

Communication, Dissemination and Exploitation

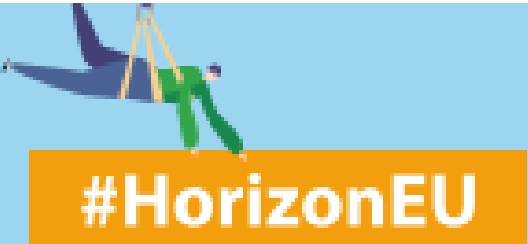
Lelia Rotaru
Communication officer

Petros Karazias
D&E Officer

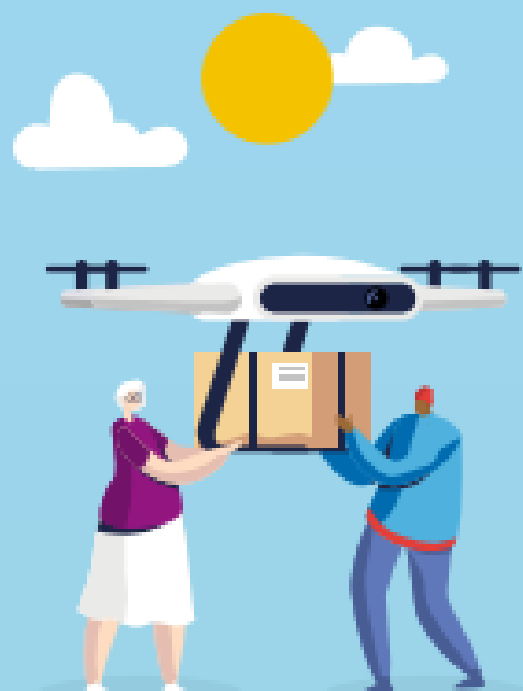




EUROPEAN UNION



COMMUNICATION, DISSEMINATION & EXPLOITATION WHAT IS THE DIFFERENCE AND WHY THEY ALL MATTER



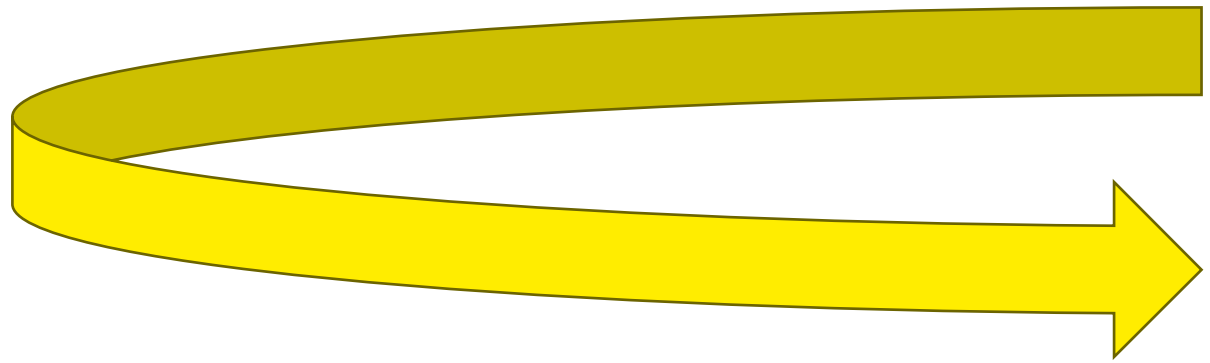
Communication
Inform, promote and communicate activities and results



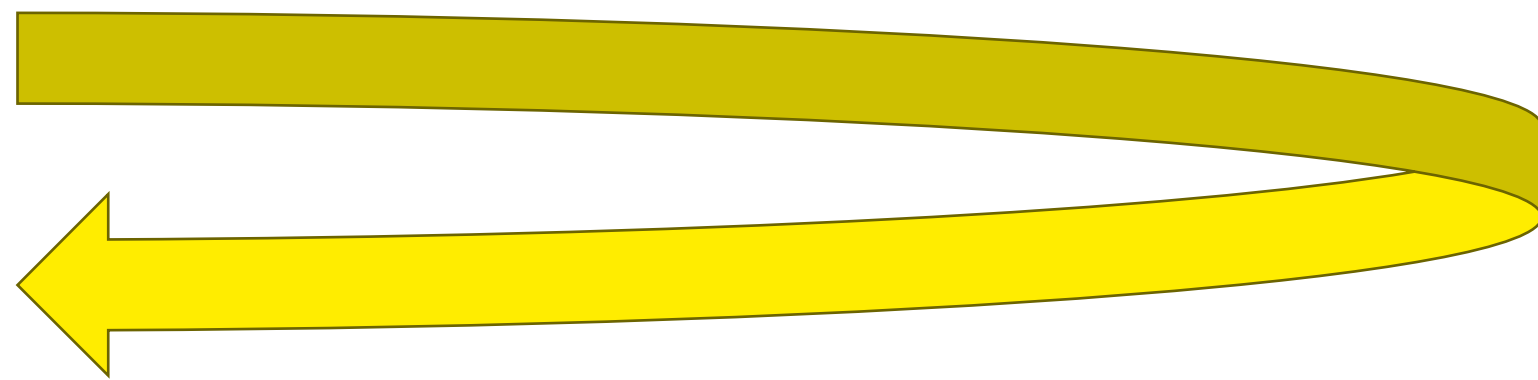
Dissemination
Make knowledge and results publicly available free-of-charge



Exploitation
Make concrete use of results for commercial, societal and political purposes



Scientific, Socio-economic IMPACT



It's about people

- **Communication** is about **talking to people**

Promoting the project and its results beyond the project's own community; and communicating its work in ways that non-specialists can easily understand.

- **Dissemination** is about **sharing things with people.**

Transferring the project knowledge and outputs to those who can best make use of them;

- **Exploitation** is about **helping people to use the outputs of the projects**

Application of project results in activities beyond the project itself; and using the results to create and market new products, services or processes.

Communication

- **What?** Informs, promotes, communicates about activities and results
- **Who?** Various audiences, including non-specialist ones: citizens, stakeholders, media
- **When?** From the start – until the end of the action
- **Why?** Transparency, show benefits of research, engage with stakeholders, obtain acceptance of the technologies

+ It is a legal obligation!

Article 17 & Annex 5 of Horizon Europe Grant Agreement



EU Beneficiaries are expected to :

- Actively engage in communication activities
- Promote the projects to a non-specialist audience: citizens, media
- Publicly acknowledge the EU support

"the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner."

Article 17 & Annex 5 of Horizon Europe Grant Agreement

Communication activities



- **Effective** (Have clear objectives – aligned with the project goals)
- **Strategic** (ad hoc efforts are NOT sufficient)
- **Planned** from the outset, **throughout the lifespan** of the project
- **Proportionate** to the scale of the action
- **Inclusive** (communicate to various audiences, including **non-specialist ones = go beyond the project community**)
- **Coherent** (avoid contradictory messages, all partners must be aligned)

Plan. Budget. Update



Under Horizon Europe, **communication, dissemination & exploitation activities must be part of the proposal** (admissibility condition)

1. At the proposal stage, applicants must submit a first draft of the plan for **communication, dissemination, and exploitation**

- Communication will be taken into consideration as part of the **award criteria**
- **Foresee a dedicated budget** for it in the proposal
- **Promote the project from the outset & throughout the full project lifespan**

2. Detailed plan for the dissemination and exploitation including **communication activities**

- **within 6 months** of the project (aligned with the draft proposal)
- **periodically updated** in alignment with the project's progress !!!

Communication, Dissemination and Exploitation Plan

Describe the planned measures
to maximise the impact of your project

- How the project communicates with its many different stakeholders;
- How it shares knowledge and achieves impact; and
- How the outputs of the project can be made available to encourage innovation and long-term use

Recommendations

- Set out a **description and timing** for each activity
- Define the main **messages**
- Define your **target groups**
- Use different **tools and channels**
 - **Project website** (within first 6 months)
 - **Newsletter**
 - **Press release** on major milestones / breakthroughs
 - **Events**: conferences, webinars, school visits, round tables, exhibitions, workshops, open days
 - **Social media** account (twitter, LinkedIn, YouTube)
 - **Videos and visual materials - infographics**, posters, leaflets
 - Earn / Buy media

Think of your project as a success story

The shift to gigawatt-scale fuel cell manufacturing



The large-scale deployment of hydrogen technology for low- or zero-carbon transport and energy use requires massive fuel cell production. A project funded by the Clean Hydrogen Partnership developed innovative manufacturing techniques to lower costs and achieve volumes to help meet an anticipated surge in demand for fuel cells from 2025.



Clean Hydrogen Partnership Awards

Award winners showcase hydrogen energy innovation

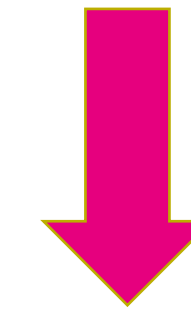


Acknowledge the EU funding

All projects have the legal obligation to acknowledge the EU funding received according to the signed grant agreement (see also [Model Grant Agreement](#), Horizon Europe, **Article 17** – Communication, Dissemination and Visibility and Annex 5).



Co-funded by
the European Union



Funding statement (acknowledgment of funding) for newly funded projects:

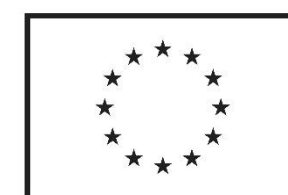
"The project is supported by the Clean Hydrogen Partnership and its members."



Consult our new guidelines
https://www.clean-hydrogen.europa.eu/media/visual-identity_en



Co-funded by
the European Union



Co-funded by
the European Union

Different versions and languages [here](#)

Nomen est omen

☑ Clean Hydrogen Partnership

☑ Clean Hydrogen Joint Undertaking (JU) → legal name

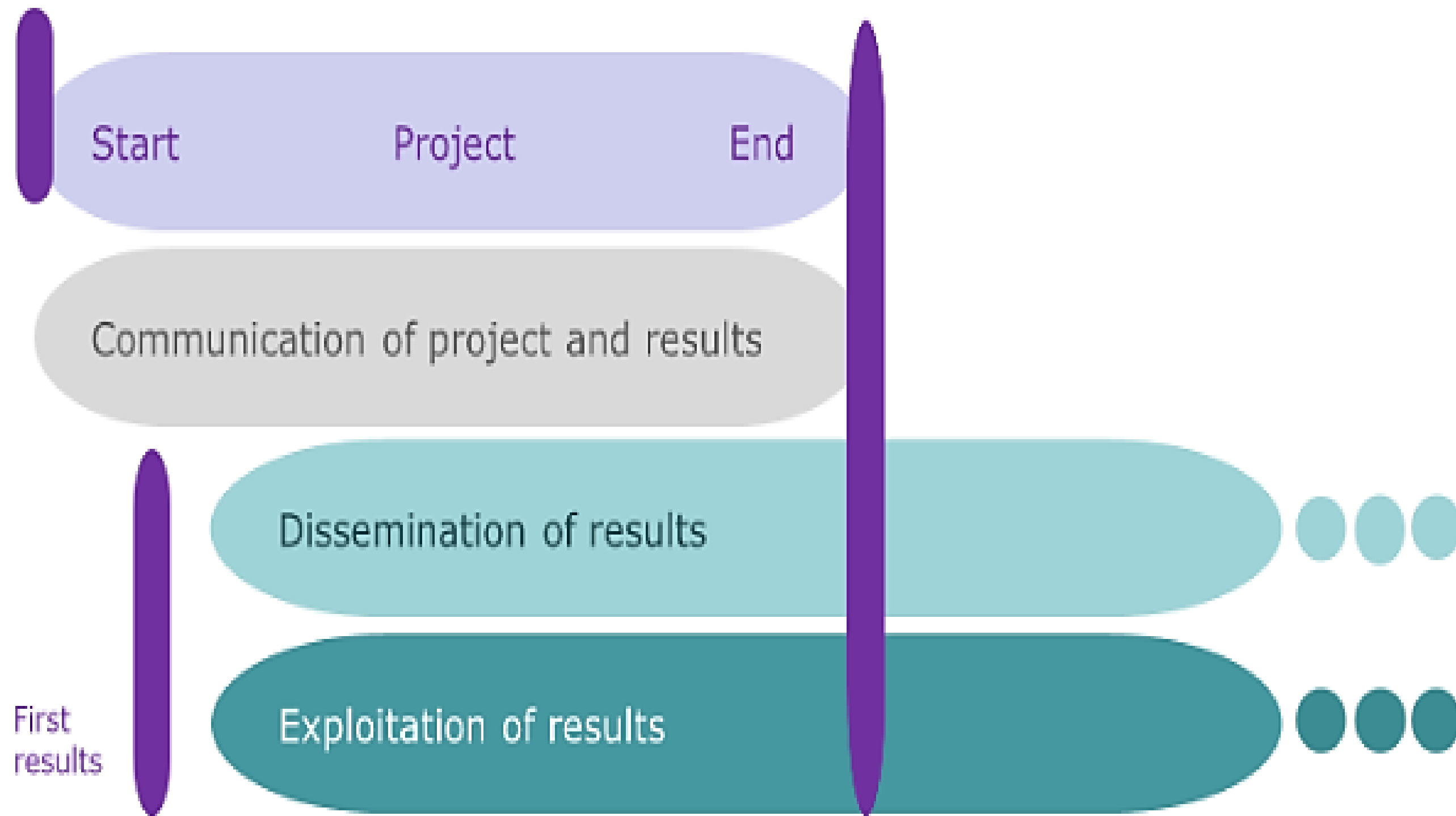
- On all Communication Materials
- On Press Releases, presentations, other material
- When talking about the Partnership

→ Avoid the use of acronyms ~~CH, CHP, CHP JU~~

→ If you have to use an acronym you could use Clean Hydrogen JU



Maximising Impact



But: Dissemination and Exploitation planning starts with the project planning

Communication



- About the **project and results**
- **Multiple audiences**
Beyond the project's own community
(include the media and the public)
- **Inform and reach out to society**, show the benefits of research

Dissemination



- **To make visible the results**
- **Audiences that may use the results** in their own work

e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers
- **Enable use and uptake of results**

Exploitation



- Identify **key exploitable results**
- Results **generated during and after the project lifetime**
- **Impact - Actual use of the results** for scientific, societal, economic purposes or for policy making

Results

Results' means any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights...

Key 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

Source: Horizon Europe

Research Communities

MS, EU Policymakers



What is in D&E for the project?

More opportunities for the partners



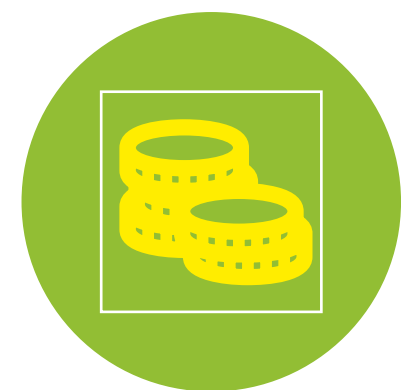
Attracts new talents to join their team



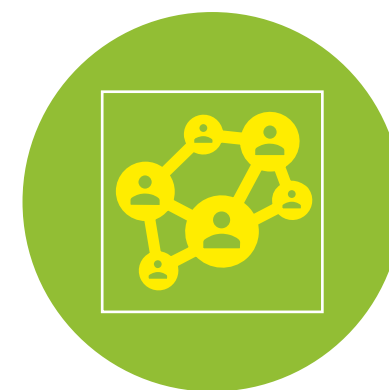
Provides international and interdisciplinary collaboration opportunities



Improves access to other funding opportunities



May generate a new source of income

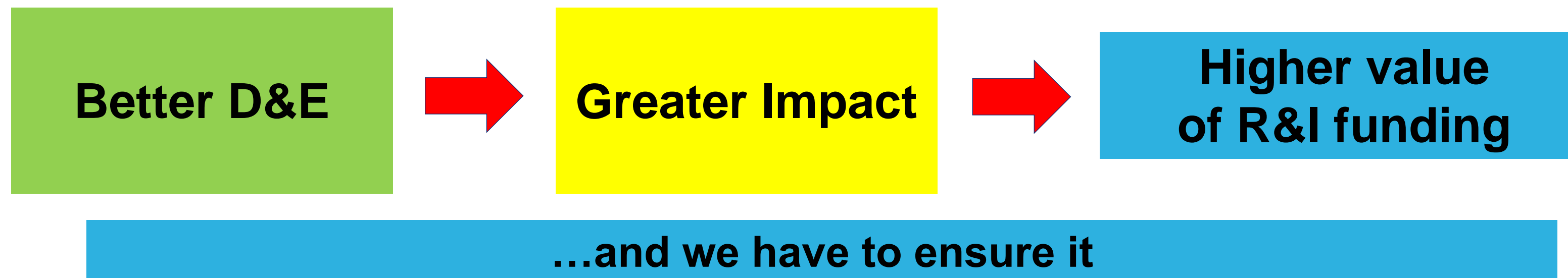


Contributes to societal goals, thereby providing more visibility/prestige to the researcher/institution



May contribute to policy making in their research field (through policy briefings)

** According to EC Grants Guidance – Dissemination and Exploitation of research results*



Legal basis - Rules for Participation state clear obligations for beneficiaries

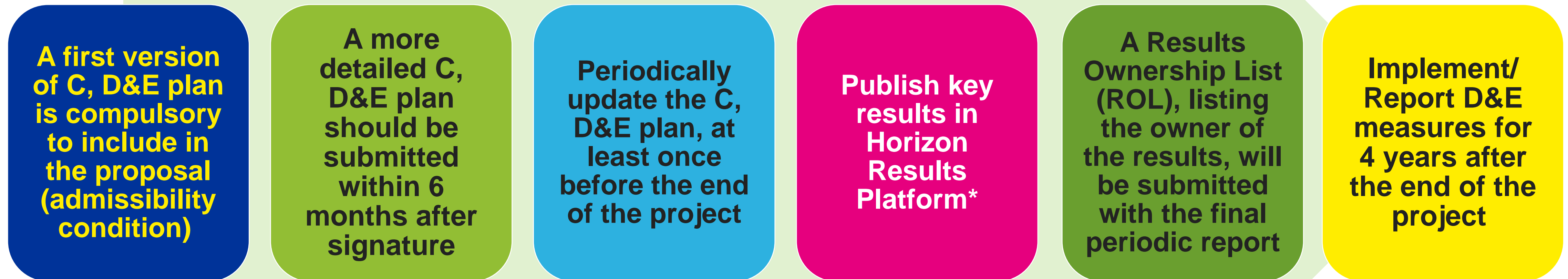
(Article 17 and Annex 5, HE MGA for LS)

The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

The beneficiaries must take measures aiming to ensure exploitation of their results — either by themselves (e.g. a beneficiary owning results uses them directly) or indirectly by others (other beneficiaries or third parties, e.g. through licensing or by transferring the ownership of results).

Beneficiaries which have received funding under the grant **must —up to four years after the end of the action - use their best efforts to exploit their results**

Communication, Dissemination and Exploitation steps



** Becomes obligatory if a key result is not exploited up to 1 year after the end of the project*

Quality of the dissemination and exploitation plan is evaluated as part of the 'impact' criterion.

Proposal: The impact canvas

KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES	TARGET GROUPS	OUTCOMES	IMPACTS
<p><i>What are the specific needs that triggered this project?</i></p> <p>Example 1 Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers.</p> <p>Example 2 Electronic components need to get smaller and lighter to match the expectations of the end-users. At the same time there is a problem of sourcing of raw materials that has an environmental impact.</p>	<p><i>What do you expect to generate by the end of the project?</i></p> <p>Example 1 Successful large-scale demonstrator: Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.</p> <p>Algorithmic model: Novel algorithmic model for proactive airport passenger flow management.</p> <p>Example 2 Publication of a scientific discovery on transparent electronics.</p> <p>New product: More sustainable electronic circuits.</p> <p>Three PhD students trained.</p>	<p><i>What dissemination, exploitation and communication measures will you apply to the results?</i></p> <p>Example 1 Exploitation: Patenting the algorithmic model.</p> <p>Dissemination towards the scientific community and airports: Scientific publication with the results of the large-scale demonstration.</p> <p>Communication towards citizens: An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.</p> <p>Example 2 Exploitation of the new product: Patenting the new product; Licencing to major electronic companies.</p> <p>Dissemination towards the scientific community and industry: Participating at conferences; Developing a platform of material compositions for industry; Participation at EC project portfolios to disseminate the results as part of a group and maximise the visibility vis-à-vis companies.</p>	<p><i>Who will use or further up-take the results of the project? Who will benefit from the results of the project?</i></p> <p>Example 1 9 European airports: Schiphol, Brussels airport, etc.</p> <p>The European Union aviation safety agency.</p> <p>Air passengers (indirect).</p> <p>Example 2 End-users: consumers of electronic devices.</p> <p>Major electronic companies: Samsung, Apple etc.</p> <p>Scientific community (field of transparent electronics).</p>	<p><i>What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?</i></p> <p>Example 1 Up-take by airports: 9 European airports adopt the advanced forecasting system demonstrated during the project.</p> <p>Example 2 High use of the scientific discovery published (measured with the relative rate of citation index of project publications).</p> <p>A major electronic company (Samsung or Apple) exploits/uses the new product in their manufacturing.</p>	<p><i>What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?</i></p> <p>Example 1 Scientific: New breakthrough scientific discovery on passenger forecast modelling.</p> <p>Economic: Increased airport efficiency Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.</p> <p>Example 2 Scientific: New breakthrough scientific discovery on transparent electronics.</p> <p>Economic/Technological: A new market for touch enabled electronic devices.</p> <p>Societal: Lower climate impact of electronics manufacturing (including through material sourcing and waste management).</p>

Impact

- Credibility of the pathways towards impact
- Suitability & quality of the measures to maximise expected outcomes and impact (D&E&C draft plan) - including IPR
- Possibility to present a canvas

Plan for the Dissemination and Exploitation of results (incl. communication activities)

Measures to Maximize Dissemination & Exploitation

Consider the **capacity and role of each consortium member**, and the extent to which the consortium brings together the **necessary expertise**

Planned D&E measures to *maximise the impact of projects*

- that are **proportionate** to the scale of the project
- that contain **concrete actions** (i.e. stakeholders management, business and market actions, standardisation, spin-off, etc.) to be implemented both during and after the end of the project
- planned **according to draft timeline** of when they will reach their own outcomes/impact both during and after the project

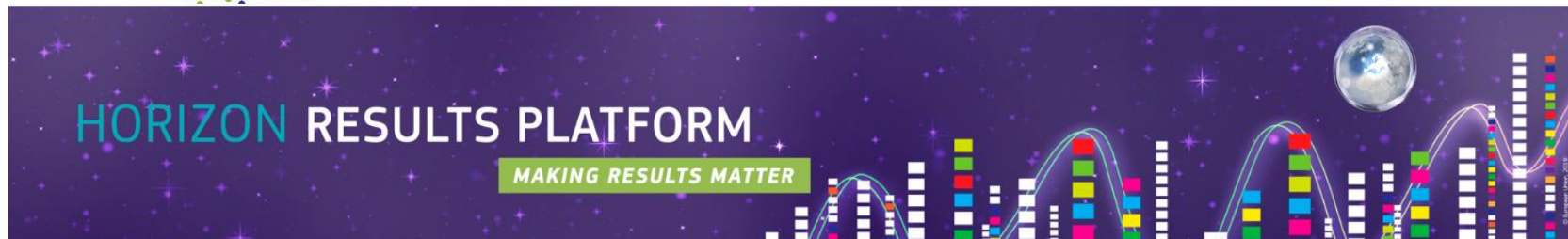
Target Audience (*e.g. scientific community, end users, financial actors, public at large*)

- What is the **function of the proposed target group**? How do they contribute to the **maximisation of impact**?
- What is the **proposed channel** to interact with the target group?

Follow-up plan to foster exploitation/uptake of the results

Tools & Services

Supporting the D&E activities of the project, during and after the funding period



Dissemination & Exploitation Activities



Boost the exploitation potential

- Portfolio D&E Strategy
- Business Plan development
- Go-to-Market

Helping SMEs manage and exploit Intellectual Property (IP) in R&I collaborations

Support innovations ready to go to market with fundraising, venture building and networking

Revision or creation of standards

Competitiveness/ Growth

New market opportunities?

Climate Change - environment

The services are **free of charge**, the costs of the consultancy are covered by the European Commission.

[Funding and Tenders Opportunities Online Portal](#)

[Online Manual](#)

[HE Dissemination and Exploitation Guide](#)

[Communicating your project – Acknowledgement of EU funding](#)

Presentation(s) at Coordinators/info day on D&E

[IPR Helpdesk](#)

Helpline

Trainings

IP Resources library

[Dissemination towards potential users of results:](#)

[CORDIS](#)

[Horizon dashboard](#)

[Horizon Results Platform](#)

[Innovation Radar](#)

[Horizon Results Booster](#)



Questions?
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