

Programme Monitoring, Communication, Dissemination and Exploitation of results

Mirela Atanasiu
Head of Unit



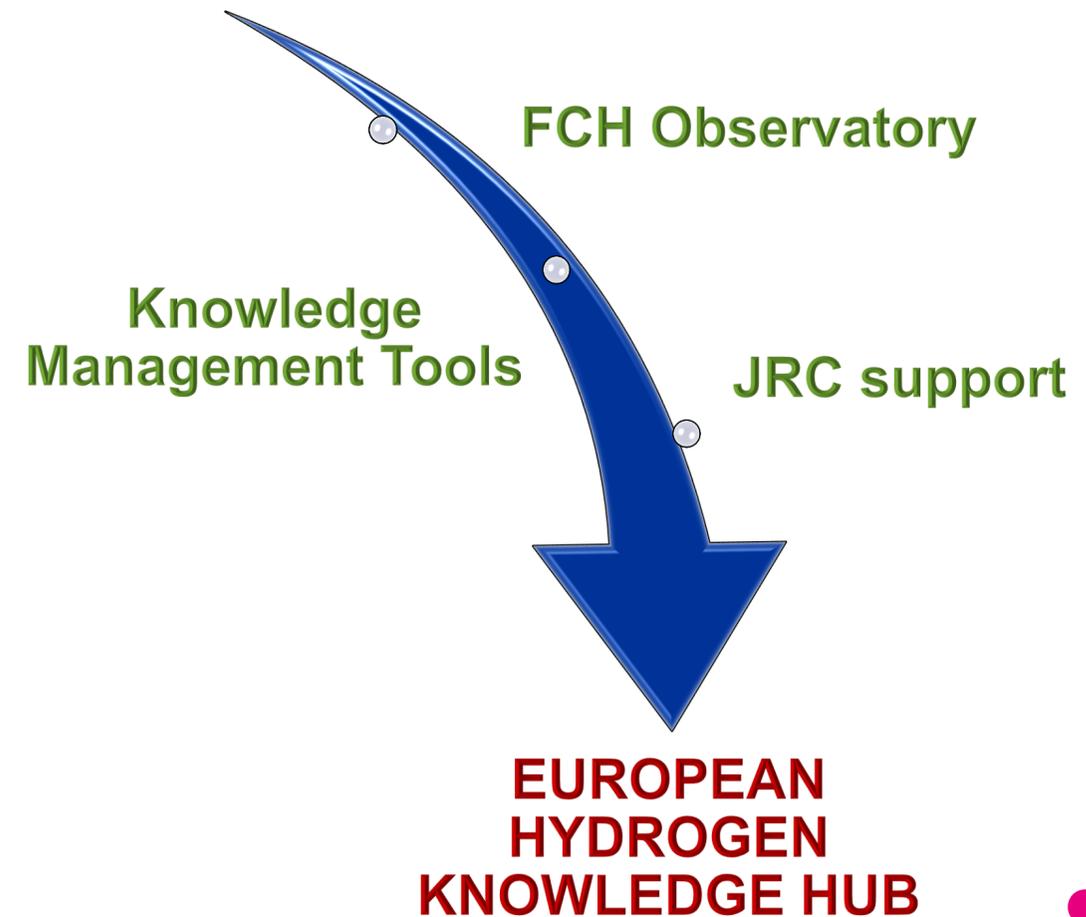
**Knowledge
Management including
Programme Monitoring**



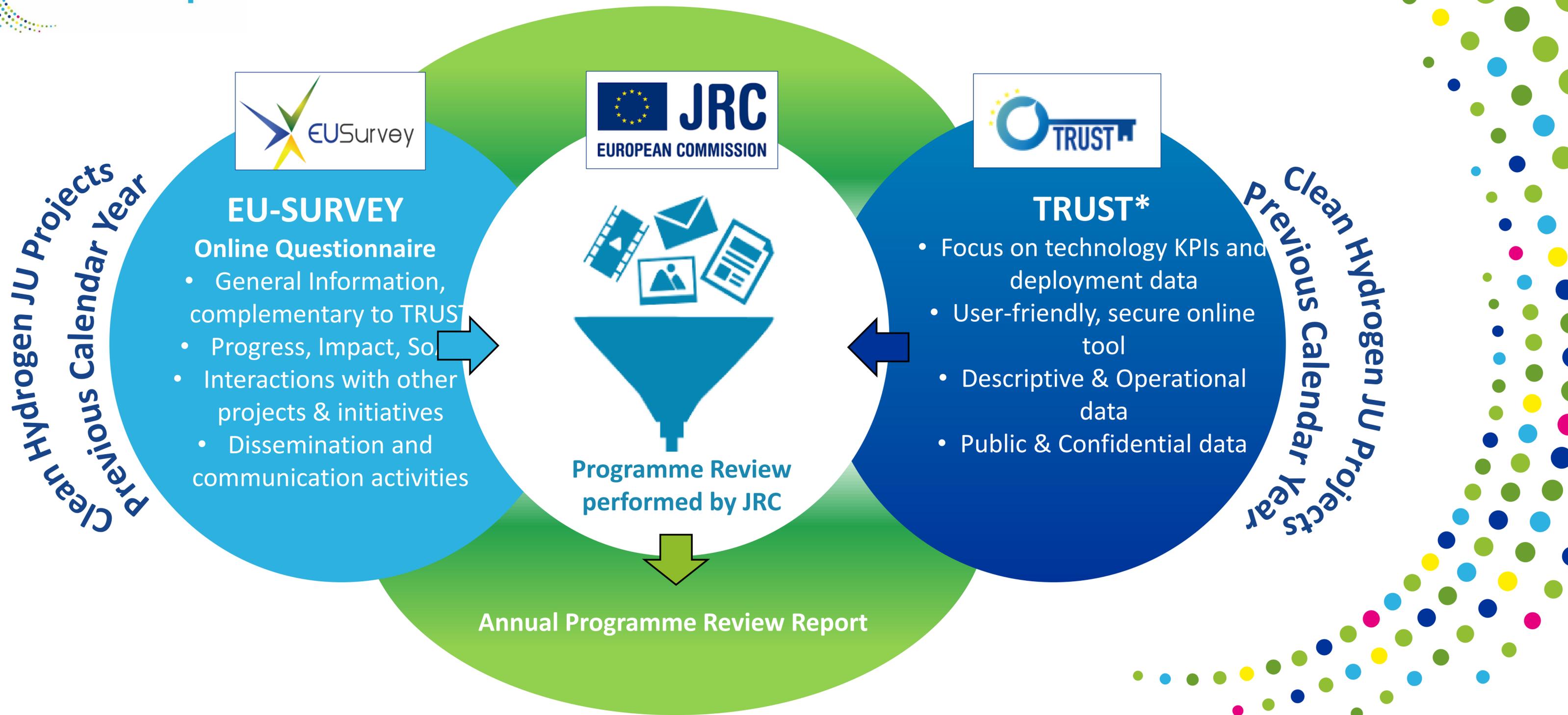
Knowledge Management in the JU

- **Based on following pillars:**
- Annual Programme Review (with the aim to cover all hydrogen EU funded projects)
- Fuel Cell and Hydrogen Observatory (FCHO)
 - Other Knowledge Management Tools
- Complemented by support from JRC and targeted studies
 - **Main inputs for:**
- Programme and technology monitoring (KPIs)
 - Feedback to Policy
- Topic definitions for new Calls for Proposals
 - **Goal:**
- Gradually become the European Hydrogen Knowledge Hub, serving the entire hydrogen community

Annual Programme Review



Annual Data Collection Exercise



Data collection from projects

- **Isn't continuous reporting sufficient?**
 - No, as it covers mainly data related to resources and actions, not on technology and outcomes.
- **Is it an obligation?**
 - **Yes**, both for the JU (SBA) and the projects (MGA), for example:
 - *“monitor progress towards the achievement of the objectives...” (SBA, Article 5.2.(h))*
 - *“contribute to developing a more effective science-policy interface, to fostering open science by ensuring better use of results and to addressing policy needs...” (SBA, Article 5.2.(m))*
 - *“assess and monitor technological progress and technological, economic and societal barriers to market entry, including in emerging hydrogen markets;” (SBA, Article 74(a))*
 - *“JU actions must contribute to the long-term implementation of the JU partnership, including the JU Strategic Research and Innovation Agenda the JU objectives and the exploitation of research and innovation results.” (MGA, Annex 5)*
 - *“The beneficiaries must manage the digital research data generated in the action (‘data’) responsibly, in line with the FAIR principles (Findable, Accessible, Interoperable, Reusable)...” and “...following the principle ‘as open as possible as closed as necessary...’” (MGA, Annex 5, Open Science)*

Central Role of Annual Data Collection

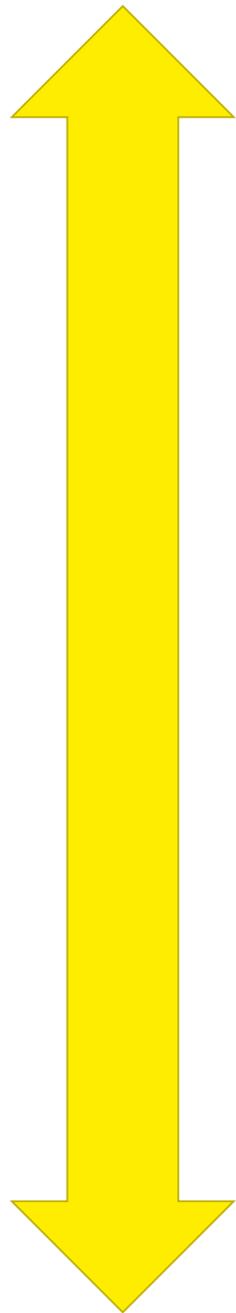
- Foreseen in the common elements applicable to the topics in the Call
 - *Contribution to the monitoring framework of the Clean Hydrogen JU (AWP 2022, Section 2.2.3.2)*

*For the purpose of monitoring technology progress against state-of-art, but also to identify how each of the projects contributes to the Clean Hydrogen JU targets, objectives and indicators described in the SRIA, **supported projects shall report directly or indirectly on an annual basis** in a secure online data collection platform managed by the Clean Hydrogen Joint Undertaking during the course of Horizon Europe. The reporting shall consist of filling in the template questionnaire(s) relevant to the project content (and the technology development and TRL). The projects **will need to submit all information included the questionnaire(s)**, unless they request and receive an exception from the Programme Office. **The information is submitted by default as public**, but the projects can request for certain fields to be considered as “**confidential**” **except for the fields that constitute or directly inform KPIs of the Clean Hydrogen JU**. The submission of the questionnaire(s) shall be integrated as a specific annual deliverable in the grant agreement. Indicative template questionnaire(s) can be consulted online.*

Confidentiality

- The JU fully respects the sensitivity / confidentiality of proprietary information and of certain data that will be produced in the course of the project.
- The beneficiaries should inform the JU as early as possible of such issues, explaining the reasons that this information should be considered confidential.
- The beneficiary will still need though to submit this information to the JU, which will be labelled as confidential.
- Confidential data shall only used for internal purposes in their original form and only by the Programme Office. For other purposes, they shall be aggregated and anonymised.

Annual Programme Review Timeline



December:

Revision of templates and methodology

January:

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

February - March:

Data collection from Projects



April:

Data validation by Project Officers

May-September:

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

November:

- Programme Review Days (*presentations by selected projects*)
- Programme Review Report

Communication, Dissemination and Exploitation of results



Horizon Europe C, D & E Legal Basis

(Article 17, HE Model Grant Agreement)

Unless otherwise agreed with the granting authority, **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.**

Before engaging in a communication or dissemination activity expected to have a major media impact, **the beneficiaries must inform the Clean Hydrogen Partnership.**

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

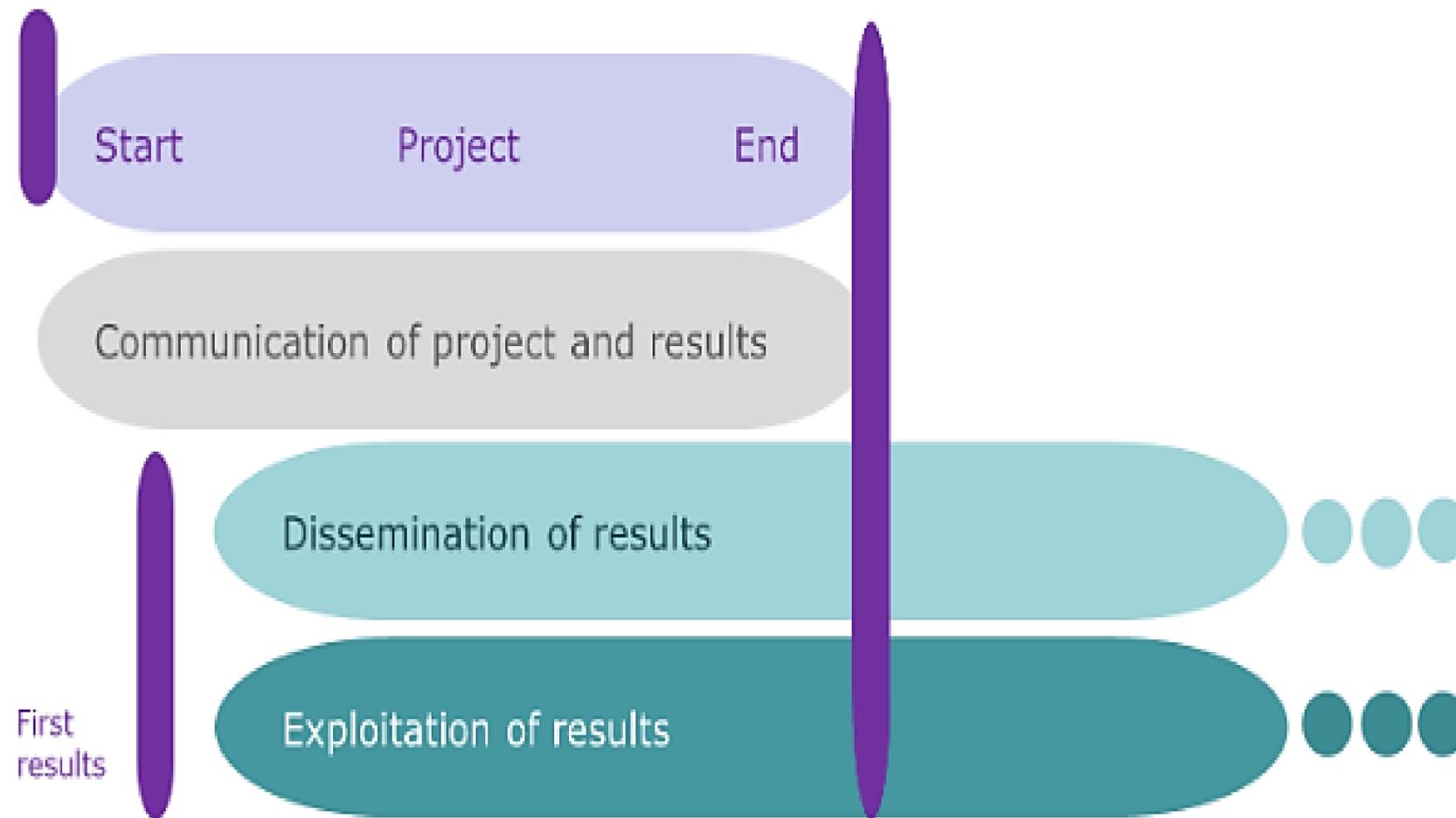
e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers
- **Enable use and uptake of results**

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

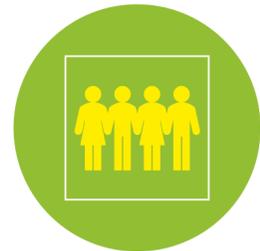
Maximising Impact



But: Dissemination and Exploitation planning starts with the project planning

What is in D&E for the project?

More opportunities for the partners



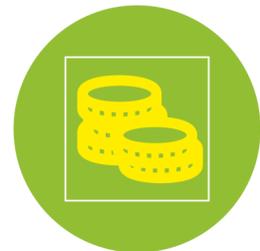
Attracts new talents to join their team



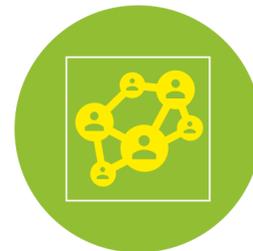
Provides international and interdisciplinary collaboration opportunities



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*

A good Communication Plan should...

- **strategically plan** with clear objectives
- From the outset, **throughout the lifespan** of the project
- set out a **description and timing** for each activity
- **define** the main message, tools and channels
- communicate your research in a way that is **understood by non-specialist**
- Target not only academic audience, **but society as a whole**
- be **proportionate** to the scale of the action



- ✓ Increase **public awareness**
- ✓ **Collective knowledge** is at the heart of EU programmes' dissemination principles
- ✓ EU-funded projects are a goldmine of tools, resources and good practices at the **disposal of European citizens**

“ *It's not all about content. It's all about stories. It's not all about stories. It's all about great stories.* ”

Mitch Joel
entrepreneur



Clean Hydrogen Partnership Logo



SYMBOL

- rotation evokes sustainability and circularity
- different points evoke movement, energy and collaboration between the different components of the partnership

COLOURS

- Includes the blue and yellow of the EU flag, underlining European nature of institution
- 2 greens and blues reflecting nature
- Magenta for a flashy twist

→ logo shall be used in its **entirety without distorting, modifying or separating its component elements**

1.



Visual Identity – Guidelines

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 Hydrogen Europe and Hydrogen Europe Research.”



Co-funded by the European Union

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

“This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (now Clean Hydrogen Partnership) under Grant Agreement No xxx. This Joint Undertaking receives support from the European Union’s Horizon 2020 Research and Innovation program, Hydrogen Europe and Hydrogen Europe Research.”



3. Include the disclaimer



Co-funded by the European Union



2. Different versions and languages [here](#)



4. Consult our new guidelines

https://www.clean-hydrogen.europa.eu/media/visual-identity_en

Supporting the D&E activities of the project

During and after the funding period



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

 **Competitiveness/ Growth**

 **New market opportunities?**

 **Climate Change - environment**