

Knowledge Management

including

Programme Monitoring

Pedro BARATA, Knowledge Management Officer



Knowledge Management Activities

- **Horizontal activity**, collecting and handling data and results from JU projects and other sources, in order to create and share knowledge.
- **Main activities:**
 - Annual Programme Review
 - Programme and technology monitoring (KPIs)
 - European Hydrogen Observatory (EHO)
 - Feedback to Policy
 - Collaboration with JRC
 - Maintain other Knowledge Management Tools and Platforms
- **Goal:** Clean Hydrogen JU to become the European Hydrogen Knowledge Hub, serving the entire hydrogen community.



Importance of Programme Review

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Input into topics
definition for new
calls for proposals

Highlights
achievements and
results of our
Programme

Allows
benchmarking
against SoA and
other Programmes

Feedback to
policy

Monitoring JU and
Technology KPIs

And overall...
justify funding

Data Collection Exercise

The success of the Programme Review depends on the annual Data Collection Exercise!



Important Role of Data Collection Exercise

- Horizon Europe brought **increased monitoring and reporting obligations**, both for projects (GAs) and the JU (SBA)
- Foreseen in the common elements applicable to the topics in the Call
- Necessary input for the monitoring framework of the JU



Isn't continuous reporting sufficient?

- No, as it covers mainly data related to resources and actions, not on technology and outcomes.
- Currently trying to minimize overlaps and avoid projects reporting the same information twice



What about data confidentiality?

- It is respected by the JU, but needs to be properly justified to the POs!
- In general, data collected is only accessed by the JU and very rarely used as such
- The beneficiary will still need though to submit this information to the JU, which will be labelled as confidential.
- Confidential data shall only be used for internal purposes in their original form and only by the Programme Office.

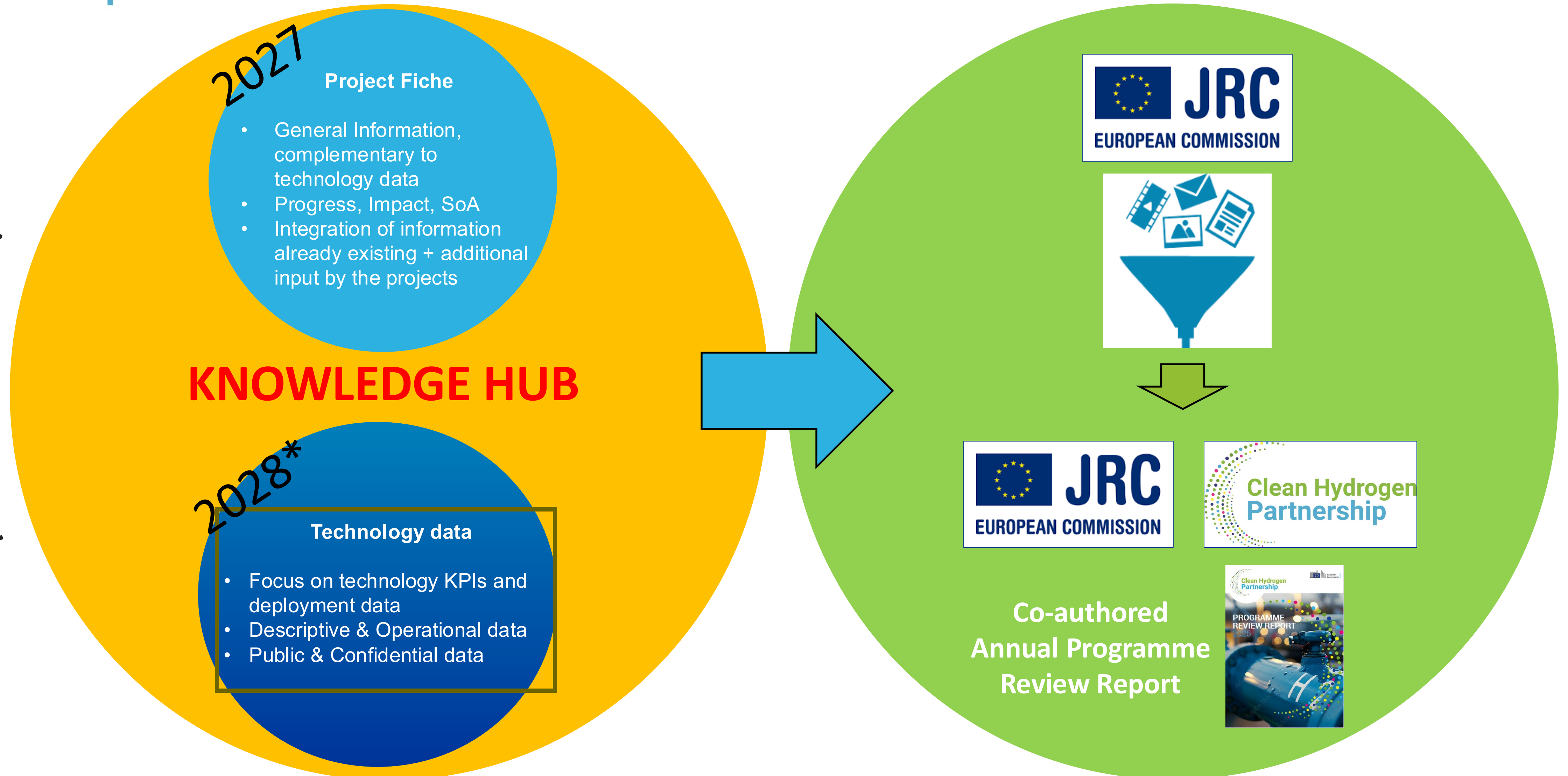


Main use of data?

- Feed in the Programme Review exercise
- Inform the JU Specific KPIs and the SRIA technology KPIs
- Help identify areas where more support is needed by the Programme

Data Collection Methodology

Clean Hydrogen JU Projects
previous Calendar Year



Further information: [Annual Data Collection](#)
 Knowledge Hub: [Knowledge Hub](#) → Please register
[Programme Review Reports 2011-2025](#)

Annual Programme Review Timeline

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January:

Each project specifies data providers (*may be more than one to respect confidentiality issues*)
Data collection workshop for data providers

Very important
to deliver data
within
deadline!!!

February:

Data collection from Projects

March:

Data validation by Project Officers

April-September:

- JRC Programme Technical Assessment
- Data analysis, aggregation, development of views and messages

November:

- Innovation Forum (*presentations by selected projects*)
- Programme Review Report

December:

Revision of templates and methodology



Communication Dissemination and Exploitation of Results

Lara Orlandi, Communication Officer

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Why Communication Matters!

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Essential for the success of a project

- Highlight benefits and demonstrate the direct impact of your project



Coordinators as ambassadors of the project

- source of information & data
- boost public awareness and acceptance
- ensure coherence of communication



Maximise impact through communication

Developing an effective Communication Plan

(within 6 months)

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- **Planned** throughout the lifespan of the project
- **Strategic** not ad-hoc
- **Effective** with dedicated budget
- **Proportionate** 
- Select the **right channels** (social media, webpage)
- Promote also to **non-specialist audience**
- Evaluate and optimise (**KPIs**)

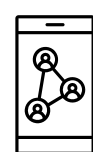
Grant agreement:

Rules on communication, dissemination and visibility are set out in Articles 17.1 to 17.5., Annex 5

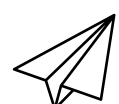
Choose the right combination of channels and tools



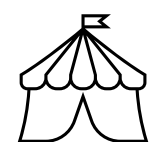
Website – as your central hub for news and materials (within first 6 months)



Social media – eg factsheets with infographics to tell your story, tag us [Linkedin](#), [x](#), [Bluesky](#)



Newsletters – make sure to subscribe also to [our newsletter](#)



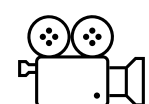
Events – conferences, webinars, school visits, exhibitions, workshops, open days



Press release – on major milestones and breakthroughs



Pictures – Build a bank of nice photos of the project



Video – most popular but also cost-intense format (< 2min, catchy)



Podcasts – engaging and accessible



Earn/Buy media – newsworthy story

What we expect from you



Your Visibility checklist



Acknowledge the origin and ensure the visibility of any EU funding received.



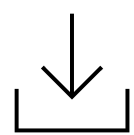
Display a simple funding statement



Involve us when communicating



Remember that communication and visibility count among eligible costs



Download our visual identity and guidelines [here](#)



Co-funded by
the European Union

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

Use of Disclaimer

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Clean Hydrogen Partnership. Neither the European Union nor the granting authority can be held responsible for them.

Think of your project
as a success story !





We are here to help

- Tell us about your successes
- Promote your events to a wider audience
- Don't forget to @ tag us on [LinkedIn](#) / [BlueSky](#) / [X](#) / [YouTube](#)
- Enhance your articles with an **official quote** from us
- **Clean Hydrogen Partnership Awards** - Best Outreach



communications@clean-hydrogen.europa.eu

What is the difference?



Dissemination

- Targeted **transfer of knowledge** to stakeholders that can make use of it
- scientific community, industry, commercial players, civil society and policymakers
- findings become a public good, benefitting society
- Advancement of world-class research

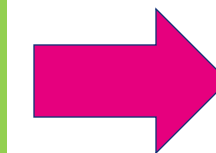
Exploitation

- **using results** in developing, creating, and marketing or improving a product, process, or service
- positive impact on the public's quality of life

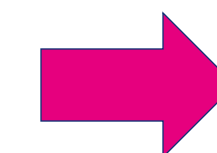




Better D&E

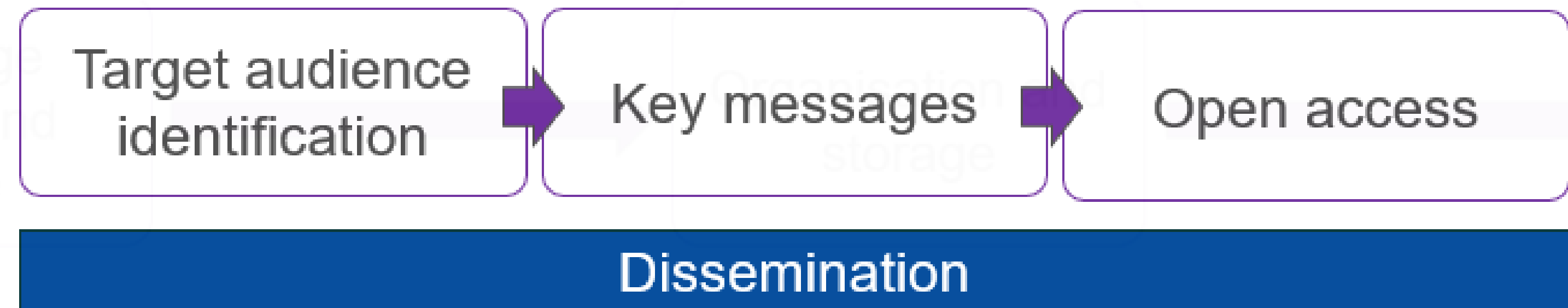


Greater Impact



**Higher value
of R&I funding**

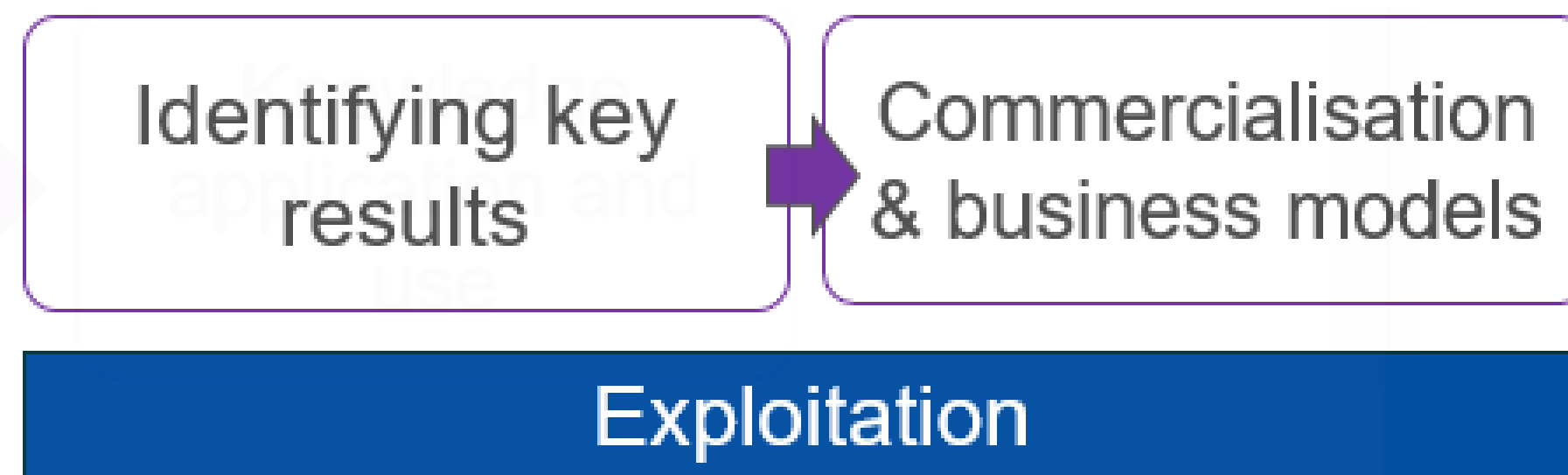
- ✓ [Strategy](#) with integrated ecosystem of D&E services
- ✓ Dissemination and Exploitation planning starts with the project planning
- ✓ Implement/ Report D&E measures for 4 years after the end of the project
- ✓ beneficiaries are legally obliged to disseminate and exploit project results (Article 16 and 17 and Annex 5, Horizon Europe Grant Agreement)



- 1) **Identify** key targets (e.g. scientists, companies, policymakers, citizens, etc): tailor channels and messages
- 2) **Develop key messages:** highlight the value, substantiating with facts on the impact of findings.
- 3) **Promote open access:** make digital assets FAIR (findable, accessible, interoperable and reusable) and research outputs openly accessible (IP, security, commercial constraints): scientific magazines, databases, conference.



Key tool: [Horizon Results Platform](#)
a repository for projects to valorise key exploitable results (KER)



1) Prioritise results:

- focus on key exploitable results (KERs)
- Improve the current state of the art
- business model to ensure their availability beyond the project's lifetime

2) Enable uptake:

- validate market readiness for each KER
- Explore ways for direct/indirect use of results and market potentials consulting with early adopters and end users
- Intellectual asset management (i.e. patents, data, know-how and other intangible assets)



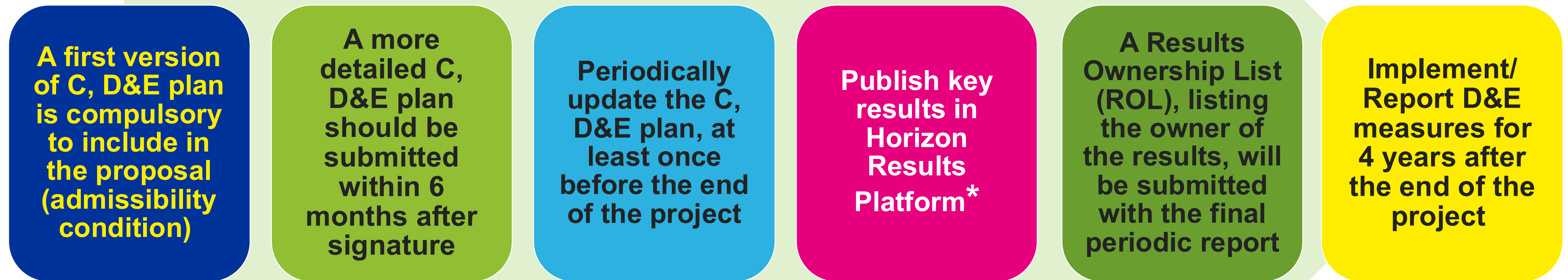
[The Booster](#): customised go-to-market support, advice and training on business plan development.

[Innovation Radar](#): identifies high-potential innovations and key innovators

[European IP Helpdesk](#): offers free support on IP management and valorisation for EU-funded projects

[Standardisation Booster](#): supports beneficiaries in linking their research results to standardisation activities

Communication, Dissemination and Exploitation steps



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

Upcoming Flagship Events

European Hydrogen Week

Brussels Expo, 26 – 30 October

European Hydrogen Innovation Forum is part of the week

- Takes place on 27-28 October (two half-days)
- Sessions on: Industrial Leadership, Start-ups and Competitiveness, Skills for Innovation, H2 Valleys, Synergies

[CLICK HERE TO REGISTER AS DELEGATE \(for governments, regions & EU institutions\)](#)

Exhibition

- **Participation with a joint booth** (with Hydrogen Europe, Hydrogen Europe Research and European Commission)



Hydrogen Research and Innovation Days, 2-3 December, Sofitel, Brussels

Presentation of project results, exchange insights, and identify future priorities for the sector

Clean Hydrogen Partnership Awards

- Best Innovation and Best Success Story (public vote)
- Best Outreach
- European H2 Valley of the Year
- Women in H2 Innovation Award



Resources for projects

Funding and Tenders Opportunities Online Portal

Online Manual

- Dissemination and Exploitation Documents
- Visual Identity of Clean Hydrogen Partnership
- Communicating your project – Acknowledgement of EU funding
- Presentations at Coordinators/Info Days 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

