



**FUEL CELLS AND HYDROGEN**  
JOINT UNDERTAKING

# Communication, Dissemination and Exploitation of results

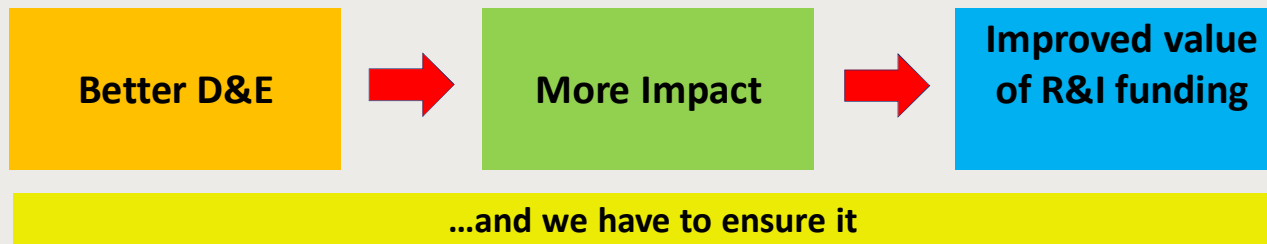
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*Head of Unit*

10/09/2020



# 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

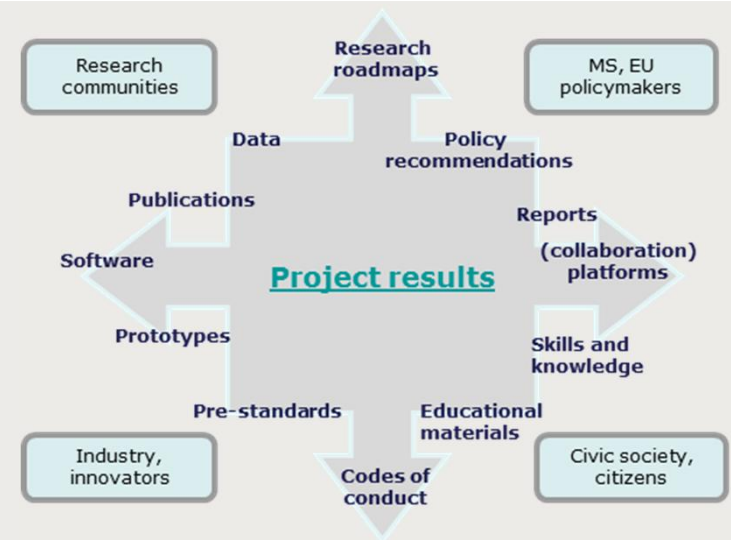


# What are project results?



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



# What is meant by exploitation?



## Exploitation

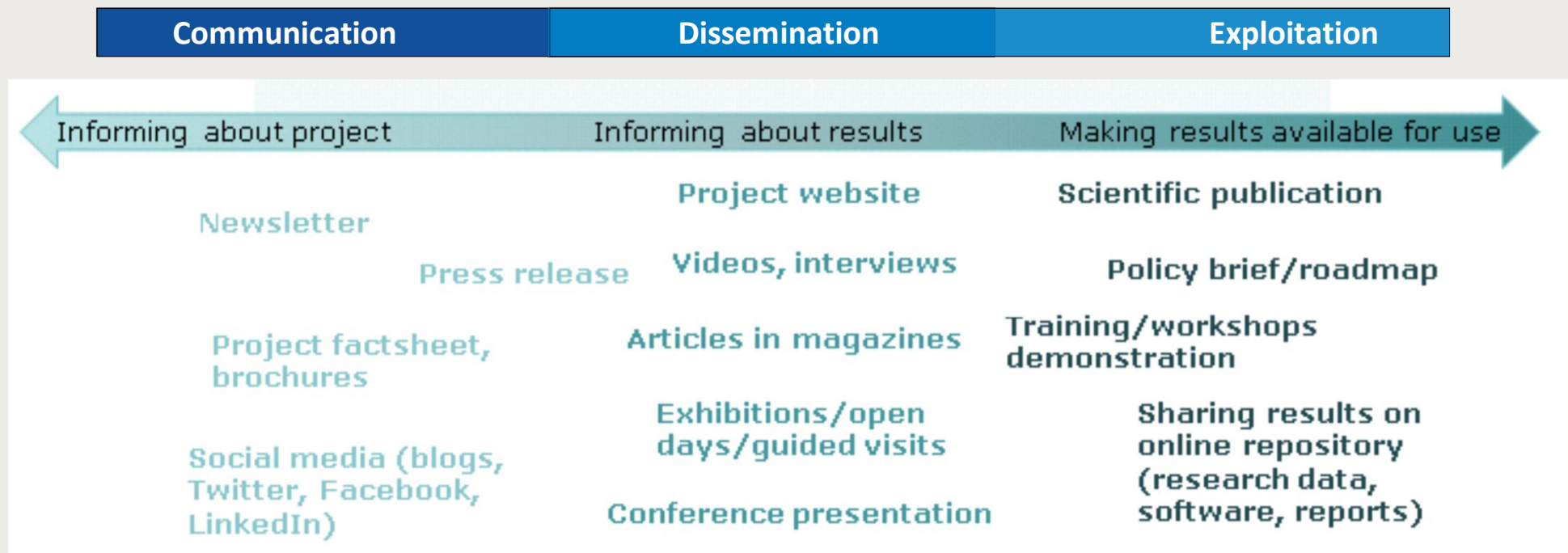
The utilisation of results in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.\*

- 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](http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html)

# Dissemination vs. Communication vs. Exploitation





# Communication



# Communication's project lifecycle



## → Proposal

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

## → Evaluation

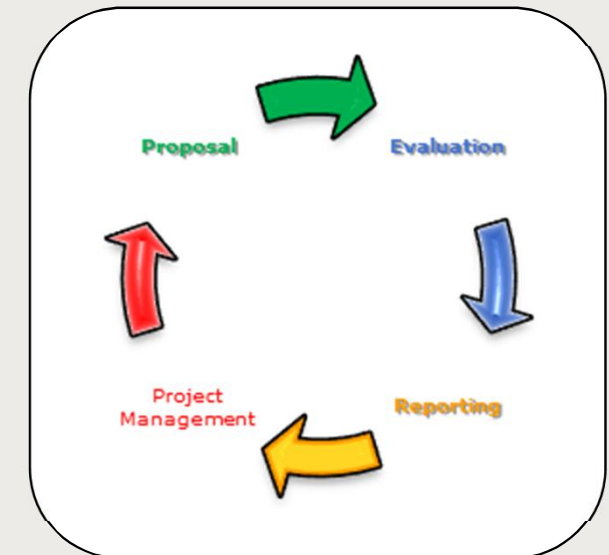
- *"Impact" criterion*

## → Reporting

- *Communication plan in Annex 1 (DoA)*
- *Progress overview of communication activities in every report*
- *Annual input into Communication strategy of the JU*

## → Project Management

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



# Communicating FCH 2 JU projects



## Increased importance of communication

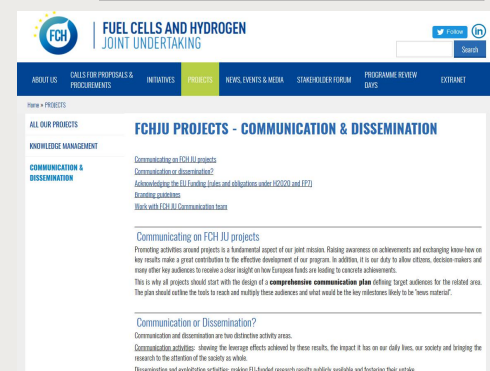
- Work package on communication in the proposal and the grant agreement (article 38.1)
- Promote your project and its results beyond the projects own community
- Communicate your research in a way that is understood by non-specialist, e.g. the media and the public
- Inform us in advance of communication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

## Do's and don't'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](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/FCH JU 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

# Dissemination & Exploitation of Project Results

Dissemination vs. Exploitation

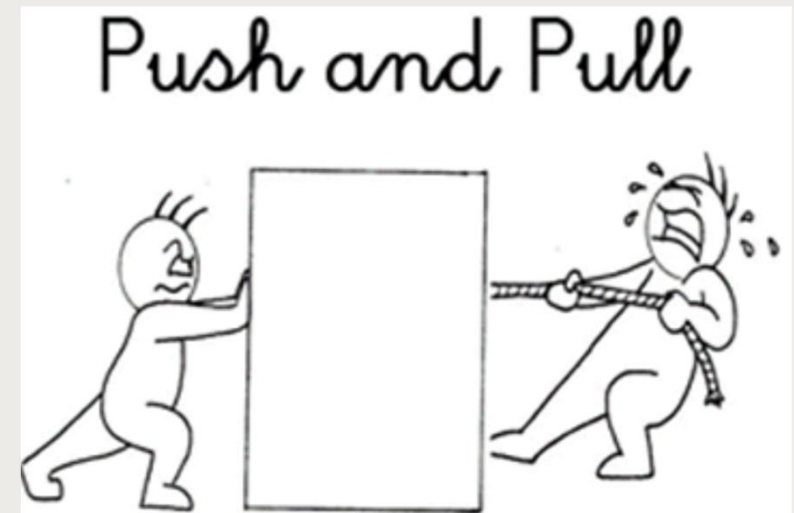


## Dissemination: push

- 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





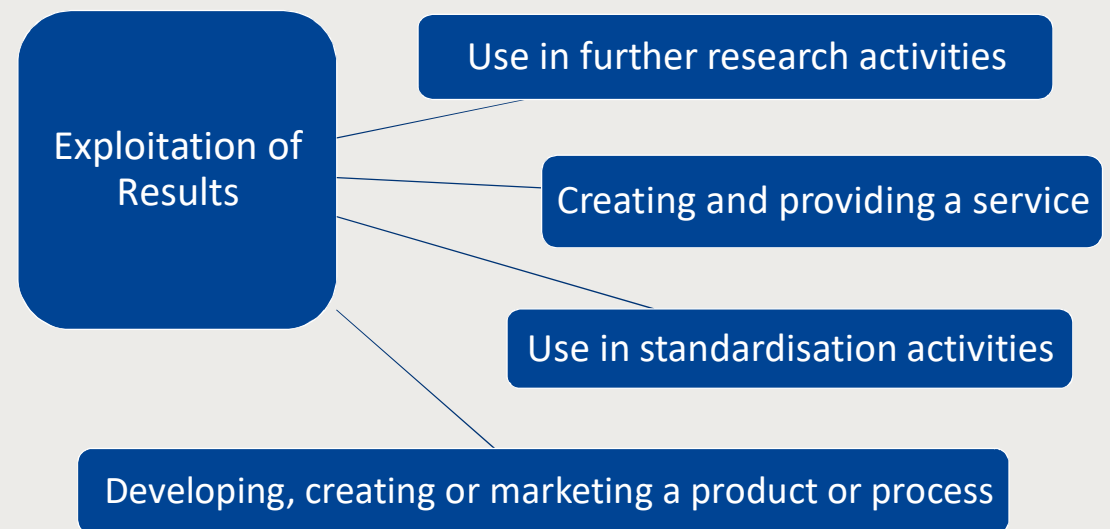
# Exploitation of Results

Obligation during and after lifetime of the project



Up to four years following the duration period of the action (after the project end), each beneficiary must:

- take measures aiming to ensure ‘exploitation’ of its results
- comply with the additional exploitation obligations (in case the GA provides for additional exploitation obligations)



# 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
- Project mainly 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**





# H2020 initiatives

## *External support*



# Horizon Results Booster (D&E Booster) for Dissemination, Exploitation and Valorisation of Research and Innovation Results



➤ Three services:

Transport,  
Energy, CC

RIA, IA, CSA

## Portfolio Dissemination and Exploitation Strategy

- Strengthen D&E capacity of projects/project groups
- Maximise dissemination - Getting a wider / complete view of potential users

## Business Plan Development

- Bringing results closer to the market
- Preparing to secure the funding for implementation of effective business plan

## Go-to-Market Support G2M

- Making project results ready for commercialisation
- Identifying and/or overcoming obstacles to exploitation and commercialisation

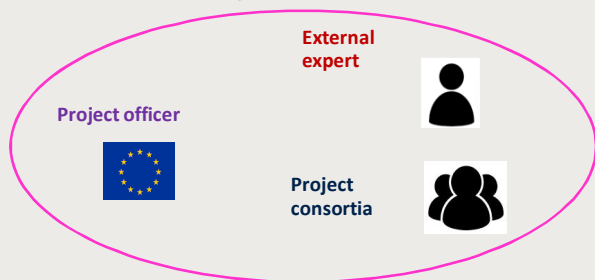




## Innovation Radar (IR)



- Projects will be encouraged to present their results in **visually attractive way**
- Beneficiaries and external users (MS ministries, universities, EC Institutions, Investors, etc.) will be “matched”



A data-driven methodology to deliver intelligence on:

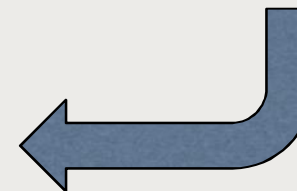
- The **innovations emerging from the projects**
- The **innovators**: who and where?
- **Market readiness**: how can we help the projects/beneficiaries to get to the market? (including further funding options...)

Structured systematic data without increasing reporting!

<https://www.innoradar.eu>



Support on innovations with fundraising, venture building and networking



# Resources currently accessible for projects:



## H2020 online manual & Participant portal

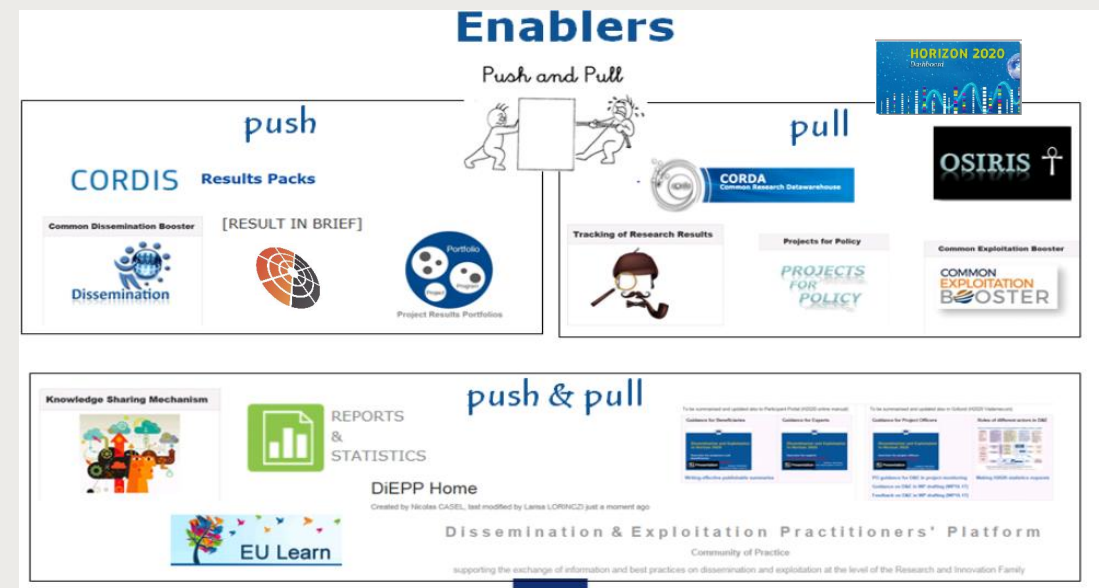
- Dissemination and Exploitation
- Open Access and Data Management
- Communication
- H2020 Glossary
- Presentation(s) at Coordinators/info day on D&E

## 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



# Hydrogen Week (Brussels & online):

**23-24 November 2020, Programme Review Days**

**including AWARDS ceremony**

**25 November 2020, Regions/International event**

**26-27 November 2020, Hydrogen Forum**



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