Dissemination and Exploitation of results

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Knowledge Management Team - D&E Officer

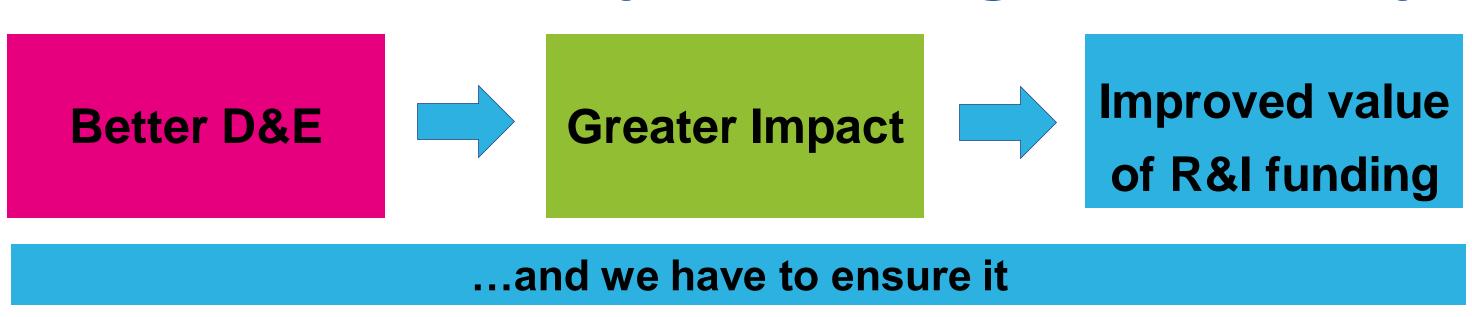26.01.2023

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Increased importance given to impact

Better D&E	→	Greater Impact	→	Improved value of R&I funding

…and we have to ensure it

Legal basis - Rules for Participation state clear obligations for beneficiaries

(Article 17 and Annex 5, HE MGA)

*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**

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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**

Research Roadmaps

Data

Policy Recommendations

Publications

Reports

Project Results

Software

Platforms (Collaboration)

Prototypes

Skills and Knowledge

Pre-Standards

Educational Materials

Codes of Conduct

Industry, Innovators   **Civic Society, Citizens**

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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

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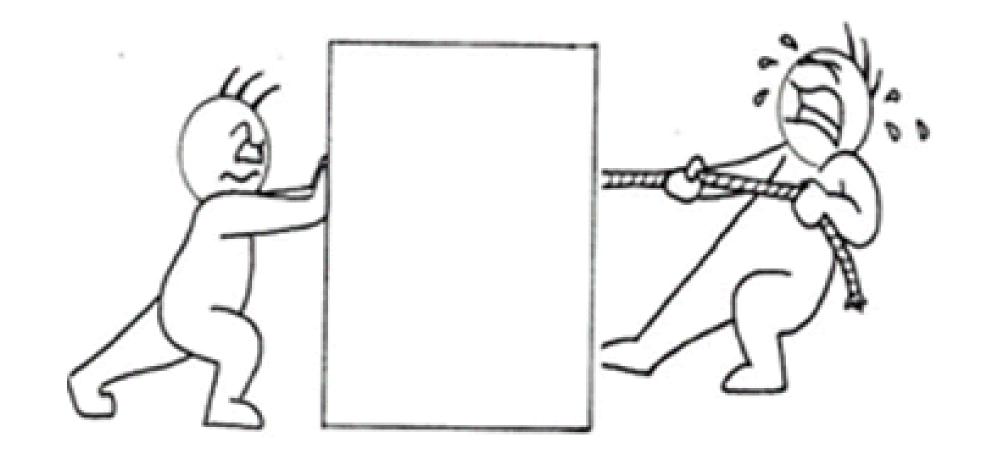
Dissemination and Exploitation

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

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What is in D&E for the project?
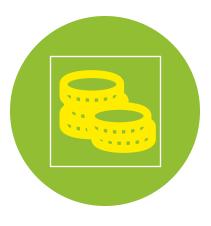
More opportunities for the partners

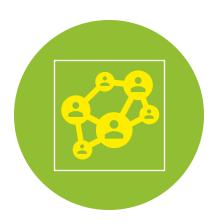Attracts new talents to join their team

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)

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

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Dissemination and Exploitation Plan

Clean Hydrogen Partnership

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Dissemination and Exploitation provisions

A first version of D&E plan is compulsory to include in the proposal (admissibility condition)

A more detailed D&E plan should be submitted within 6 months after signature

Periodically update the D&E plan, at least once before the end of the project

Publish key results in Horizon Results Platform*

A Results Ownership List (ROL), listing the owner of the results, will be submitted with the final periodic report

Implement D&E measures at least for 4 years after the end of the project

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.

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Proposal: The impact canvas

KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES	TARGET GROUPS	OUTCOMES	IMPACTS
What are the specific needs that triggered this project?	*What do you expect to generate by the end of the project?*	*What dissemination, exploitation and communication measures will you apply to the results?*	*Who will use or further up-take the results of the project? Who will benefit from the results of the project?*	*What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?*	*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?*
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.	**Example 1** **Successful large-scale demonstrator: Successful large-scale demonstrator:** Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management. **Algorithmic model:** Novel algorithmic model for proactive airport passenger flow management.	**Example 1** **Exploitation:** Patenting the algorithmic model. **Dissemination towards the scientific community and airports:** Scientific publication with the results of the large-scale demonstration. **Communication towards citizens:** An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.	**Example 1** **9 European airports:** Schiphol, Brussels airport, etc. **The European Union aviation safety agency.** **Air passengers (indirect).**	**Example 1** **Up-take by airports:** 9 European airports adopt the advanced forecasting system demonstrated during the project. **Example 2** **High use of the scientific discovery published** (measured with the relative rate of citation index of project publications).	**Example 1** **Scientific:** New breakthrough scientific discovery on passenger forecast modelling. **Economic:** Increased airport efficiency Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.
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.	**Example 2** Publication of a **scientific discovery on transparent electronics.** **New product:** More sustainable electronic circuits. **Three PhD students trained.**	**Example 2** **Exploitation of the new product:** Patenting the new product; Licencing to major electronic companies. **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.	**Example 2** **End-users:** consumers of electronic devices. **Major electronic companies:** Samsung, Apple etc. **Scientific community** (field of transparent electronics).	A **major electronic company** (Samsung or Apple) **exploits/uses the new product** in their manufacturing.	**Example 2** **Scientific:** New breakthrough scientific discovery on transparent electronics. **Economic/Technological:** A new market for touch enabled electronic devices. **Societal:** Lower climate impact of electronics manufacturing (including through material sourcing and waste management).

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

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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

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R&I Family

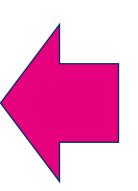# External Support

(D&E Tools Ecosystem)

Supporting the D&E activities of the project

During and after the funding period

Dissemination & Exploitation Activities

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

Revision or creation of standards

Horizon IP Scan (IP Helpdesk)

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

! Dissemination - Exploitation and Communication is often neglected! Substantiate the impacts – Be realistic

Competitiveness/ Growth

New market opportunities?

Climate Change - environment

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Communication

An (underestimated) success factor

Lelia Rotaru
Communication Officer

Horizon Europe

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- Communication ~~starts at the outset of the project~~
- Communication **starts with the project proposal** and continues throughout its lifespan with the aim to promote the action and inform about the results to multiple audiences.
- You should describe the planned measures to maximise the **impact** of your project ('plan for the dissemination and exploitation including **communication activities**')

Plan. Budget. Update

✓ Under Horizon Europe, **communication activities <u>must</u> ***:

- **Be part of the proposal** (**admissibility condition)**

  - As *work package for communication or included in another work package*

  - Communication will be taken into consideration as part of the **award criteria**

  - Foresee a **dedicated budget** for it in the proposal (webpage, graphic design, videos, events)

- **Promote the project throughout the full lifespan of the project**

  - Detailed Communication Plan **within 6 months** of the project

  - Plan **periodically updated** in alignment with the project's progress

*more info: EU Funding & Tenders <u>Online Manual</u> EU Funding Programmes 2021-2027
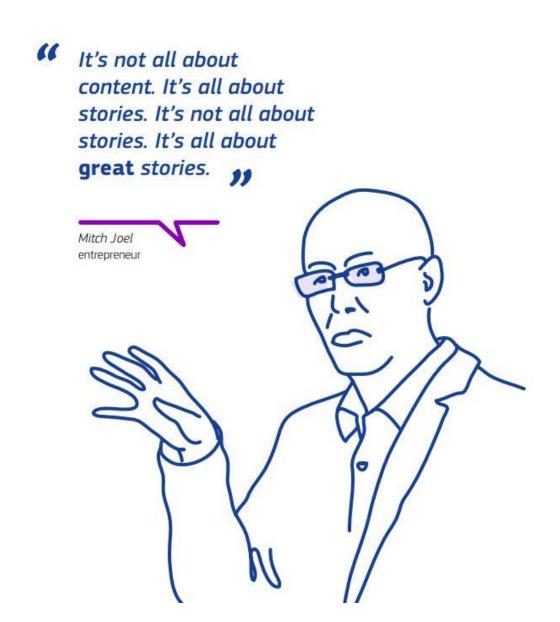
Communication activities

EU Beneficiaries are expected to :

- Actively engage in communication activities

- Promote the projects to a non-specialist audience

- Publicly acknowledge the EU support

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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 your research to various audiences, including **non-specialist ones = go beyond the project community)**

- **Coherent** (avoid contradictory messages)

It's not all about content. It's not all about stories. It's not all about stories. It's all about **great** *stories.*
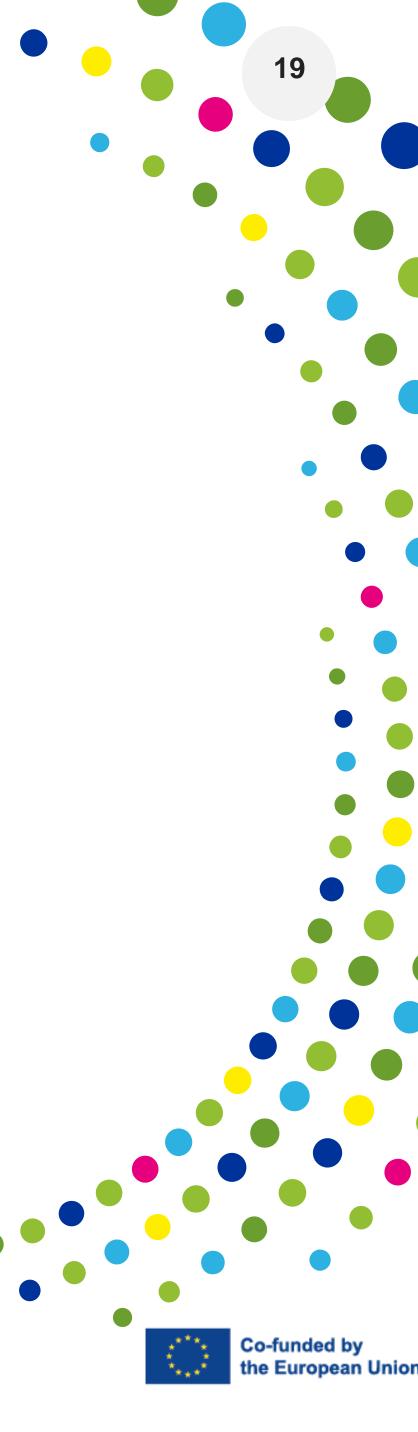
Mitch Joel
entrepreneur

Recommendations and examples

- Think of your project as a success story

- Raising awareness and acceptance of the technologies = benefits all

- Set out a **description and timing** for each activity

- Define the main **message, tools and channels**

- Define your **target groups** and tailor the activities to their interests

  - **Project website** (within first 6 months)

  - **Newsletter**

  - **Press release** on major milstones / 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

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The shift to gigawatt-scale fuel cell manufacturing

©TU CHEMNITZ, 2021

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.

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Hydrogen End-uses

Cleaner, quieter hydrogen-powered transport takes to the road

Clean Hydrogen Partnership Awards 2022

Award winners showcase hydrogen energy innovation

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Resources currently accessible for projects:

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

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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).

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

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 aconyms ~~CH, CHP, CHP JU~~**

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

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Clean Hydrogen Partnership

Questions?
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the code #InfoDay2023

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