



# Communication, Dissemination, Exploitation in Horizon 2020

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# Agenda

- **Section 1 – Communication:** Definition, EC, H2020 GA Obligations, Impact, Stakeholder Analysis, Tools & Methods, Project Lifecycle
- **Wrap-up Section 1**
- **Section 2 – Dissemination (GA Article 29) & Exploitation (Article 28):** Definition, PEDR, PDER in Project Lifecycle, Methodology, Public disclosure, Market Analysis, Protection of data, Typical misconceptions to CDE
- **Wrap-up Section 2**
- **Section 3 – Recommended Sources and Literature**

# 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** and in particular to some specific audiences
- **Demonstrate how EU funding contributes to tackling societal challenges**

\*[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)



# Let's start hearing about the EC's standpoint on communication and dissemination

Horizon 2020 communication, promote your project and success

<https://www.youtube.com/watch?v=0JbLCd-7u7g&index=2&list=PLvpwljZTs-Lhe0wu6uy8gr7JFfmv8EZuH>



LINKS2UA  
→ LINKS TOWARDS UKRAINE

# The importance of „impact“ for your H2020 project

The main difference in the evaluation process lies in the weight of **communication, dissemination and exploitation activities**.



Validation criteria for Horizon 2020

Sources: Guide to the submission and evaluation process, European Commission

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# What has DCE to do with public money?

## Introduction

Horizon 2020 is a Research and Innovation programme aiming at fostering competitiveness and growth and increasing benefits to the European Union economy and citizens. Under different funding schemes the framework programme supports research and development activities resulting in new knowledge, new products and services, and also in non-technological and social innovation. It is essential that the public investment in these activities is converted into socio-economic benefits for the society. This idea is reflected in the Horizon 2020 Rules for Participation<sup>1</sup> with a clear accent to the beneficiaries' obligations to exploit and disseminate the outcomes of the funded activities.



# The Horizon 2020 Grant Agreement and its guidelines for communication - 1



**Art. 38** PROMOTING THE ACTION — VISIBILITY OF EU FUNDING

## **38.1** Communication activities by beneficiaries

"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."

[...]

Alexandra Ruete, DG R&I,  
Communicating H2020  
projects, Info day  
presentation, 17. November  
2014





# The Horizon 2020 Grant Agreement and its guidelines for communication - 2



## **Projects:**

- must define a "**comprehensive communication plan**"
- must include in the proposal a **work package for communication** or include them into another work package
- need to address the "**public policy perspective**" with their communication activities
- need to keep their communication measures **proportionate** to the scale of the action.
- may freely **choose the type of communication activities**

# The Horizon 2020 Grant Agreement and its guidelines for communication - 3



## Horizon 2020 - Grant Agreement

### 38.1.2 Information on EU funding - use of EU emblem

a)



#### EU emblem

High-resolution emblems can be found here

<http://europa.eu/about-eu/basic-information/symbols/flag/>

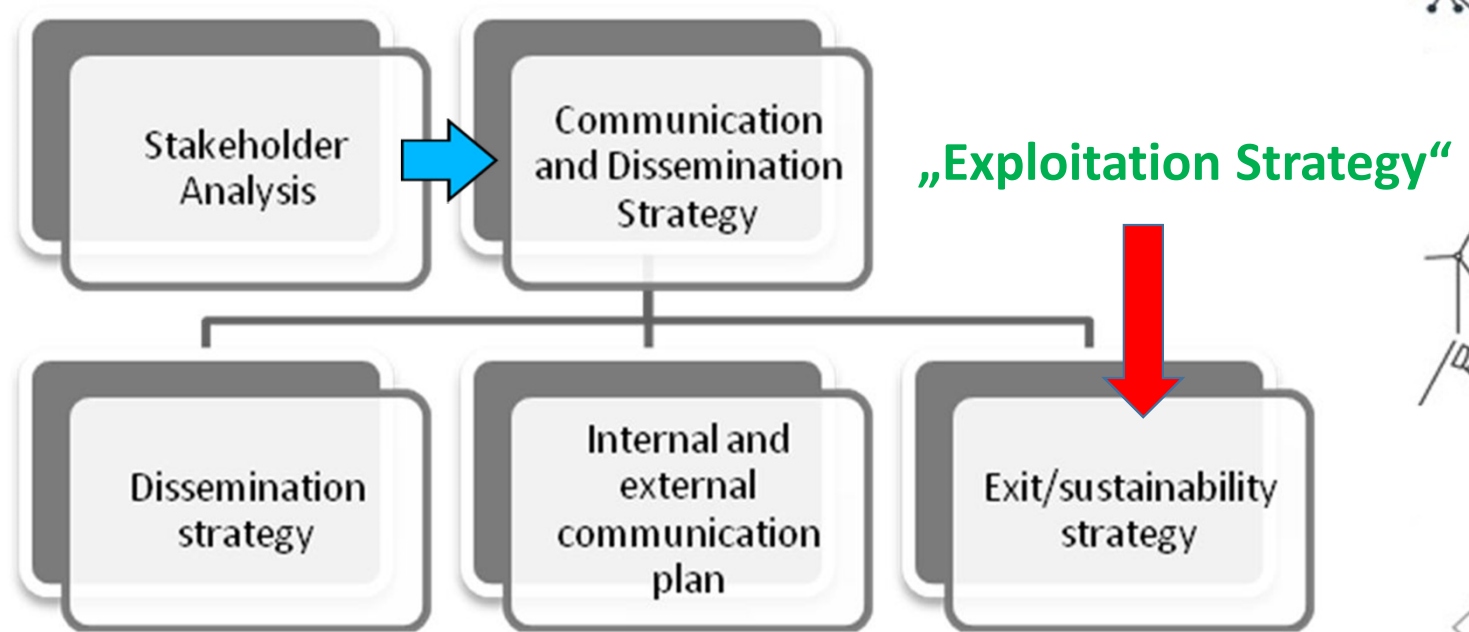
#### b) The following text:

*This project has received funding from the [European Union's Horizon 2020 research and innovation programme][Euratom research and training programme 2014-2018] under grant agreement No [number].*



# How are communication, dissemination and exploitation interlinked?

**Your H2020 project:  
Assessment  
and  
preparation  
phase**



# Before starting drafting your communication strategy – assessment of your stakeholder groups

## Stakeholders

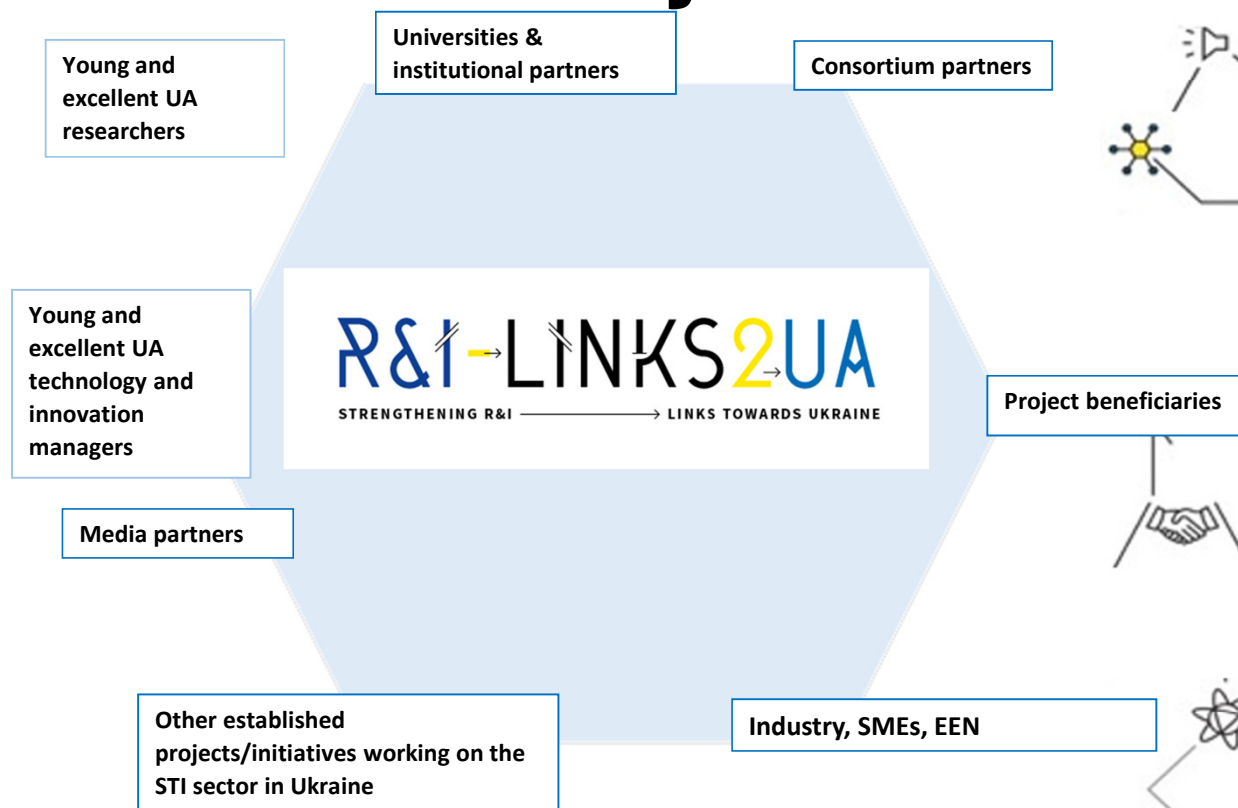
H2020 cooperation projects usually comprise...

- Different countries
- Different institutions
- Different communication cultures
- Different understandings of the same messages (be sensitive)
- Different awareness levels towards communication tools and their use (!)
- Different availability of communication tools
- Etc.



# What is a stakeholder analysis?

- ✓ Ex-ante exercise to find out who your target groups are
- ✓ Sets the framework for your communication actions → targeted communication measures for different communities
- ✓ For example: Project beneficiaries, Policy Makers, Researchers, research institutions, higher education institutions, Industry, SMEs, Enterprise Europe Network (EEN), “Innovators”, National Contact Points, End-Users, Civil Society
- ✓ Make yourself an overview roadmap on your communication activities → example from RI-LINKS2UA project



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# Communication to stakeholders

<i>Target group</i>	<i>Content</i>	<i>Dissemination tool</i>
<b>Policy makers</b>	<i>Input for the discussions of the EU-Ukraine policy dialogue, Recommendations</i>	<i>Targeted mails, Face-to-face communication, Briefings</i>
<b>Researchers</b>	<i>Science-related information, Information on EU (Horizon 2020) and Ukrainian programmes (events, funding opportunities, calls etc.), Events (academic workshops, bilateral dissemination events), information days, training workshops</i>	<i>Project website, Project partners' website, E-newsletter, Events, Social media</i>
<b>Industry, SMEs, ENN</b>	<i>Science-related information, Information on EU (Horizon 2020) and Ukrainian programmes (events, funding opportunities, calls etc.), Events (innovation workshops), information days, training workshops</i>	<i>Project website, Project partners' website, E-newsletter, Events, Promotional materials, Social media</i>
<b>NCPs</b>	<i>Info days, training workshops, Science-related information, Information on EU (Horizon 2020) and Ukrainian programmes (events, funding opportunities, calls)</i>	<i>Events, Targeted invitations, Targeted mails</i>
<b>Project partners</b>	<i>Intra-project communication</i>	<i>Intranet on project website, Mailing list</i>
<b>EC</b>	<i>Reports, deliverables, project results</i>	<i>Online and printed reports and deliverables</i>
<b>Civil society</b>	<i>General information on the project, Events, information days</i>	<i>Project website, Personal contacts, E-newsletter, Social media, Promotional materials</i>
<b>End-users</b>	<i>General information on the project</i>	<i>Social media, Project website</i>



# Communication in the H2020 project lifecycle

- **Proposal:** Work package for communication (or in another WP) + comprehensive communication plan
- **Evaluation:** Taken into consideration as part of the criterion „impact“
- **Reporting:** Overview of the progress must also describe the communication activities
- **Project Management:**
  1. PO: Interim and final assessment
  2. Internal and external communication
- **Impact:** Project must strive to create visible impact in its field and to ensure sustainability of its results (communication – dissemination – exploitation)





# What did we learn in section 1?

1. A sound communication strategy is obligatory for your project (stipulated by the H2020 GA)
2. Communication is different from dissemination – it is about making your stakeholders feel attached to your project
3. Financial support from EU and its impact on tackling global societal challenges must be highlighted in your communication activities
4. To accomplish your activities, you must choose the most appropriate communication means and messages for your project
5. Communication is an essential part of all stages in the project lifecycle



# Section 2. Dissemination and Exploitation

What is dissemination?

## Dissemination

The public disclosure of the results by any appropriate means, including by scientific publications in any medium.\*

- **Transfer of knowledge and results** to the ones that can best make use of it
- **Maximizes the impact of research**, enabling the value of results to be potentially wider than the original focus

\*[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)



# Section 2. Dissemination and Exploitation

## ✓ a) Dissemination and exploitation of results

❖ Dissemination : results, to peers, no specific message

❖ Exploitation : research or commercial

- How the results will be used by the relevant stakeholders? Describe the **project strategy** in terms of dissemination and exploitation, during the project and plans after its end
- Complete the market analysis
  - Description of target market, market size, trends, end users, competitors
- Sum up the strategy and actions in a “**Plan for the dissemination and exploitation of the project's results**” (PDER)
  1. List all expected outputs, outcomes and impact
  2. Define impact, target audience, actions and channel





# Methodology

## 2.2. Dissemination and exploitation of results / PDER

Proposed methodology :

Project outputs	Area impacted	Dissemination / exploitation action	Targeted users	Channel	Indicator

**Example area impacted :** Business, Science, Education, Society, Environnement, Policy-making  
Standard setting, Training

**Example dissemination actions:** publications, fairs, website, participation in technical and end users meetings, catalogue...

**Example exploitation actions :** further research, further developments, market validation, product / service commercialisation, licencing, education, norms setting...



# PDER (Plan on Dissemination and Exploitation of Results) design and content

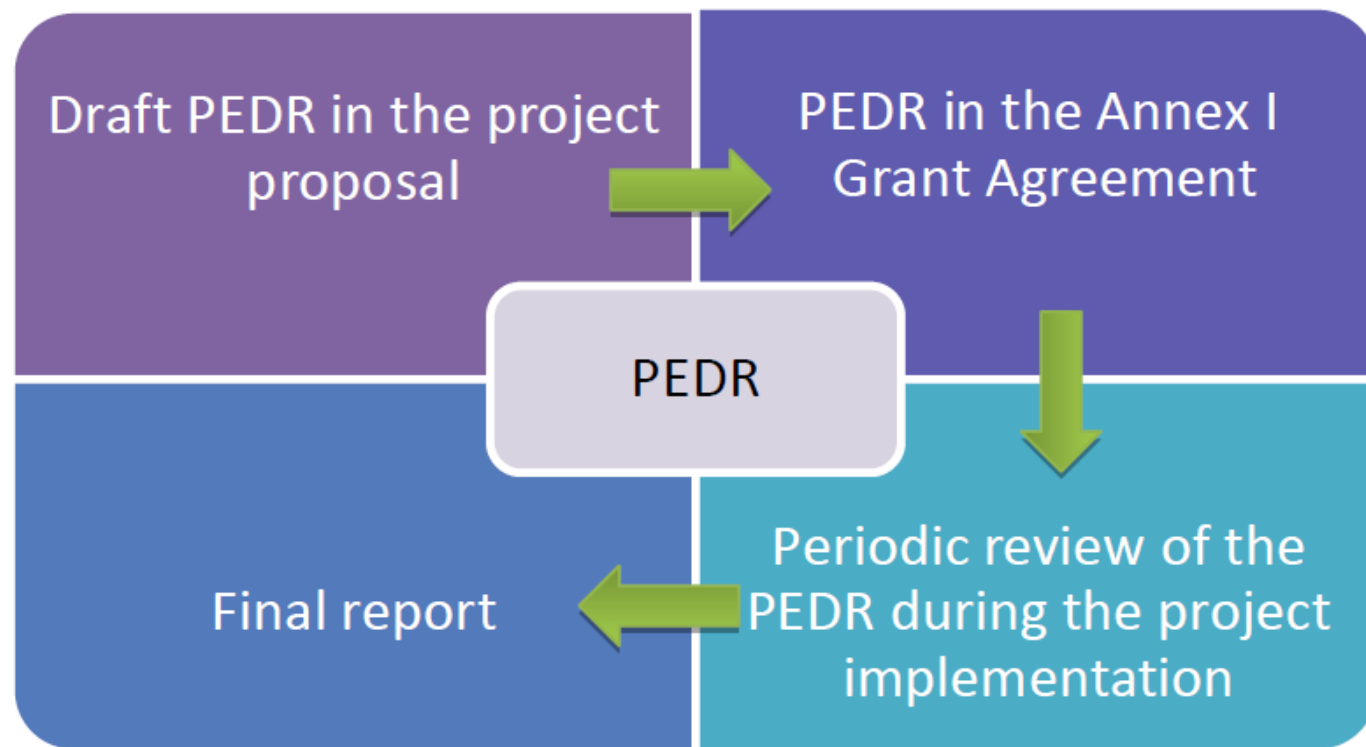
- Use written description, or table and written description
- Be specific, even though PDER should be updated during project
- Plan which partners will be in charge of the actions
- Plan the actions in the workplan (WP, GANTT), in the budget
- Address the possible follow-up of your project (investments, wider testing or scaling up...)
- Make sure to articulate properly dissemination, use and IP protection
- Provide your business plan, if relevant (mandatory for Innovation Actions)
- PDER needs to be updated during the implementation of the project (!)



# Proposed measures for your DE

Exploitation and dissemination measures should address potential end-users and uses of the results that will be generated. Such measures could include for example research activities, commercial exploitation activities, standardisation, skills and educational training, and policy making.

# The PEDR in your project lifecycle



# Checklist for PEDR

- *A draft PEDR is a compulsory part of the project proposal and its submission is considered part of the admissibility criteria, unless otherwise stated in the call for proposals.*
- *Keep the PEDR flexible enough and in line with the objectives of the project during its implementation.*
- *Create a realistic and achievable PEDR*
- *Define clear objectives and well-planned protection, exploitation and dissemination strategies.*
- *Include sufficient quantitative and qualitative indicators as to the planned activities for protection, exploitation and dissemination of results.*
- *Show the link between the proposed dissemination and exploitation measures and the expected impact of the project.*



# What is exploitation?

## Exploitation

The utilisation of results in further research activities other than those covered by the action concerned, or 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

\*[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)



# Exploitation in H2020 funded projects

H2020 funded projects are obliged (GA) to exploit and impact the market:

*"The dissemination and transfer of knowledge is a key added value of European research actions, and measures shall be taken to increase the use of results by the research community, industry, policy makers and society"*

*Rules for Participation*

Article 43 - **Exploitation and dissemination of results**

*"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, in particular through the transfer and licensing of results in accordance with Article 44."*

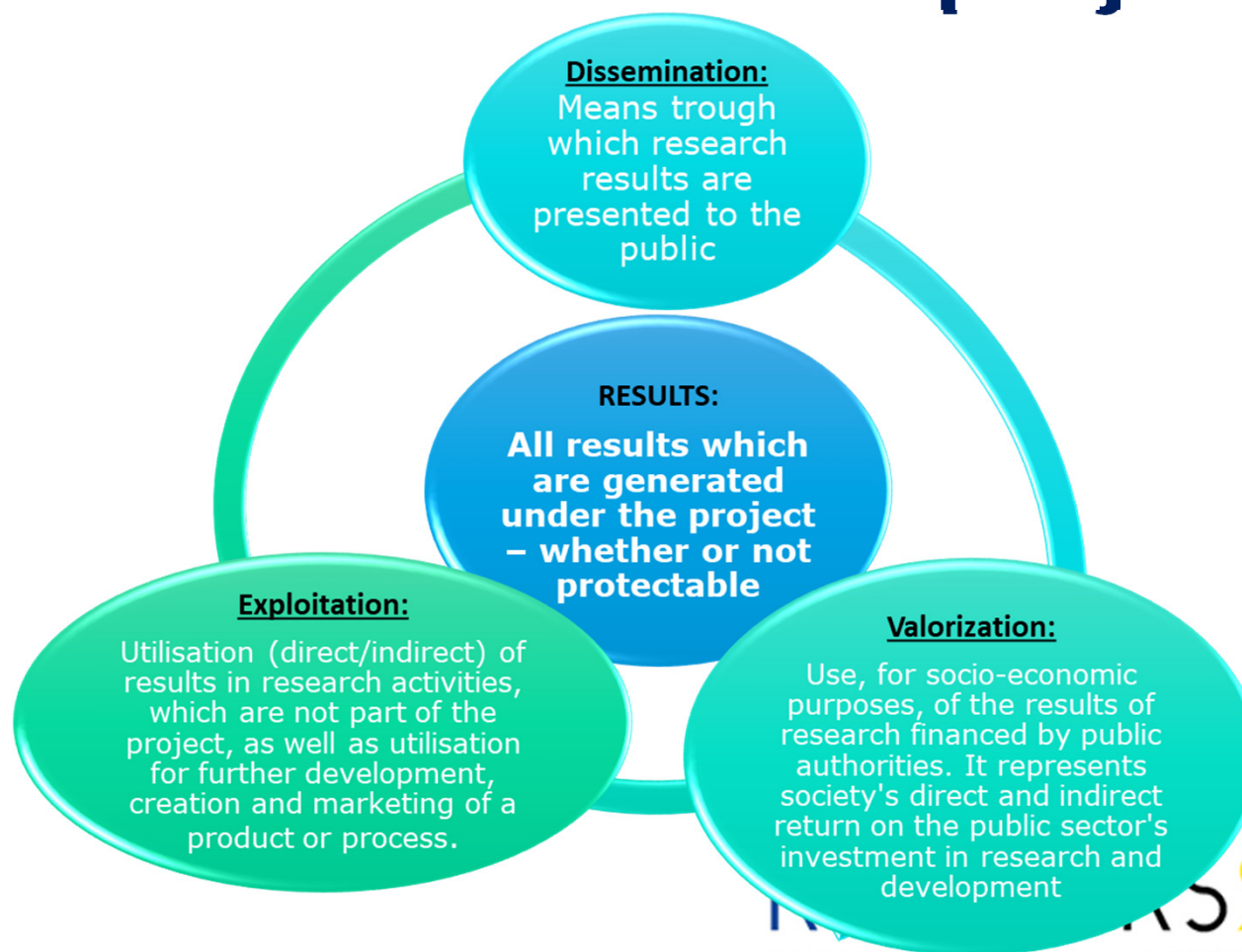
*Rules for participation and dissemination in "Horizon 2020 - the Framework Programme for Research and Innovation (2014-2020) - TITLE III - RULES GOVERNING THE EXPLOITATION AND DISSEMINATION OF RESULTS*





# Exploitation in H2020 funded projects

In projects funded under H2020 beneficiaries have the obligation to define the expected results and their strategy for exploitation and dissemination.



# Exploitation in H2020 funded projects

## Project Outcomes

The first key element in exploitation is to have a **clear description of all project outcomes**, products, services and knowledge generated within the project, that could potentially be exploited:

Management of research data  
(FAIR – findable, accessible, interoperable, reusable)

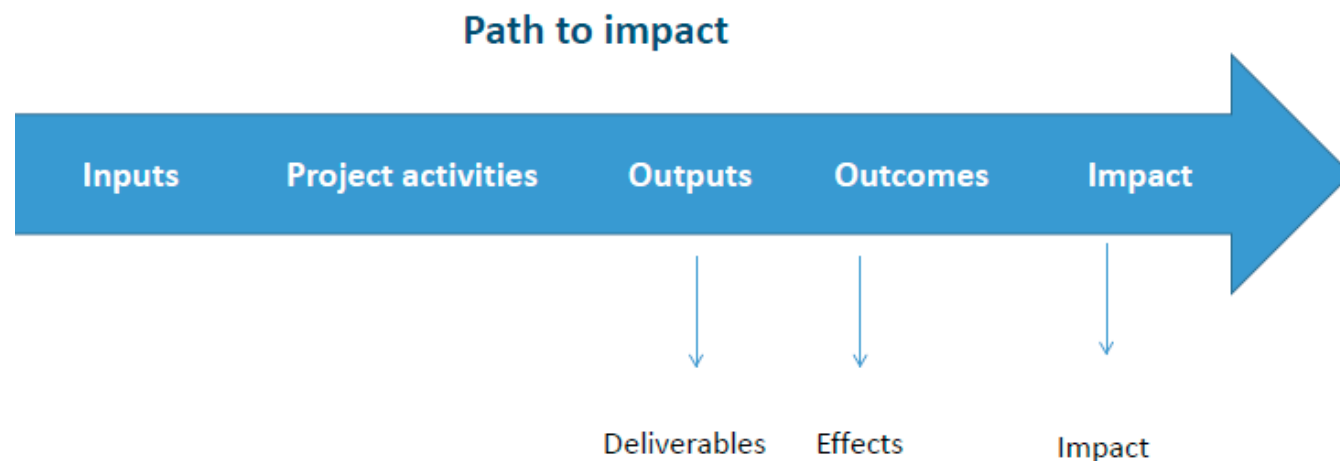
- ☐ Products
- ☐ Services
- ☐ Prototypes
- ☐ Guidelines
- ☐ Software
- ☐ Methodology....

Strategy for knowledge management and protection:  
IP

Strategy for knowledge management and protection:  
Open Access

# Exploitation in H2020 funded projects

Your path  
to impact



- ❖ **Input** : what you bring to the project to implement it
- ❖ **Output** : Direct result of the project
- ❖ **Outcome** : Result at a longer term, when outputs are used by lead users

# Exploitation in H2020 funded projects

## Market Analysis

**Market Analysis** is an essential aspect on Exploitation. Exploitation needs a market, a buyer of our product/service/technology

Market Analysis helps to identify which is our market and which are the most suitable media to reach it.

**MARKET = CUSTOMERS/END USERS.**



# Protection of your data/results in H2020 funded projects

In terms of protection of results, the PEDR is not limited only to industrial and intellectual property rights (e.g. patents, trade marks, design rights, copyright). Indeed results generated under the project could be any tangible or intangible output, more particularly data, knowledge or information whatever its form or nature, whether it can be protected or not. Also business information or valuable know-how can be protected via contractual mechanisms, like non-disclosure agreements or as trade secret. Therefore, if relevant, applicants could also mention such mechanisms as a possible form of protection.

**Forms of  
protection  
in your  
H2020  
project**

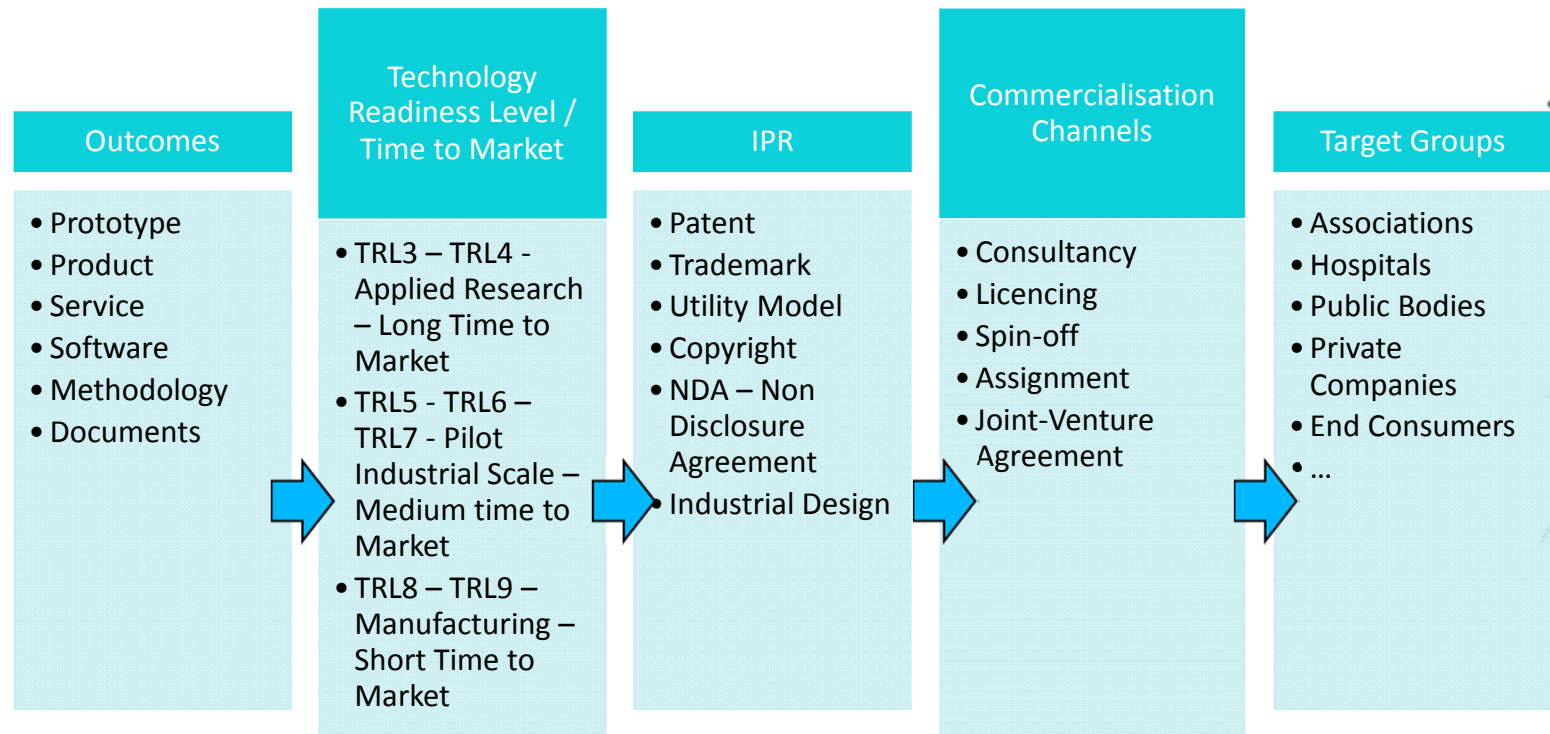
*"IPR is a broad topic, with many aspects to take care of.  
Therefore, the EC IPR Helpdesk is there to help you!"*

<https://www.youtube.com/watch?v=AjPI-dprQbk>

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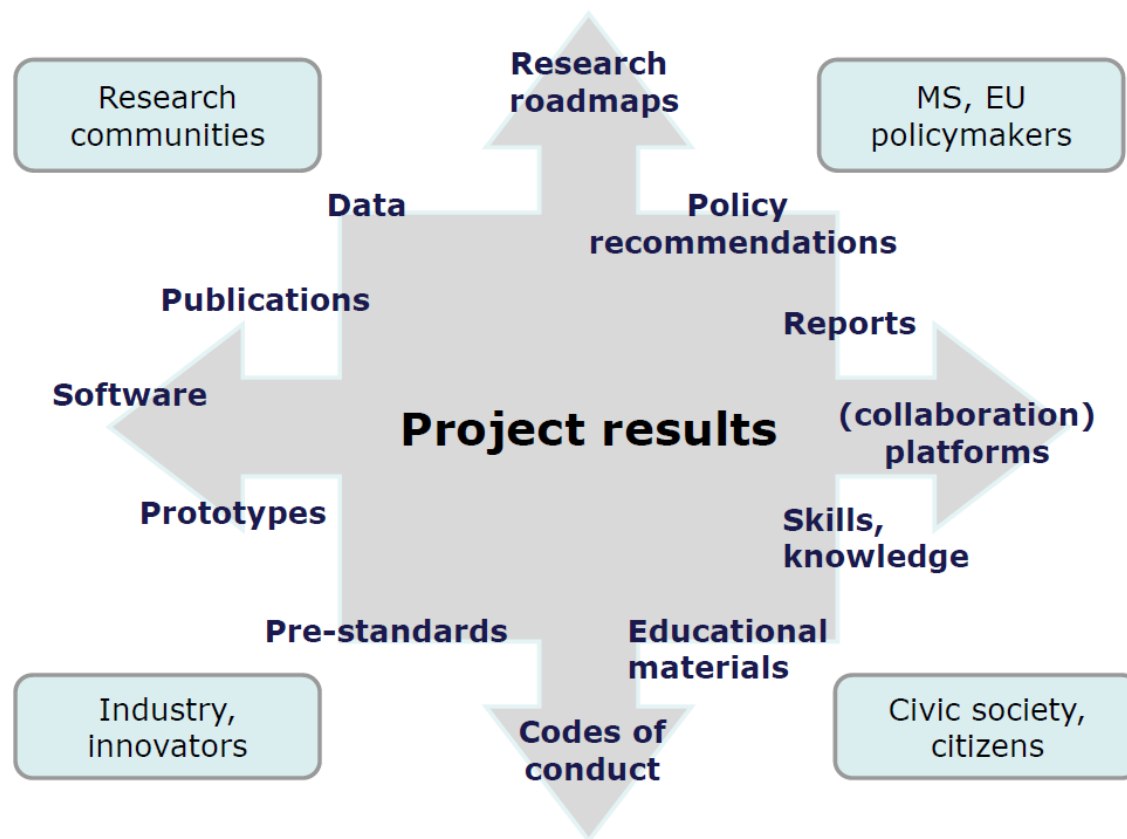
# Exploitation in H2020 funded projects

## Summary: Your complete exploitation plan

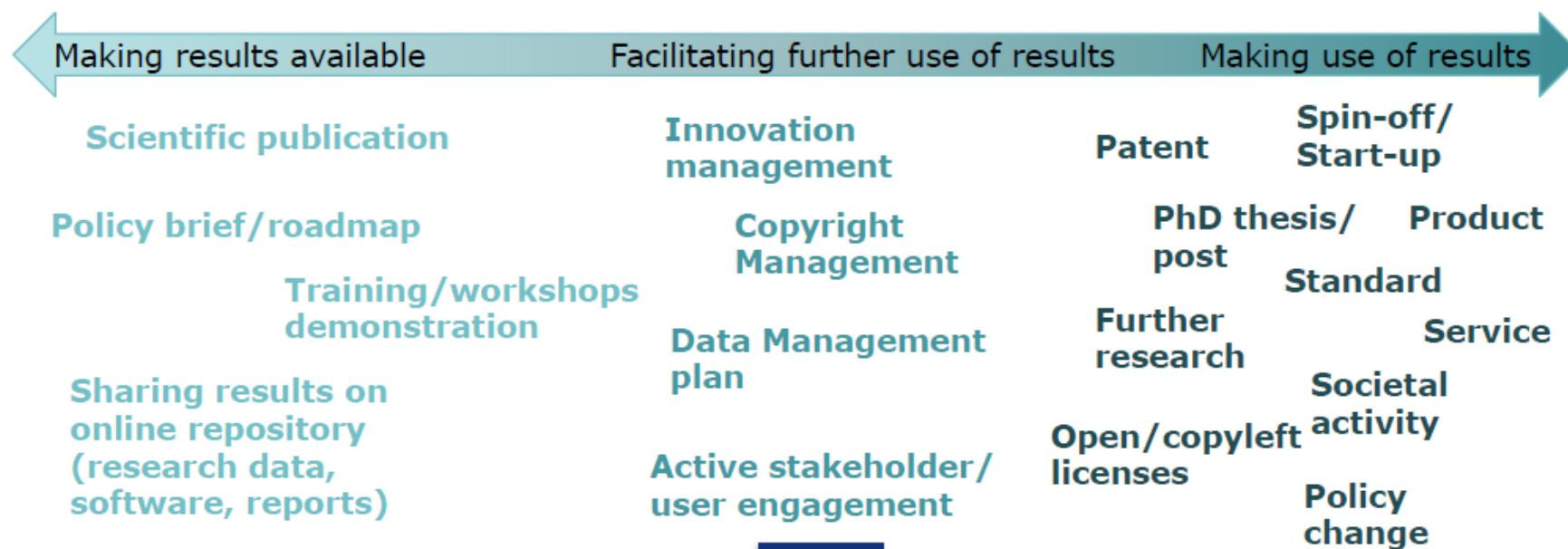




# D&E in your project lifecycle – take it to a systematic level



Dissemination	Exploitation
Describing and <b>making available results</b> so that they can be used	<b>Making use of results</b> , for scientific, societal or economic purposes
Audiences that <b>may make use</b> of results	Groups and entities that <b>are making concrete use of results</b>
<b>All results which are not restricted</b> due to the protection of intellectual property, security rules or legitimate interests	<b>All results generated during project</b> Participant shall make best efforts to exploit the results it owns, or to have them exploited by another legal entity
Grant Agreement Art. <b>29</b>	Grant Agreement art. <b>28</b>



# What did we learn in section 2?

1. Dissemination is directly related to exploitation, which is why activities must be directly aligned
2. Dissemination is different from communication – it is not about any specific message, but about the public disclosure of all your (in)tangible results
3. You must stay flexible enough to adjust your dissemination strategy to any unexpected positive/negative development in your project
4. Define suitable indicators to measure your dissemination impact
5. Exploitation is different from dissemination – it comes after D and is about the further use of your results generated by third parties
6. D/E are systematic actions, whereas communication is spontaneous and strongly relates to the context (when – to whom – which message etc.)

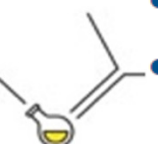








# Typical misconceptions in CDE



## But why does it not always happen? or barriers to effective D&E in projects

- 
- 
- Perceiving dissemination and exploitation as "tick boxes", not important for the "real work" of the project
  - Confusion between communication, dissemination, exploitation
  - Focusing on implementing and validating technical objectives instead of aligning work with the needs of users and stakeholders
  - Limited considerations of what can be valuable key results of the project
  - Lack of skills (or interest) to effectively consider the value and possible benefits of the key results outside "typical" community
  - Lack of knowledge of dissemination and exploitation risks and opportunities, alternative channels and routes, stakeholders, competing solutions
  - Lack of reflection and joint discussions within the consortia
- 
- 
- 

# Some recommended online sources for the success of your CDE strategy

„Communicating EU Research and Innovation – Guidance for project participants“

[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)

Annotated Model Grant Agreement H2020

[http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/amga/h2020-amga\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf)

- [\*H2020 online manual \(Participant Portal\)\*](#)
- [D&E](#)
- [Open Access and Data Management](#)
- [Communicating your project](#)
- [IPR helpdesk](#)
- [Guidance](#)
- [Helpline](#)
- [Trainings](#)





# Thank you for your attention!

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