissemination and Exploitation of results

Exploitation

Dissemination vs. Exploitation

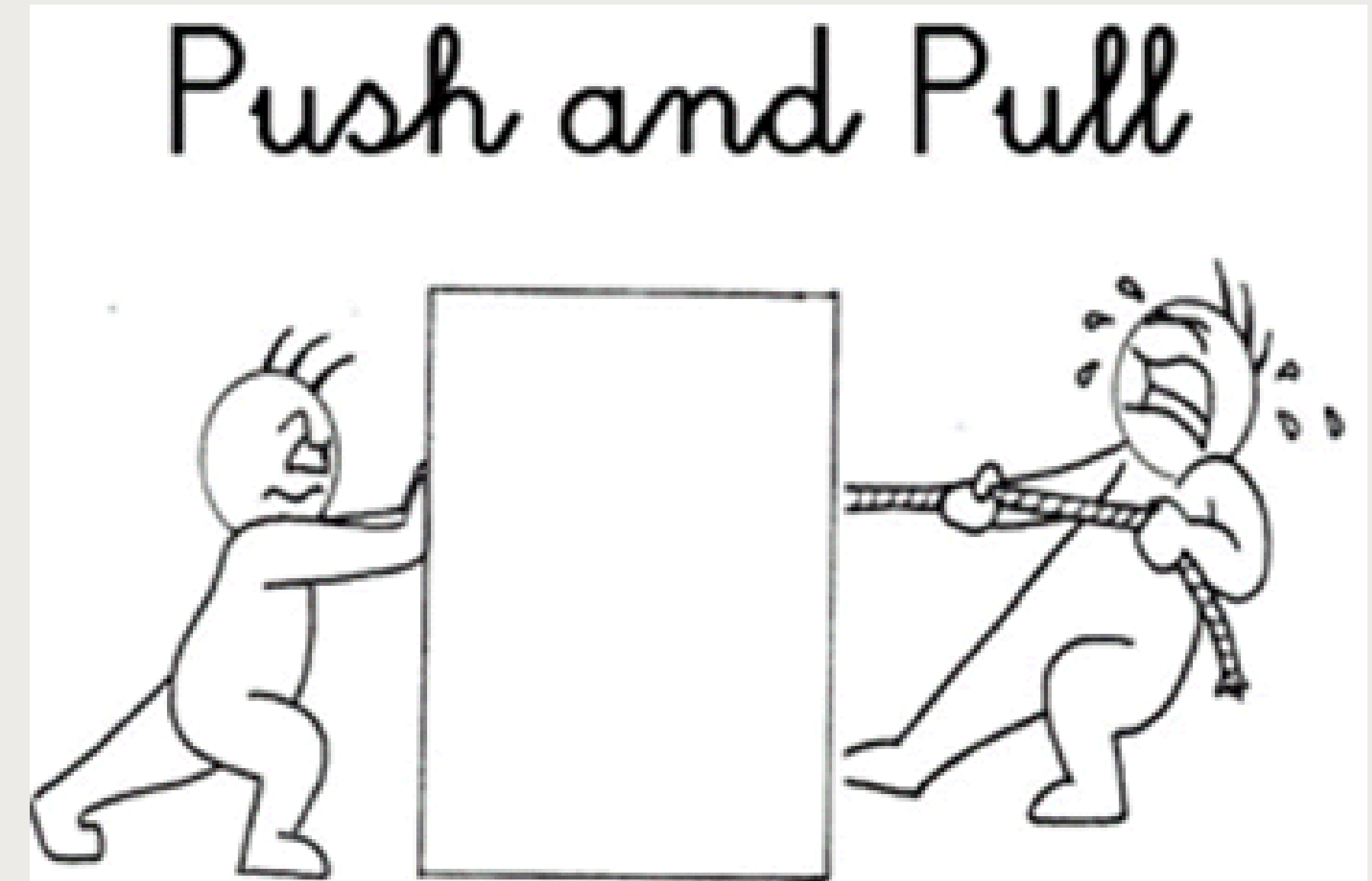


Dissemination: push

- 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



FCH 2 JU Grant Agreement (Article 29)

Open Science



Obligation to use open access for publications (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

Default option for 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
- Opt-out only in dully-justified cases!



EUROPEAN COMMISSION
Directorate-General for Research & Innovation

H2020 Programme

Guidelines to the Rules on
Open Access to Scientific Publications
and
Open Access to Research Data
in Horizon 2020

Version 3.2
21 March 2017



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



'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;



H2020 initiatives

External support

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**



EC Support Services for Exploitation of Research Results (SSERR)

Maximising project impacts of energy related projects



Free of charge support provided by the EC services for the exploitation of FP7/H2020 project results

Support provide to:

- identify potentially exploitable results
- exploit and protect results
- develop a viable plan for the exploitation and dissemination of research results
- develop a business plan
- find businesses and investors
- overcome financial barriers due to low or long-term return on investments
- patent your developments but don't know the pertinent procedures and laws?

RTD-ENERGY-SSERR@ec.europa.eu



<http://sserr.meta-group.com/Pagine/About-SSERR.aspx>



Common Exploitation Booster (CEB)



CEB was launched as a limited pilot (2016-2018): several FCH2 JU projects are currently profiting!

New calls for expression of interest to open end 2018/ beginning of 2019 - notification through the Participant Portal

The Common Exploitation Booster: **external consultancy** for four types of services for projects and results on different levels of maturity

- [Analysis of Exploitation Risks \(AER\)](#), to scout the route towards the market and better tackle risks;
- [Exploitation Strategy Seminar \(ESS\)](#) a joint working session to streamline the exploitation strategy and go to market action plan;
- [Business Plan Development \(BPD\)](#) to design a convincing and actionable plan for exploitation;
- [Brokerage and Pitching Event \(BPE\)](#) where partners present their results to peers, potential users and investors, in order to pave the way to follow-ups. (a service for a group of projects to request together)



Common Dissemination Booster (CDB)

Bridging the gap between research results and their further uptake



Call for Interest in 2017 closed – likely to be continued as of Q1 2019!

- **Free of charge support** provided by the EC services for the dissemination of FP7/H2020 project results
- Helps groups of R&I Projects to cluster results that are suitable to be disseminated together
- Support to projects to better map and target stakeholders and potential users at EU and international level

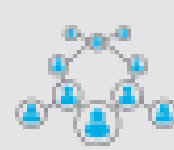


The 5 CDB Services you can choose from – Pick one or more

SERVICE 1

 Portfolio Identification Service

SERVICE 2

 Stakeholder/End-user mapping


SERVICE 3

 Portfolio Dissemination Plan Development

SERVICE 4

 Portfolio Dissemination Capacity building

SERVICE 5

 Dissemination Campaign in Practice

<https://webgate.ec.europa.eu/fpfis/wikis/pages/viewpage.action?pageId=145399321#space-menu-link-content>



Innovation Radar (IR) – *currently on pilot for mid-term reviews!*



A **data-driven methodology** to deliver intelligence on:

- The **innovations emerging from the projects**
- The **innovators**: who and where?
- **Market readiness**: how can we help the projects/beneficiaries to get to the market? (including further funding options...)

Structured systematic data without increasing reporting!

<https://www.innoradar.eu>



Resources currently accessible for projects:



H2020 online manual & Participant portal

- Dissemination and Exploitation
- Open Access and Data Management
- Communication
- H2020 Glossary
- Presentation(s) at Coordinators/info day on D&E

IPR helpdesk

- Guidance
- Helpline
- Trainings
- New guidance on Communication, Dissemination and Exploitation under development

Dissemination towards potential users of results: **CORDIS**

- Publishable summaries
- Enhanced results-in-brief
- Results packs
- Public H2020 deliverables (from September 2017 onwards)



QUESTIONS & ANSWERS SESSION

Ask your questions:

- Now, on : www.sli.do and insert the code **#FCHJU**
- Later, per email: fch-projects@fch.europa.eu