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# Horizon 2020 Work Programme for Research & Innovation 2018-2020

Impact:  
Communication – Dissemination  
– Exploitation  
Session 6

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Research and  
Innovation

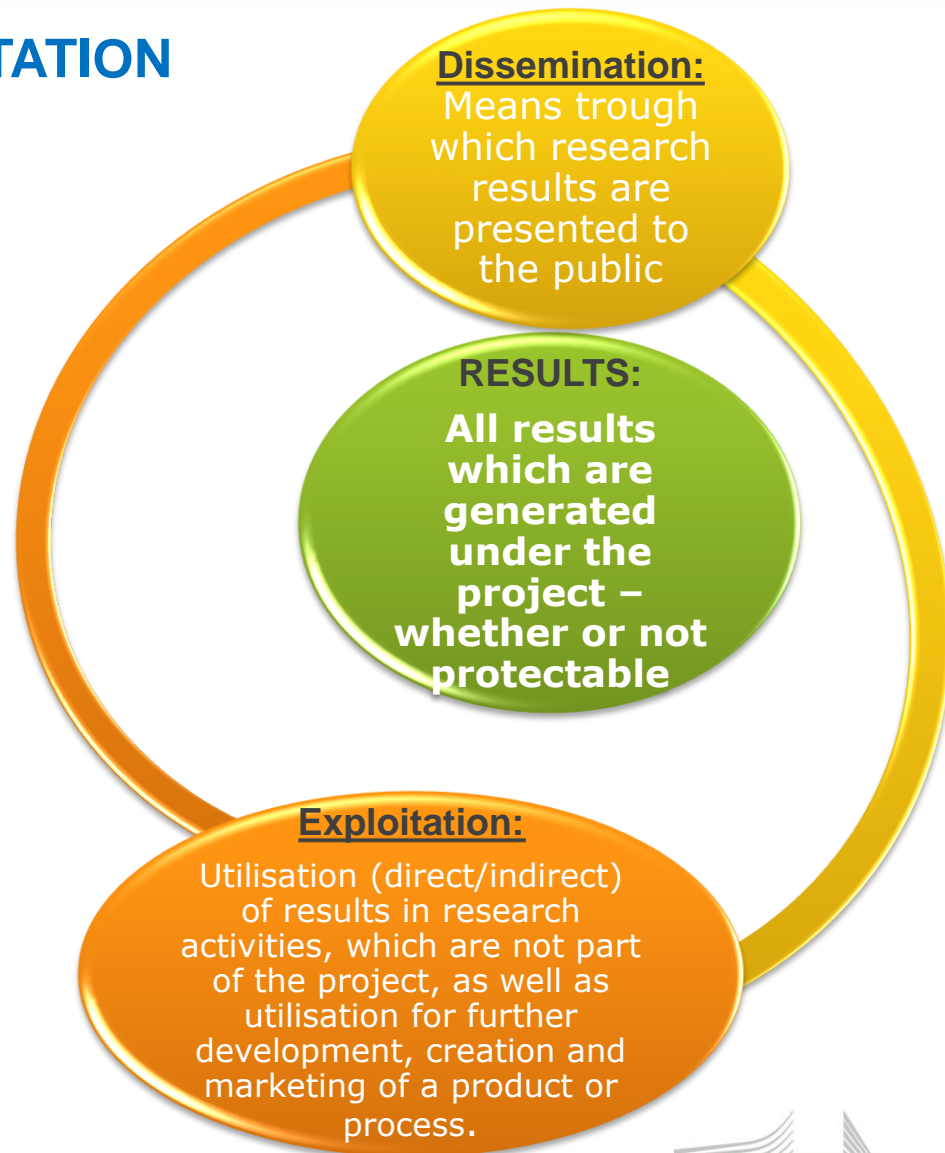
# Key terminology (1)

- **Dissemination:** Sharing research results with potential users - peers in the research field, industry, other commercial players, and policymakers
- **Exploitation:** The use 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
- **Communication:** Taking strategic and targeted measures to promote the project and its results to a multitude of audiences



# DISSEMINATION-EXPLOITATION

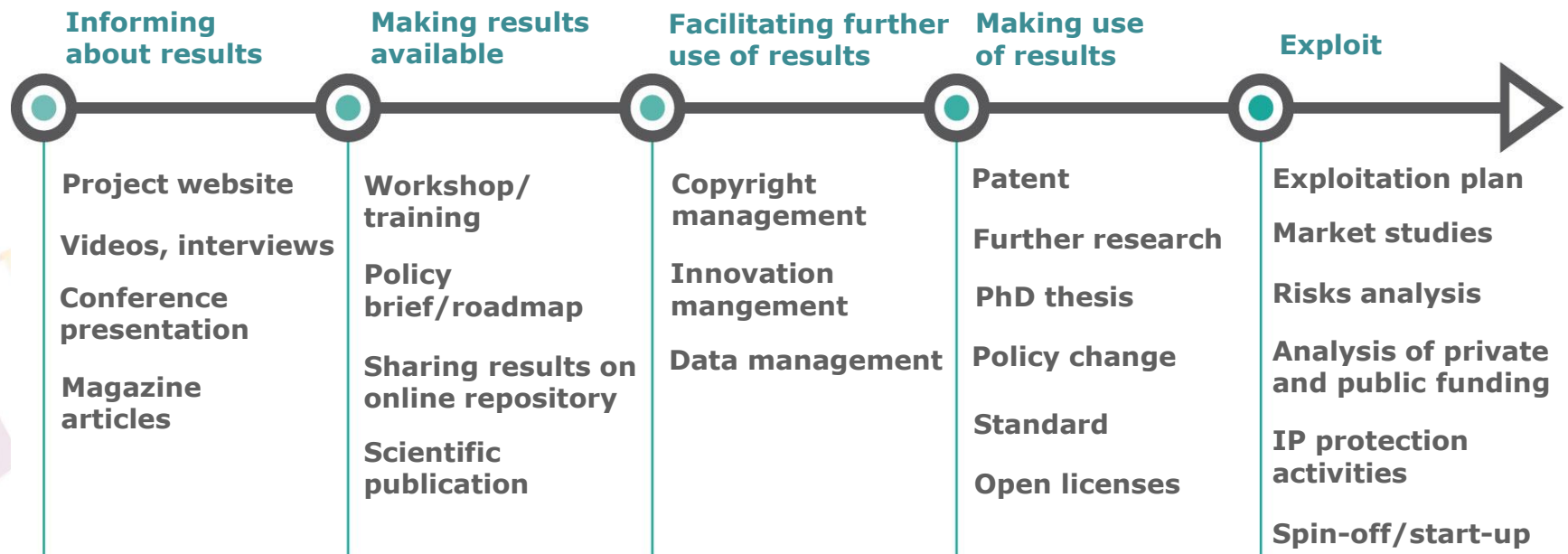
In projects funded under H2020 beneficiaries have the obligation to define the expected results and their strategy for exploitation and dissemination.



Source: EC and Haivisio

# Example of communication, dissemination and exploitation activities

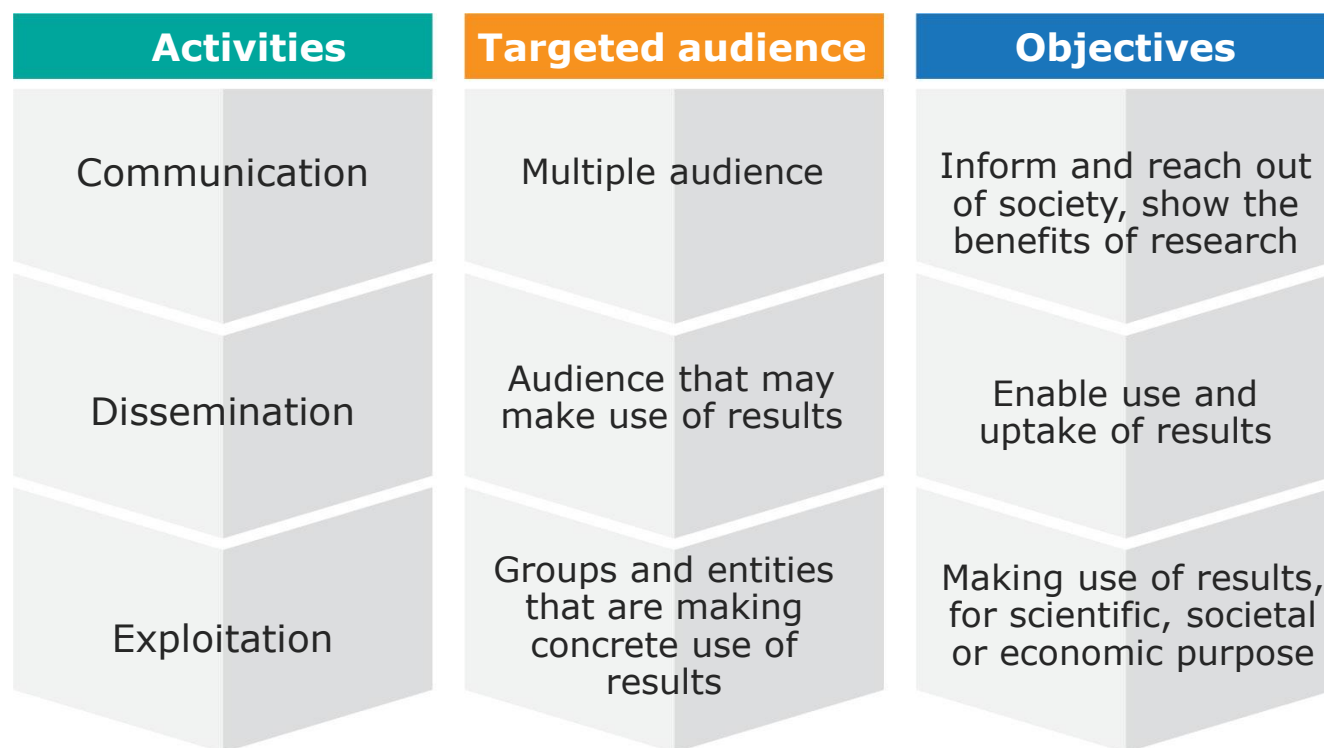
In order to create visibility for project achievements and to ensure knowledge spillover and access to a broader public, a broad variety of different dissemination channels can be used:



# Interplay of communication, dissemination and exploitation planning

## Key points to keep in mind:

- ✓ **Context**
- ✓ **Goals**
- ✓ **Target**
- ✓ **Strategy**
- ✓ **Channels**



# Examples for Communication Activities

- Think about target groups
- Logo, website, fact sheet, presentations, press release, newsletter, social media...
- Simple Language & Pictures
- Media/journalists
- Material without copyright for distribution?
- Make use of all channels of communication
- Use press contacts of European Commission
- Coordination of activities of the partners
- Specify concrete objectives

## → Communication strategy

Horizon 2020 guidance: [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)

## Focus on the exploitation plan



Explains what the exploitable results of the project are



Explains how these results are exploited / will be exploited



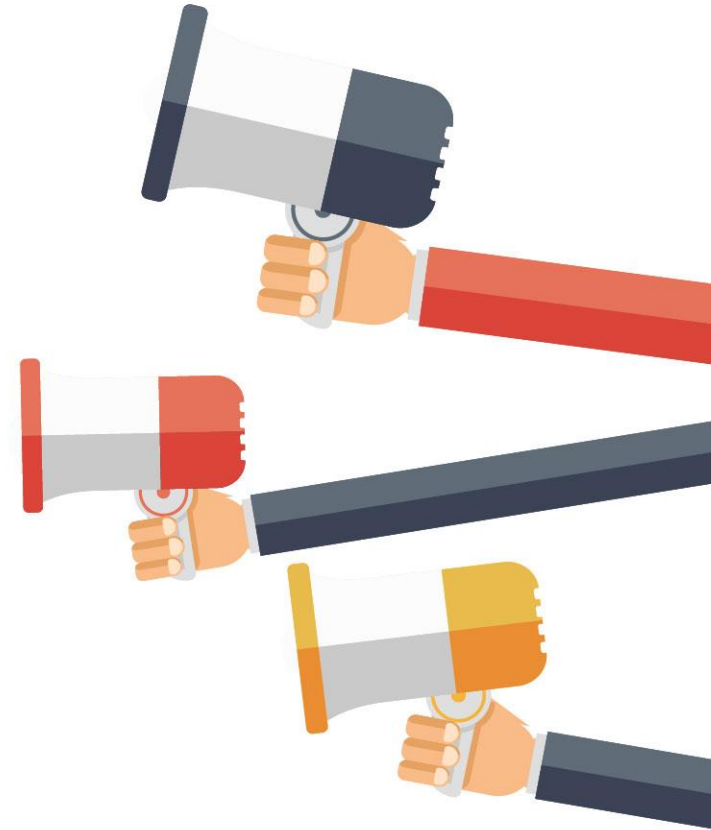
Reflects the steps undertaken to protect and exploit the project results



Evolves and becomes more precise and substantial during the project lifetime

## Key questions to emphasize your exploitation strategy

- What outputs will be created?
- Where will the outputs be made available during and after the project?
- In what area do you expect to make an impact?
- Who are the potential users of your results?
- What needs might the results of your project meet?
- How will you contact potential users?





# Exploitation plan, an example

## Executive summary

Chapter 1. Exploitation results – targets and current status

Chapter 2. Scientific exploitation and knowledge transfer

- Scientific dissemination
- Academic cooperation
- Academia-industry cooperation: new training , programmes etc.



Chapter 3. Preparation of commercial exploitation

Chapter 4. Standardisation strategy and activities

Chapter 5. Commercial exploitation: Roadmaps – per each technology/method/ tool

- What is expected to be achieved in terms of exploitation by the end of the project? What is the success indicator?
- How will the technology get commercialized? (new product, part of an existing product, application in a use case, ...)
- Who will commercialize the technology?

Chapter 6. Partners' exploitation roadmap

Chapter 7. IPR strategy and overview of the IPR rules and regulations

Chapter 8. Next steps: Phases and planning – at the level of the project

## Key terminology (2)

- **Innovation:** The process, including its outcome, by which new ideas respond to societal or economic needs and demand and generate new products, services or business and organisational models that are successfully introduced into an existing market or that are able to create new markets and that contribute value to society
- **Innovation Management:** Overall management of all activities related to understanding needs, with the objective of successfully identifying new ideas, and managing them, in order to develop new products and services which satisfy these needs
- **Intellectual Property Rights (IPR):** The legal rights granted with the aim of protecting the creators of the intellect. These rights include Industrial Property Rights and Copyright and Related Rights

Go to:

[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)



# Part B: Impact

## 2.2a Dissemination and exploitation of results

- What **exploitable results** are expected?
- What are potential **applications**?
- Are the dissemination and exploitation **strategies** suitable?
- How will the results be made available?
- Timeframe and target groups for dissemination / exploitation?
- What skills do the partners have and how are they used?
- What are the tasks of the project management?

# Part B: Impact

## 2.2b Communication activities

### What can be done to promote your project and your results?

- Identify concrete target groups and targets
- Consistency with the Draft Plan for Dissemination and Exploitation
- Effective Management, clear responsibilities, reasonable resources
- Suitable devices and medium



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