Clean Hydrogen Partnership

Programme Monitoring, Communication, Dissemination and Exploitation of results

Mirela Atanasiu

Executive Director ad interim and
Head of Unit Operations and Communications

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Knowledge Management

including

Programme Monitoring

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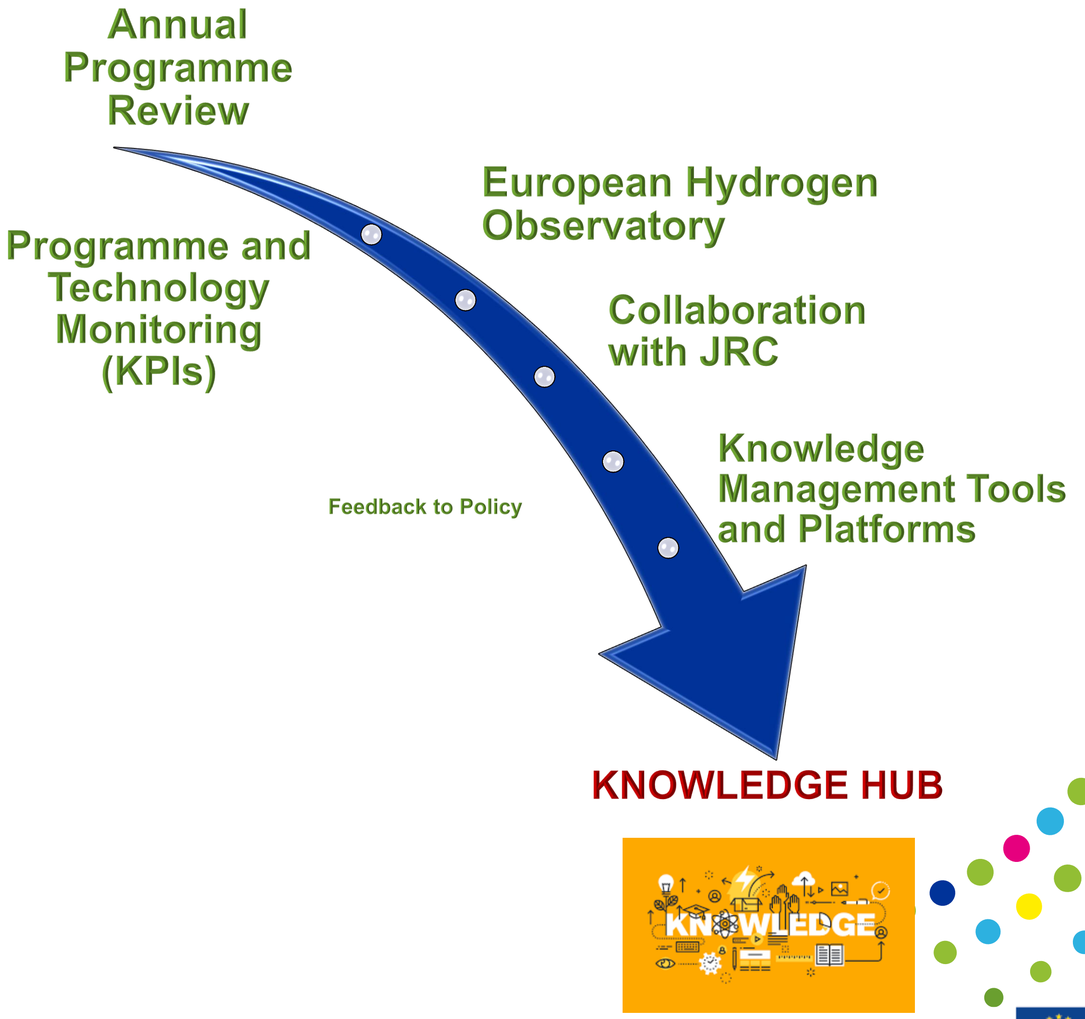
Knowledge Management Activities

- **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.



* As the continuation of the Fuel Cell and Hydrogen Observatory

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Data Collection from Projects

- The success of the Programme Review relies on the Data Collection Exercise!
- **Important Role of Data Collection Exercise**
  - Horizon Europe brought **increased monitoring and reporting obligations**, both for projects (MGA, e.g. Annex 5) and the JU (SBA, e.g. articles 5.2, 74)
  - Foreseen in the common elements applicable to the topics in the Call (AWP, Section 2.2.3.2)
  - 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.
  - But we are now trying to minimize overlaps and avoid having projects report 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 are only accessed by the JU and very rarely used as such
- **Main use of data?**
  - Feed in the Programme Review exercise (see Report and PO presentations of EU Research Days)
  - Inform the JU Specific KPIs and the SRIA technology KPIs
  - Help identify areas where more support is needed by the Programme

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Public / Confidential data

- **Public ≠ published:** Data collected from the JU are very rarely published as such. Standard practice is to anonymise and aggregate them.
- Public characterisation allows the JU to use them in cases such as:
  - It's the only reported value for a specific KPI
  - The JU wants to report on an achievement
- If any project data should be considered sensitive or confidential, the JU should be informed, as well as for the reasons why, to be confirmed by the relevant project officer.
- 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.

Data Collection Methodology

Clean Hydrogen JU Projects Previous Calendar Year

Project Fiche

- General Information, complementary to TRUST
- Progress, Impact, SoA
- Interactions with other projects & initiatives
- Integration of information already existing in other platforms

JRC EUROPEAN COMMISSION

Annual Programme Technical Assessment performed by JRC

Annual Programme Review Report

TRUST

TRUST*

- Focus on technology KPIs and deployment data
- User-friendly, secure online tool
- Descriptive & Operational data
- Public & Confidential data

Clean Hydrogen JU Projects Previous Calendar Year

*Technology Reporting Using Structured Templates

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Annual Programme Review Timeline

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

November:
- EU Research Days *(presentations by selected projects)*
- Programme Review Report

December:
Revision of templates and methodology

Very important to deliver data within deadline!!!

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Communication, Dissemination and Exploitation of results

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Horizon Europe

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**.

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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

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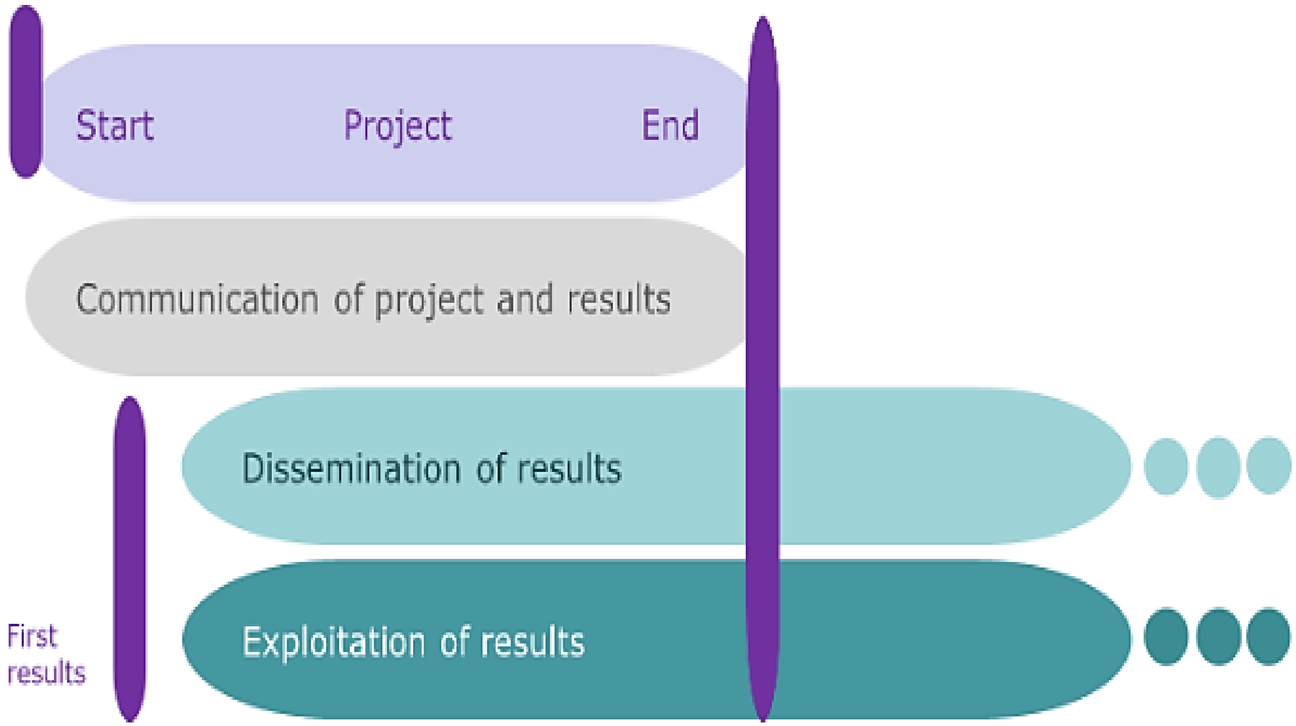
Maximising Impact



But: Dissemination and Exploitation planning starts with the project planning

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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)

And: Increase visibility of partners as researchers/innovators

** Acccording to EC Grants Guidance – Dissemination and Exploitation of research results*

Supporting the D&E activities of the project

During and after the funding period

INNOVATION RADAR

Dissemination & Exploitation Activities

HORIZON RESULTS BOOSTER

- Portfolio D&E Strategy
- Business Plan development
- Go-to-Market

HSbooster.eu
Horizon Standardisation Booster

Revision or creation of standards

Horizon IP Scan (IP Helpdesk)

Helping SMEs manage and exploit Intellectual Property (IP) in R&I collaborations

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

Competitiveness/ Growth

New market opportunities?

Climate Change - environment

Programme & project communication

- NEW: raising awareness of the technologies, increasing public acceptance
- Important role of the projects: source of information & data, ambassadors for the programme, relay
- Important role of coordinators: ensure **coherence of communication** (avoid contradictory messages, communicate with one voice, report communication-worthy news, achievements)

➡ **Maximise programme and projects impact through communication!!!**

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Maximise projects' impact through communication

EU Beneficiaries are expected to :

1. Publicly acknowledge the EU support
2. Actively engage in communication activities
3 Promote the projects to a non-specialist audience

1. Acknowledge the EU support

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).

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Different versions and languages here

1) display the Clean Hydrogen Partnership logo
2) display the EU emblem “co-funded by the European Union”
3) add the acknowledgment of funding

Funding statement (acknowledgment of funding) for Horizon Europe projects:

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

Consult our new guidelines
https://www.clean-hydrogen.europa.eu/media/visual-identity_en

2. Communication activities

- **Planned** from the outset, **throughout the lifespan** of the project
- **Strategic** (ad hoc efforts are NOT sufficient) **= communication plan!**
- **Effective** (Have clear objectives – aligned with the project goals)
- **Proportionate** to the scale of the action
- **Inclusive** (communicate your research to various audiences, including **non-specialist ones = go beyond the project community)**

3. Promote the project (to a non-specialist audience)

- Raising awareness and acceptance of the technologies = benefits all
- Set out a **description and timing** for each activity
- Define your **target groups – including non-specialist audiences**
- Define the main **message, tools and channels**
  - **Project website** (within first 6 months)
  - **Newsletter**
  - **Press release** on major milstones / breakthroughs
  - **Events**: conferences, webinars, school visits, round tables, exhibitions, workshops, open days
  - **Social media** account (twitter, LinkedIn, YouTube)
  - **Videos** and **visual materials - infographics**, posters, leaflets
  - Earn / Buy media

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Think of your project as a success story

The shift to gigawatt-scale fuel cell manufacturing

The large-scale deployment of hydrogen technology for low- or zero-carbon transport and energy use requires massive fuel cell production. A project funded by the Clean Hydrogen Partnership developed innovative manufacturing techniques to lower costs and achieve volumes to help meet an anticipated surge in demand for fuel cells from 2025.

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Cleaner, quieter hydrogen-powered transport takes to the road

Hydrogen End-uses

Clean Hydrogen Partnership Awards 2022

Award winners showcase hydrogen energy innovation

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Resources for projects

Dissemination and exploitation and communication of research results

- Quick Guide
- Online Manual
- Communicating your project – Acknowledgement of EU funding
- Presentation(s) at Info day 2023 on D&E

Intellectual Property Helpdesk

- Helpline - Trainings
- IP Resources library
- Horizon IP Scan

Dissemination towards potential users of results:

- CORDIS
- Horizon dashboard
- Horizon Results Platform
- Innovation Radar
- Horizon Results Booster

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