

# Dissemination and Exploitation of results

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# Horizon Europe



# Increased importance given to impact



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



# 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

**Research Communities** MS, EU Policymakers Research Roadmaps **Policy** Data Recommendations Reports **Publications Project Platforms** Software (Collaboration) Results Skills and Prototypes Knowledge **Pre-Standards** Educational **Materials** Codes of Conduct

**Industry, Innovators** 

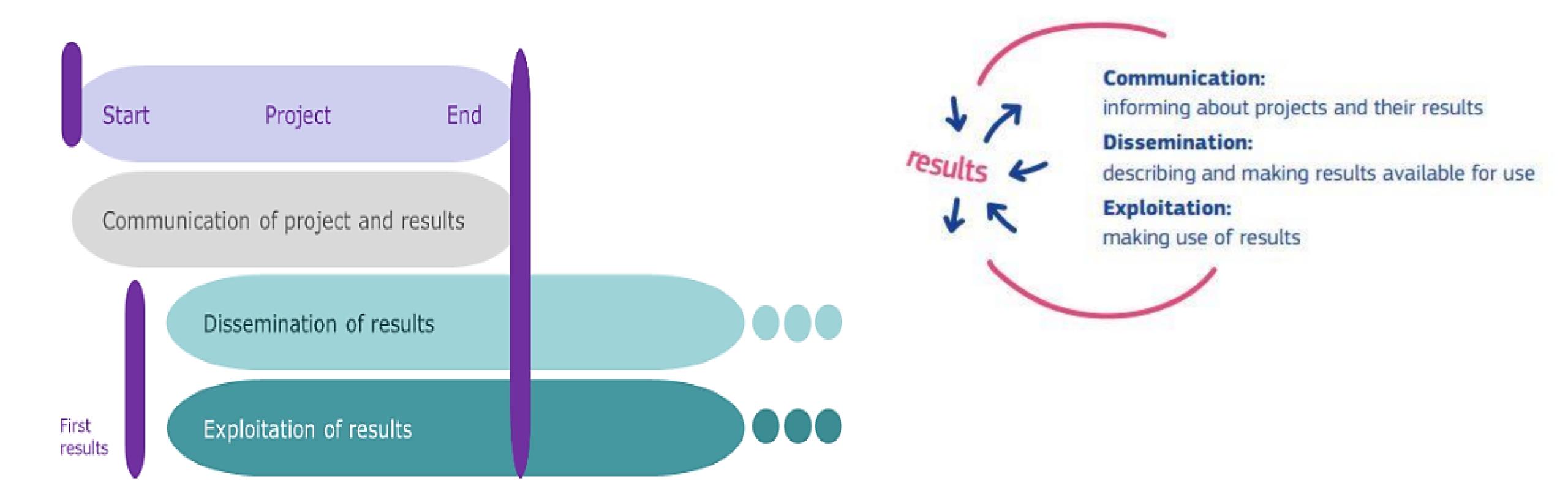
Source: Horizon Europe



**Civic Society, Citizens** 



# 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





# Dissemination and Exploitation

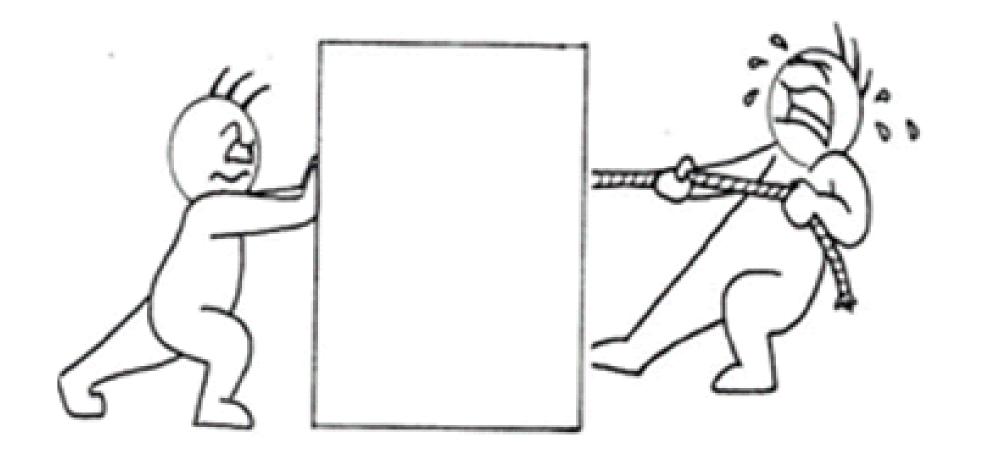
# Dissemination: push

- 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

# Push and Pull

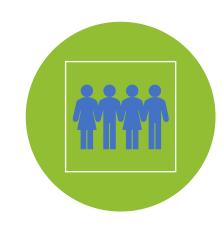






# What is in D&E for the project?

# More opportunities for the partners



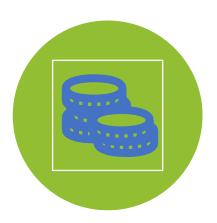
Attracts new talents to join their team



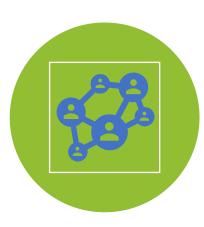
Provides international and interdisciplinary collaboration opportunities



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)



<sup>\*</sup> According to EC Grants Guidance – Dissemination and Exploitation of research results



# Dissemination and Exploitation Plan







# 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.





# Proposal: The impact canvas

### KEY ELEMENT OF THE IMPACT SECTION

### SPECIFIC NEEDS

What are the specific needs that triggered this project?

### 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 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.

### **EXPECTED RESULTS**

What do you expect to generate by the end of the project?

### Example 1

Successful large-scale demonstrator: Successful large-scale demonstrator:

Trial with 3 airports of an advanced forecasting system for proactive air ort passenger flow management.

### Algorithmic model:

Novel algorithmic model for proactive airport passenger flow managemen.

### Example 2

Publication of a scientific discovery on transparent electronics.

**New product:** More sustainable electronic circuits.

Three PhD students trained.

### D & E & C MEASURES

What dissemination, exploitation and communication measures will you apply to the results?

### 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 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.

### TARGET GROUPS

Who will use or further up-take the results of the project? Who will benefit from the results of the project?

### Example

9 Eur pean airports:

Schippol, Brussels airport, etc.

The European Union aviation safety agency.

Air passengers (indirect).

### Example :

**End-users**: consumers of electronic devices.

Majo electronic companies: Samsung,
Apple etc.

Scientific community (field of transparent electronics).

### **OUTCOMES**

What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?

### Example 1

**Up-take by airports:** 9 European airports adopt the advanced forecasting system demonstrated during the project.

### Example

**High use of the scientific discovery published** (measured with the relative rate of citation index of project publications).

A major electronic company (Samsung or Apple)
exploits/uses the new product in their manufacturing.

### **IMPACTS**

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

**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

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





# 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





# 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 Tools







Go-to-Market

Initial IP Audit

- Patent Landscaping
- IP evaluation
- Patents, design and trademark applications
- Negotiating technology transfer





The Innovation Radar



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



Competitiveness/
Growth



New market opportunities?



Climate Change - environment





# **Communication Plans**

Lara Orlandi Communication Officer

15.03.2022







# Communication is the lifeblood of a project



Under Horizon Europe, communication activities (communication plans) must be\*:



- Promote the project throughout the full lifespan of the project
- Describing the planned measures → admissibility condition
- Communication will be taken into consideration as part of the award criteria
- Increase the success rate of your proposal
- Detailed Communication Plan within 6 months of the project
- Plan periodically updated in alignment with the project's progress
- Foresee a dedicated budget for it in the proposal (assistance with the drafting of press releases, graphic design, creation of webpage)







\*more info: EU Funding & Tenders Online Manual EU Funding Programmes 2021-2027





# 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.





# **Recommendations and examples**

- Press release on major milstones
- Events: conferences, webinars, school visits, round tables, exhibitions, workshops, Open days
- Dedicated project website within first 6 months
- Newsletter
- Social media account (twitter, LinkedIn, YouTube)
- Produce videos and visual material, posters, leaflets
- Buy airtime on local news channels

### **Proportionality**

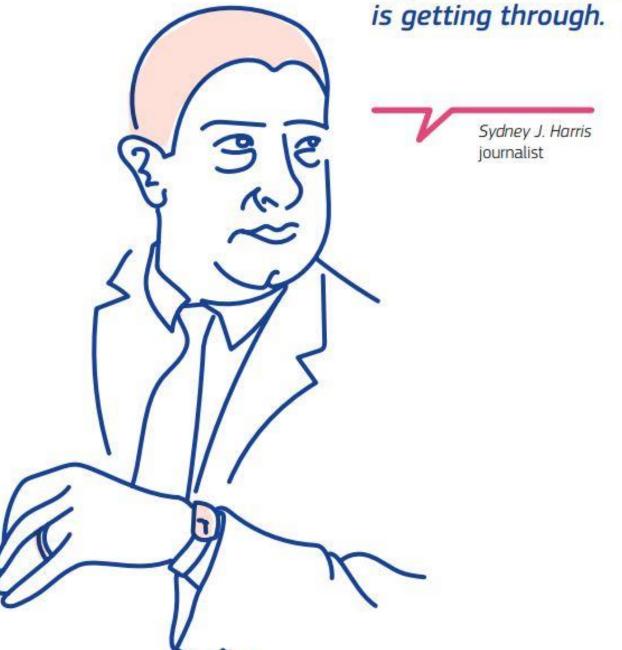
Flagship projects more than small R&I projects





# **Maximizing Communication**

The two words information and communication are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.





### **Sharing is caring**

Do not keep project results for yourself



### **Correct branding**

- your project website material
- Press Releases
- Power-Point presentations
- printed material (posters, brochures)
- social media accounts
- promotional material
- → Consult Guidelines on Visual Identity



### **Communication Efforts**

- Inform us of your planned Communication activities in advance
- Press Release: 2-3 weeks ahead
- Events: asap

Reach out to us for any questions!



# 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



### 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 to about the Partnership
  - → Avoid the use of aconyms CH, CHP, CHP JU
  - → If you have to use an acronym you could use Clean H2 JU







# Visual Identity – Guidelines

1.

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 Hydrogen Europe and Hydrogen Europe Research."





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."



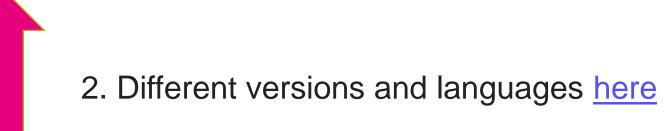
3. Include the disclaimer







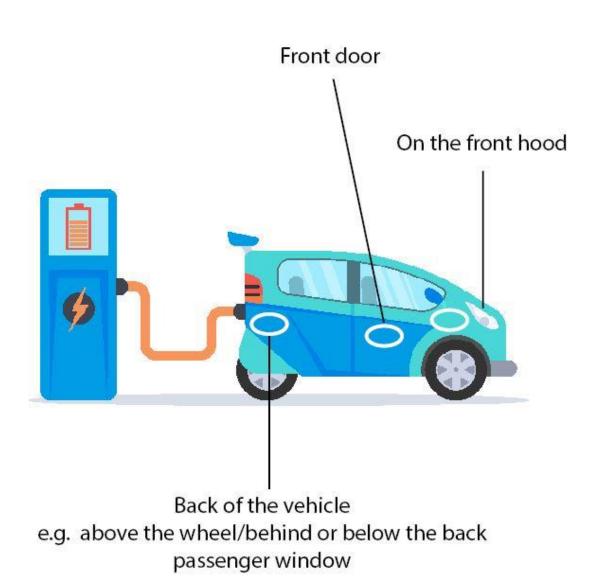
4. Consult our new guidelines
https://www.clean-hydrogen.europa.eu/media/visual-identity\_en





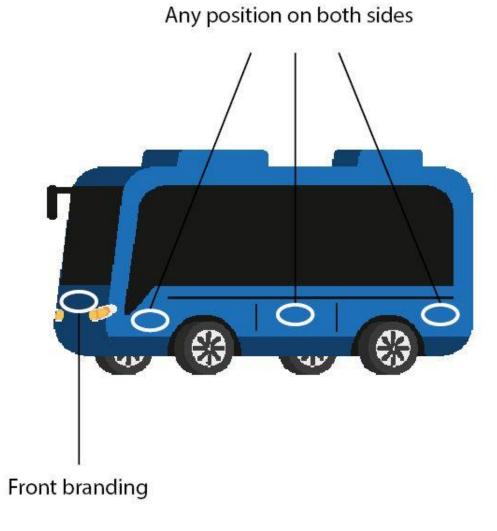
# Branding of vehicles and infrastructure

- Legal obligation for any infrastructure, equipment, vehicle to acknowledge EU support
- Display the 1) Clean Hydrogen Partnership logo and 2) European flag and 3) funding statement
- Production of any branding material (typically stickers) is the sole responsibility of the beneficiary









# Clean Hydrogen Partnership

# 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







# Thank you!

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