



## Proposal template - annex

# *Draft 'plan for the dissemination and exploitation of the project's results'*

### *Research and Innovation actions* *Innovation actions* *Coordination and Support actions*

The structure of this template must be followed when preparing your proposal. It has been designed to ensure that the important aspects of your 'draft plan for the dissemination and exploitation of the project's results', including strategy for knowledge management and communication activities are presented in a way that will enable the experts to make an effective assessment within the Impact criteria.


Please note that this document is a compulsory part of the proposal and its submission is considered part of the admissibility criteria.

**⚠ Page limit:** This plan should not exceed 5 pages. All tables, figures, references and any other element pertaining to these sections must be included as an integral part of these sections and are thus counted against this page limit.

The page limit will be applied automatically; therefore you must remove this instruction page before submitting.

If you attempt to upload a proposal longer than the specified limit before the deadline, you will receive an automatic warning and will be advised to shorten and re-upload the proposal. After the deadline, excess pages (in over-long proposals/applications) will be automatically made invisible, and will not be taken into consideration by the experts. The proposal is a self-contained document. Experts will be instructed to ignore hyperlinks to information that is specifically designed to expand the proposal, thus circumventing the page limit. Please, do not consider the

page limit as a target! It is in your interest to keep your text as concise as possible, since experts rarely view unnecessarily long proposals in a positive light.

 The following formatting conditions apply.

The reference font for the body text of H2020 proposals is Times New Roman (Windows platforms), Times/Times New Roman (Apple platforms) or Nimbus Roman No. 9 L (Linux distributions).

The use of a different font for the body text is not advised and is subject to the cumulative conditions that the font is legible and that its use does not significantly shorten the representation of the proposal in number of pages compared to using the reference font (for example with a view to bypass the page limit).

The minimum font size allowed is 11 points. Standard character spacing and a minimum of single line spacing is to be used.

Text elements other than the body text, such as headers, foot/end notes, captions, formula's, may deviate, but must be legible.


The page size is A4, and all margins (top, bottom, left, right) should be at least 15 mm (not including any footers or headers).


a) **Dissemination and exploitation<sup>1</sup> of results**


- Provide a draft ‘**plan for the dissemination and exploitation of the project’s results**’.

Show how the proposed measures will help to achieve the expected impact of the project.


The plan, should be proportionate to the scale of the project, and should contain measures to be implemented both during and after the end of the project. For innovation actions, in particular, please describe a credible path to deliver these innovations to the market.


 *Your plan for the dissemination and exploitation of the project’s results is key to maximising their **impact**. This plan should describe, in a concrete and comprehensive manner, the **area** in which you expect to make an impact and **who** are the potential users of your results. Your plan should also describe **how** you intend to use the appropriate channels of dissemination and interaction with potential users.*

 *Consider the full range of potential users and uses, including research, commercial, investment, social, environmental, policy-making, setting standards, skills and educational training where relevant.*

 *Your plan should give due consideration to the possible **follow-up** of your project, once it is finished. Its exploitation could require **additional investments** (see below), wider testing or scaling up. Its exploitation could also require other pre-conditions like regulation to be adapted, or value chain to adopt the results, or the public at large being receptive to your results.*

- Include a business plan where relevant.

 *As part of each participant business plan, please provide an estimate of any additional activities to be performed (additional investment in FCH technologies and related activities, not included in the project activities); use this to justify an increased impact of the project as a part of a bigger business plan of each participant.*

 *Please note that the additional activities declared above will be used by the FCH2 JU to show further leverage of funds from private sources or any other public sources, e.g. regional, national funds (except other EU funding) and it will contribute to the in-kind commitment of the entire FCH community.*

- As relevant, include information on how the participants will manage the research data generated and/or collected during the project, in particular addressing the following issues:

- What types of data will the project generate/collect?

- What standards will be used?

- How will this data be exploited and/or shared/made accessible for verification and re-use? If data cannot be made available, explain why.

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<sup>1</sup> See participant portal FAQ on how to address [dissemination and exploitation](#) in Horizon 2020

- How will this data be curated and preserved?
- How will the costs for data curation and preservation be covered?

⚠ *Actions under Horizon 2020 participate in the extended 'Pilot on Open Research Data in Horizon 2020 ('open research data by default'), except if they indicate otherwise ('opt-out').<sup>2</sup> Once the action has started (**not** at application stage) those beneficiaries which do not opt-out, will need to create a more detailed Data Management Plan for making their data findable, accessible, interoperable and reusable (FAIR).*

⚠ *You will need an appropriate consortium agreement to manage (amongst other things) the ownership and access to key knowledge (IPR, data etc.). Where relevant, these will allow you, collectively and individually, to pursue market opportunities arising from the project's results.*

⚠ *The appropriate structure of the consortium to support exploitation is addressed in section 3.3.*

- Outline the strategy for **knowledge management and protection**. Include measures to provide **open access** (free on-line access, such as the 'green' or 'gold' model) to peer-reviewed scientific publications which might result from the project<sup>3</sup>.

⚠ *Open access publishing (also called 'gold' open access) means that an article is immediately provided in open access mode by the scientific publisher. The associated costs are usually shifted away from readers, and instead (for example) to the university or research institute to which the researcher is affiliated, or to the funding agency supporting the research. Gold open access costs are fully eligible as part of the grant. Note that if the gold route is chosen, a copy of the publication has to be deposited in a repository as well.*

⚠ *Self-archiving (also called 'green' open access) means that the published article or the final peer-reviewed manuscript is archived by the researcher - or a representative - in an online repository before, after or alongside its publication. Access to this article is often - but not necessarily - delayed ('embargo period'), as some scientific publishers may wish to recoup their investment by selling subscriptions and charging pay-per-download/view fees during an exclusivity period.*

## **b) Communication activities<sup>4,5</sup>**

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<sup>2</sup> Opting out of the Open Research Data Pilot is possible, both before and after the grant signature. For further guidance on open research data and data management, please refer to the [H2020 Online Manual](#) on the Participant Portal.

<sup>3</sup> Open access must be granted to all scientific publications resulting from Horizon 2020 actions (in particular scientific peer reviewed articles). Further guidance on open access is available in the [H2020 Online Manual](#) on the Participant Portal.

<sup>4</sup> See participant portal FAQ on how to address [communication activities](#) in Horizon 2020

<sup>5</sup> For further guidance on communicating EU research and innovation for project participants, please refer to the [H2020 Online Manual](#) on the Participant Portal.

- Describe the proposed communication measures for promoting the project and its findings during the period of the grant. Measures should be proportionate to the scale of the project, with clear objectives. They should be tailored to the needs of various audiences, including groups beyond the project's own community.