

Clarifying DEC concepts and mastering the development of winning DEC strategies in H2020/HEU

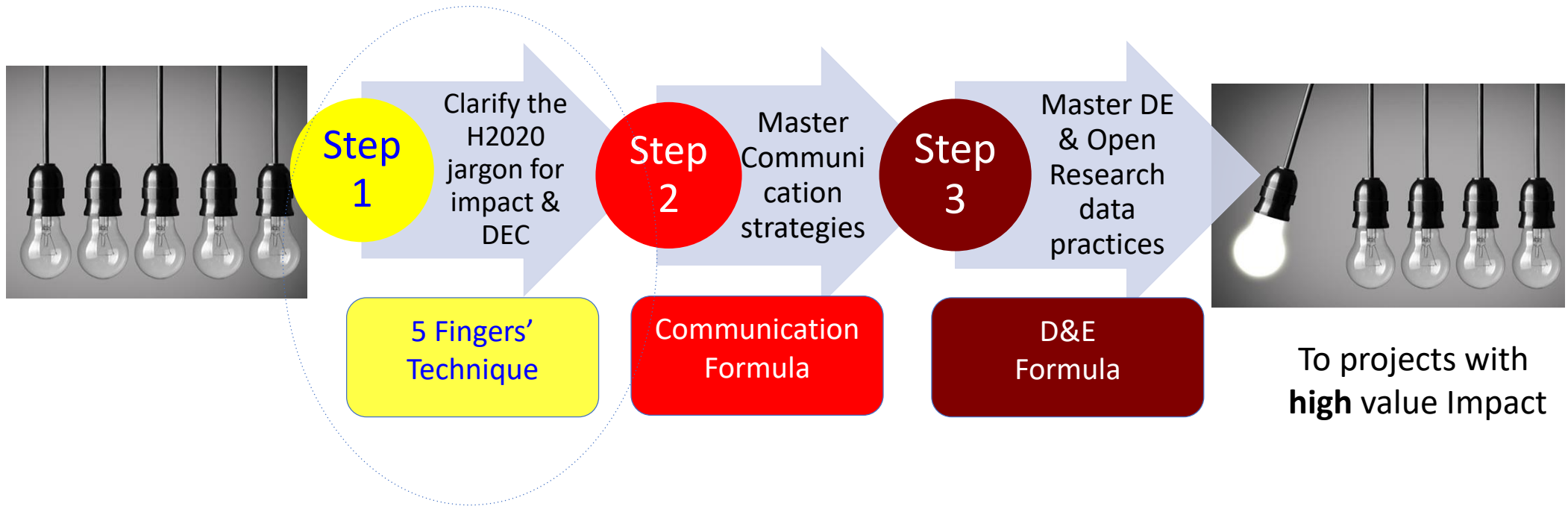
Session 2

Nikolaos Floratos

Who is Nikolaos Floratos



- **Founder** of Funding Expert Academy programmes that masters individuals in EU funding programmes and advances successful **proposal developers** across Europe
- **Active** in european funding industry since 1997 (**20+ years**)
- **EC** expert/evaluator since 2003 (**14+ years**)
- **Author** of the ebook “Learn from the Horizon 2020 champions” downloadable from www.NikolaosFloratos.com
- **Trained and coached hundreds** of organisations on exploiting successfully EU funds and advancing their sustainability
- Globally **recognised** as one of the **most influential** and **inspiring speakers** and **trainers** on Horizon 2020 with hundreds of speeches and trainings in 24+ countries including overseas **500+** linkedin recommendations and endorsements
- Organiser and host of the Horizon 2020 virtual summit (horizon2020summit.eu) with training sessions by 35 top experts in Horizon 2020 topics and 2500+ participants from 30 countries
- Engineer (B.Eng, BA and M.Sc) and MBA
- **Phd** Researcher in student **engagement** and **online courses**
- Business Angel and Member of European Business Angel network



Step 1: Clarify the H2020 jargon
for Impact, dissemination,
exploitation , communication

Five Fingers' Technique

Five fingers technique



Five Questions

- Why?
- What?
- Who,
- How much/many? And When?

WHY?

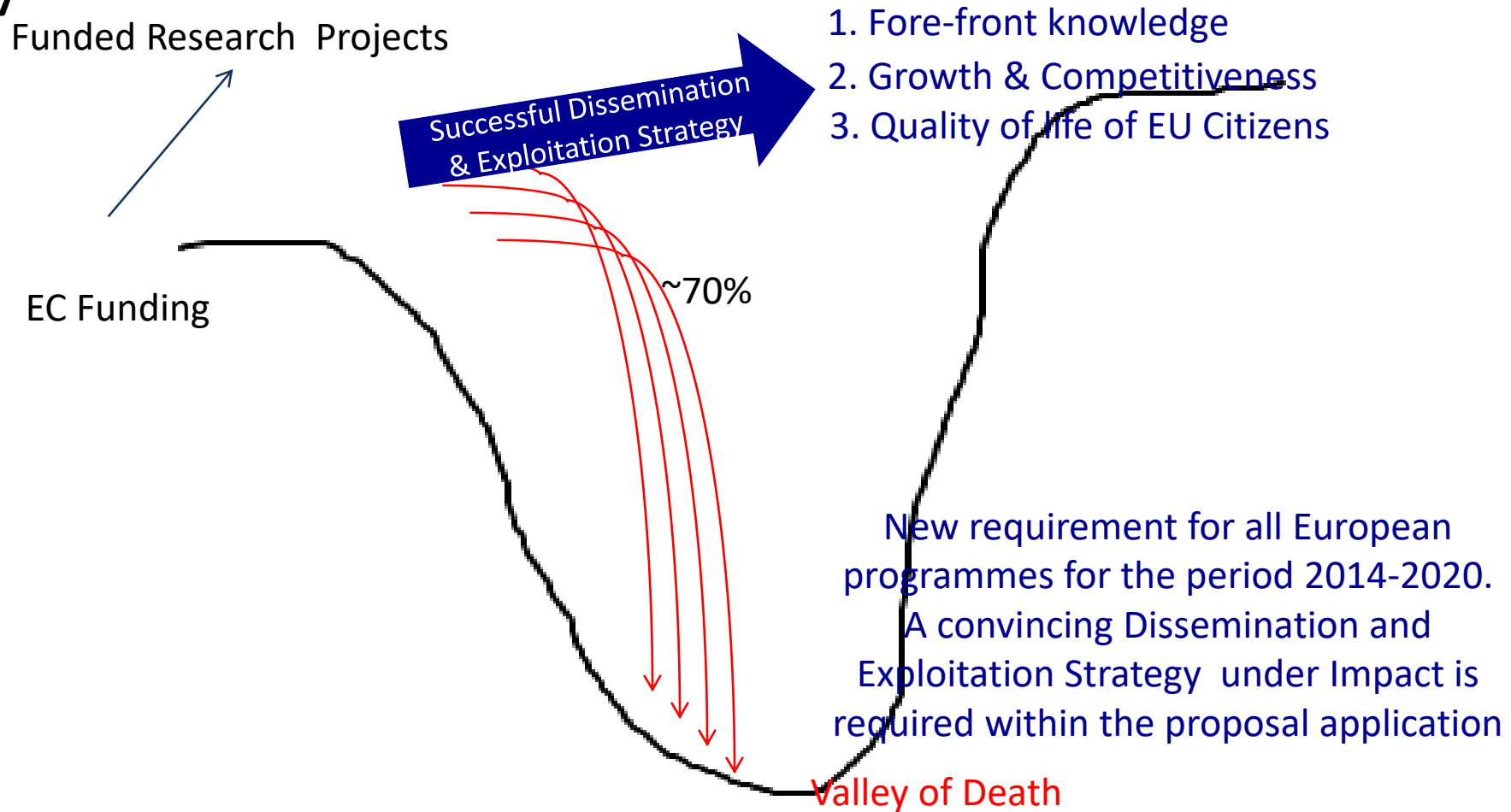


Why Horizon 2020?

- To create _____ knowledge (i.e. see excellent Science/1st H2020 pillar)
- To create new _____ and advance growth, more jobs and competitiveness (i.e. See LEIT - Leadership in Emerging and Innovative Technologies/2nd H2020 pillar)
- To improve _____ of citizens (i.e. Societal Challenges/3rd H2020 pillar)

Why D&E in H2020

Valley of Death



Why D&E in Horizon 2020?

An Horizon 2020 sustainable dissemination and exploitation strategy should support the following:

1. Mission of each participating organisation
2. _____ of each participating organisation
3. Creation of forefront (new and useful) knowledge
4. Creating new markets, Growth in Europe
5. Quality of life of citizens in Europe
6. Expected Impacts from the H2020 workprogramme
7. Other important EU _____ and impacts such as
 1. Environment/Energy/climate
 2. Employment (incl. better working conditions)
 3. Health
 4. Advancing benefits of science to new generations
 5. Vulnerable economic markets
 6. Gender issues

Index Finger – What?



What is ...?

- **Impact in Horizon 2020**
 - the **effect** that H2020 **projects overall** have on creating forefront knowledge, advancing growth and improving quality of life
 - **benefits** created by H2020 **projects overall** in specific areas
- **Communication**
 - Promoting, raising awareness and achieving engagement on _____ during project implementation
- **Dissemination**
 - is a process of **promotion** and **awareness-raising** of _____ right from the beginning of a project
 - makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work
- **Exploitation**
 - is the use of the _____ during and after the project's implementation
 - can be for commercial purposes but also for improving policies, and for tackling scientific, economic and societal problems
- **Dissemination and Exploitation**
 - is the process of promotion, raising-awareness and achieving engagement from stakeholders for successfully exploiting _____.

Source: EC – FAQs by H2020 evaluators on DEC

- **Commercialisation**: The process of introducing a _____ (product, service, know-how) into the market

What – focus on project overall in H2020?

Focus on project overall i.e. on

- Project _____ Results (e.g. deliverables) incl. ones under Open Access (e.g. publications and research data)
- Project Activities (e.g. organisation of an event)
- Project Info (e.g. Project summary)
- Project Achievements (e.g. participation of 100 stakeholders in a project's event)
- Project Expectations (what is expected the project to deliver or achieve)
- Project Message (e.g. Project mission and vision)
- Lessons _____ (N.B. Always introduce as public deliverable a handbook for externals on good practices to advance similar innovations and on bad practices to be avoided)

What – Focus on project results in H2020?

Project results

- _____ (materials/model structures, algorithms, software, designs, prototypes, demonstrable products, pre-commercial products, commercialised products, etc)
- _____ (training, consultancy, advising, etc)
- _____ (policy recommendations, research data, methodology, new research topics relevant to industry needs, etc)

What evaluators check in the project communication and D&E strategies (see them as checklist)

Impact and DEC Success Conditions	Checked
1. The proposal is well linked to the <u>policy</u> context of the call for proposals and policy advisors/makers are involved	
2. Potential <u>end-users</u> and stakeholders are involved in the proposal dissemination and communication	
3. The proposal mentions the expected <u>application</u> of its results	
4. The proposal shows a good understanding of the <u>barriers</u> for the possible application of its results, and how it plans to cope with these	
5. The proposal considers what <u>follow-up steps</u> would be needed upon successful completion of the research that would support its <u>application</u> and <u>exploitation</u>	
6. The proposal considers how it will manage its <u>data</u> , including <u>access rights</u>	
7. The dissemination and exploitation <u>plan</u> is well developed	
8. The communication <u>plan</u> is well developed	

Middle Finger – **Who?**



Who should communicate project outputs as well as disseminate and exploit project results in H2020?

-
- Project consortium
 - Other stakeholders
 - EC (e.g. via Euronews and Cordis publications)
 - End-users
 - General public (mouth to mouth)
 - Media
 - Policy Advisors (e.g. european NGOs)
 - Policy Makers (e.g. MEPs)

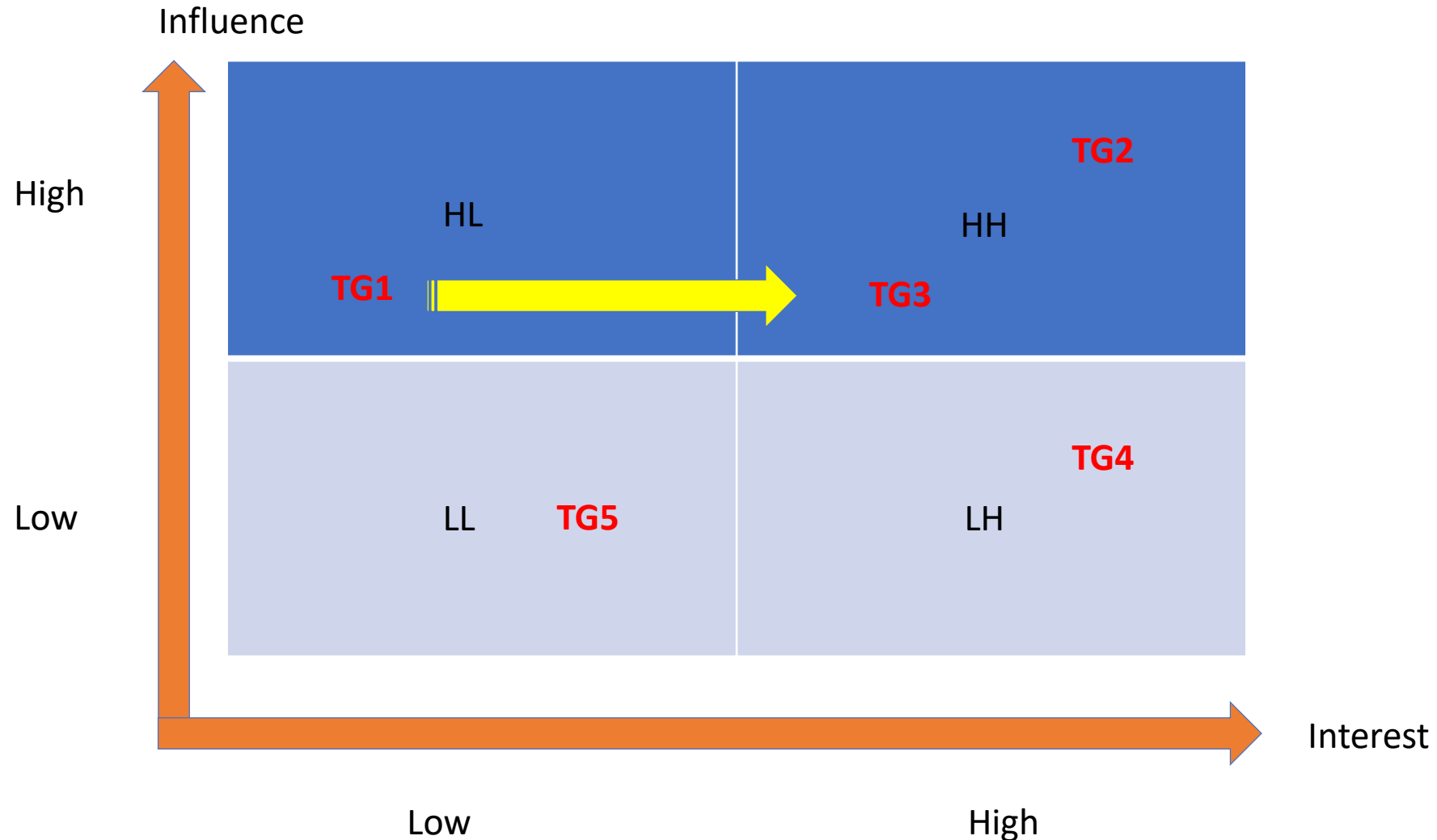
Stakeholders - For Whom

Consider of the following:

- Value Chain (End-users, Researchers, Developers, Distributors, Suppliers, Support channels, etc)
- Other knowledge networks (e.g. researchers in other areas)
- Standardisation bodies
- Investors and funders
- Consumers and Citizens
- Media
- Policy advisors (NGOs, expert committees, etc)
- Policy makers (National and european authorities and regulatory bodies)

Stakeholders' Analysis

Analyse and describe whom to prioritise/focus and based on the following table/analysis



Who should manage ...?

- _____ strategy – The **Communication Manager**: An expert (individual or organisation) with expertise in communicating project outputs effectively and in managing communication resources
- _____ strategy – The **Exploitation or Innovation Manager**: An expert (individual or organisation) with expertise in exploitation and commercialisation of project results, in managing effectively exploitation resources and in advancing innovation capacity internally and externally

Ring Finger – How **much**/how **many**?



Use the 80-20 Rule

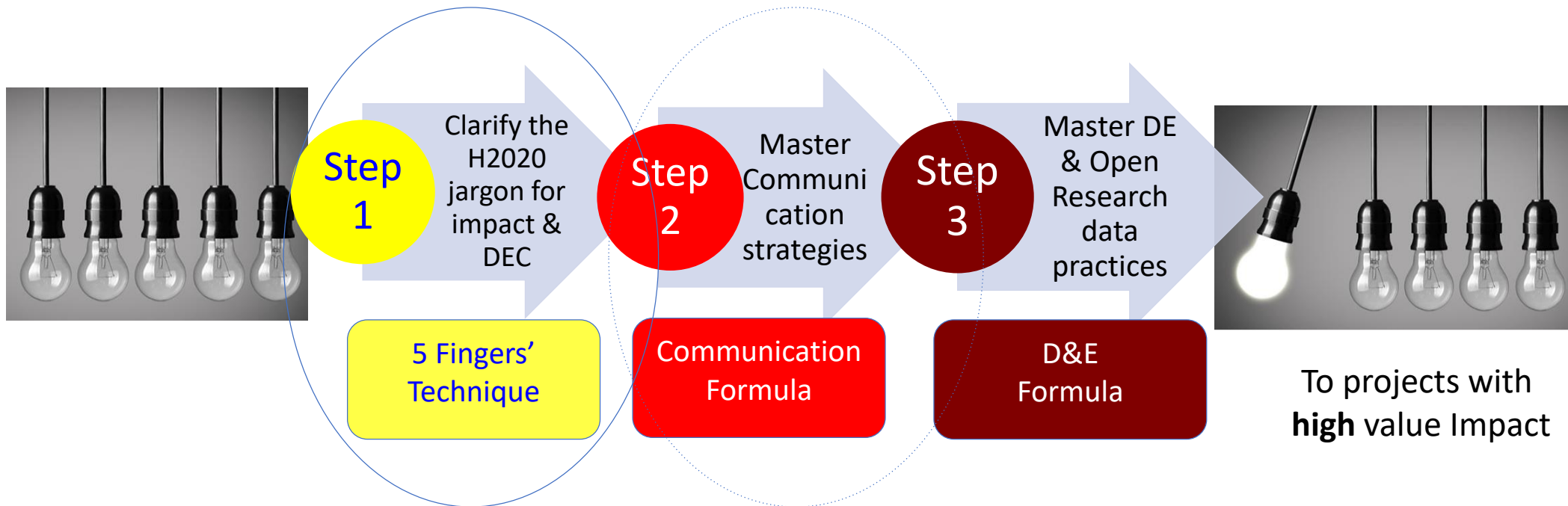
- __% of your budget for Project Management, Dissemination and Exploitation Activities
- __% of your budget for the implementation activities

Little Finger - When



When...?

- **Communication** activities should start **at the latest** at the of the project (e.g. M1)
- **Exploitation** activities should have started the official launch of the project, at the latest during the consortium agreement phase but preferably during the proposal initiation phase



Step 2: Master Communication Strategies

Communication formula

Tips for specifying project audience



Both Communication and D&E formulas will produce strategies that address fully section 2.2 “Measures to maximise impact” in an Horizon 2020 proposal

Communication Strategy

Communication Strategy Success factors

- Inclusion of a separate workpackage/activity on communication
- Communication is a continuous process that starts by the beginning of the project
- All consortium partners are involved (and their respective staff including researchers)
- Ensure professional expertise in communication (better internal)
- Cooperate with EC for amplifying project's message
- Prepare a concise and easy to follow communication plan

Communication Plan

Communication **Strategy** = Communication Action **Plan** - CAP

Plan means a Table

Communication Plan Structure

<u>What</u> to be communicated	To <u>Whom</u>	<u>Why</u> Communication objectives	<u>How</u> (Communication Methods)	Commu nication Level (L/R/N/E/I)	<u>When</u>	By <u>Whom</u>	How <u>much</u> ? (<u>Resources</u> Needed or intensity level)	Communication <u>Message</u>

Communication Plan – what to be communicated

- Project expectations
- Project activities
- Project achievements
- Lessons learned
- Project deliverables (public ones)

Communication Plan – To whom

- Project Stakeholders
- Policy Advisors (NGOs, european associations, etc)
- Policy Makers (EC, European Parliament, International organisations, public authorities/ministries etc)
- Press/Media
- Citizens, Public audience

Tips for specifying project audience



- Who has interest in our research?
- Who can contribute to our work?
- Who would be **interested** in learning about the project's findings?
- Who could or will be affected directly by research outcomes?
- Who are not directly involved, but could have **influence**?
- Is the audience well defined? E.g. not the “general public” but female citizens commuting by train to work” or not “decision makers” but “Europarlamentarians involved in the design of the new transport policy 2020”

Communication Plan/Methods

Communication Methods	1	2	3	4	5
Knowledge sharing, peer-reviewing, exchange of links, co-organisation of events	x	x	x		
EC communication services (e.g. Cordis, Euronews)	x	x	x	x	x
Newsletters, Leaflets & Brochures (different versions per target), posters, gadgets	x	x	x	x	x
SM: - You tube channel (interviews with end-users, use case scenarios, stories etc)	x	x	x	x	x
SM: - Linkedin groups (better join related groups than create ones)	x	x	x		
SM: - Facebook groups	x		x		x
SM: - Imagery e.g. flickr, instagram & pinterest suitable for quotes related to the project	x	x	x	x	x
SM: - twitter (no account but use #projectname and #H2020 in tweets)	x	x	x	x	x
Events (Organising or presenting)	x	x	x	x	
Campaigns (e.g.on related International Days) and on EU presidencies	x			x	x
Website and blog	x	x	x	x	x
Traditional media (TV, radio, press)	x			x	x
Industry/Research related magazines (see Cordis) as well as in scientific journals		x	x		
Competitions & prize/awards ceremonies	x	x			x
Wikipedia entries	x	x	x	x	x
F2f Meetings with key actors (e.g.Policy Makers, MEPs)				x	
Free training (f2f or via webinar) or games and mobile apps	x	x	x		x

1: End-users, 2: Research & Industry Actors, 3: Policy Advisors, 4: Policy Makers, 5: Public

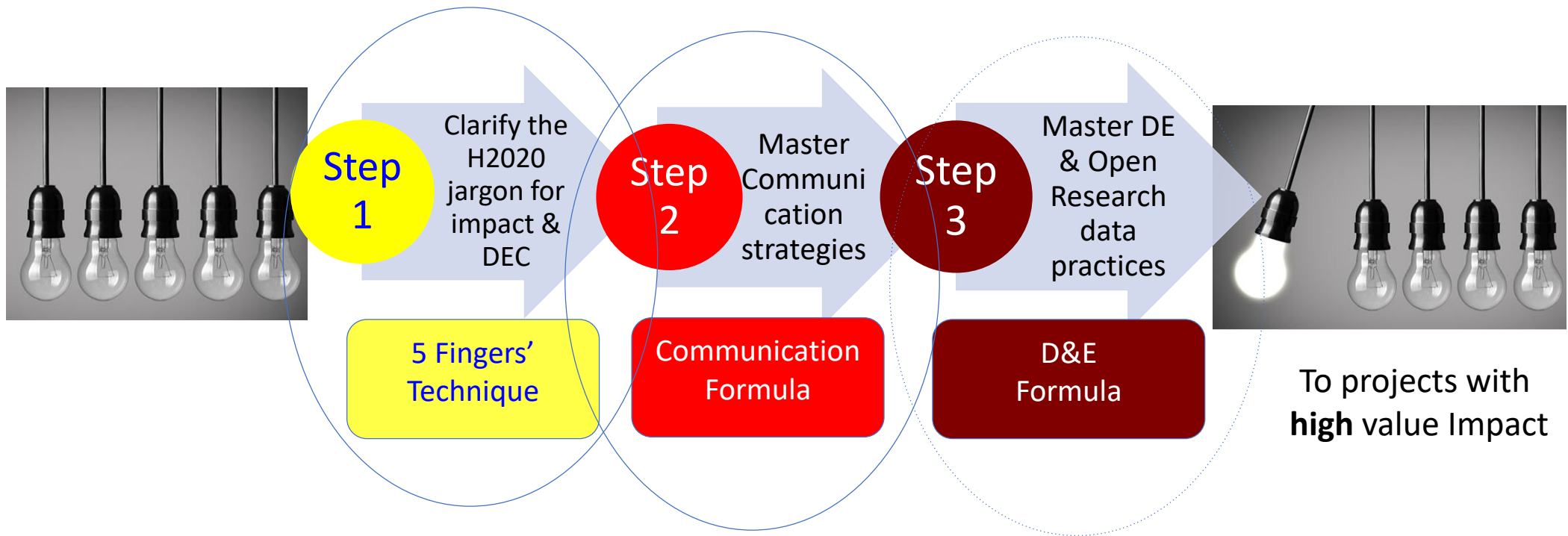
Communication Plan - By whom and How much

- For each communication activity in the *How Method column*, assess with evidence which partners (can) have direct access to the identified target groups (i.e. To whom)
- Allocate them these suitable activities
- Assess the resources needed for implementing these activities a) during the project stage and b) aligned with project budget for communication

How well-Examples of measuring Communication achievements/ milestones

Communication milestones (How well) are directly linked with communication activities (How – method). E.g

- Expected no. of external sources referencing project website
- Expected no. of Cordis references
- Expected no. of dissemination material distributed
- Expected no. of youtube subscribers or video views
- Expected no. of comments received to project posts in linkedin groups, facebook groups and pages
- Expected no. of twitter posts re-tweeted
- Expected no. of special target group(s) in our event(s)
- Expected no. of campaigns supported by traditional media
- Expected no. of project website unique visits per month
- Expected no. of articles in scientific journals or related magazines
- Expected no. of candidates in project competitions (e.g. for logo)
- Expected no. of policy makers/advisors in our event(s)
- Expected no. of participants in our training
- Expected no. of project mobile apps downloads



Step 3: Master H2020 DEC and Open Data strategies

Dissemination & Exploitation formula

Dissemination & Exploitation Strategy

Dissemination and Exploitation Plan (Incl. IPR)

In order to disseminate and allow the use of project results during and after the project, first two factors should be clarified/clear:

1. Clarify the _____ Model (or Intellectual Property Rights - IPR): Who owns what from the project results and under which conditions
2. What are the Strengths, Weaknesses, Opportunities and Threats (_____ analysis) related to your project results.

Dissemination and Exploitation Plan (Incl. IPR)

Indicative Ownership Models

- Open Access to results by everyone (Check Creativecommons.org)
- Ownership of a result by one single entity
- ____ Ownership of each result

N.B.: Each result can follow a different ownership model

For more info check www.iprhelphdesk.eu

Joint ownership models

Jointly Owned Results (JORs) can be owned between partners based on various arrangements/agreements: e.g.

- Partners own a JOR based on their % of
 - _____ in the **project** or in **specific workpackages**
 - _____ in the **project** or in **specific workpackages**
 - _____ in the **project** or in **specific workpackages**

Dissemination and Exploitation Plan (Incl. IPR)

How Results of Joint Ownership can be commercialised?

- Result owners can **establish a new** _____ to exploit the project result and participate as shareholders according to their % of ownership or under any other agreement. (e.g. Archives Portal Europe from APEX Project www.archivesportaleuropefoundation.eu/)
- Some result owners may agree to _____ **their ownership rights or give the rights to use (license) to other organisations** (e.g. to start-ups or spin-offs) with some fee or without any fee. Note: External potential investors can be invited also to join a spin-out. Check www.spinoutsuk.co.uk/
- Result owners decide to _____ **its exploitation** to organisation(s) with capacity and experience to exploit it with the organisation's obligation to distribute any profit generated after keeping some commission or fee for the exploitation. N.B.: Income generated is based mainly on royalties (payments to compensate for the result's use) e.g. IP Group responsible to commercialise research results from 16 UK universities www.ipgroupplc.com/

Dissemination and Exploitation Plan (Incl. IPR)

SWOT analysis of each result to be disseminated and exploited

- **Strengths**: Characteristics that give an **advantage** over others
- **Weaknesses**: Characteristics that place it at a **disadvantage** relative to others
- **Opportunities**: Elements in the market, business, social and scientific environment that each **result could exploit** to its advantage
- **Threats**: elements in the market, business, social and scientific environment that could cause **trouble** for the dissemination and exploitation of each result

Dissemination and Exploitation Plan (Incl. IPR)

Dissemination & Exploitation **Strategy** = Dissemination & Exploitation
Action **Plan**

Plan means a table

Dissemination and Exploitation Plan (Incl. IPR)

_____ to be disseminated & exploited (Results)	IPR	S	W	O	T	To _____	_____ D&E Focus	_____ Method	By _____	**How _____	***How _____	Related Expected Impact No.
Product 1												
Product 2												
...												
Services												
Know-how												
...												

Possible substitutions: “When” with “Phase/Months” period, “How much” with “Intensity: Strong/Moderate/Low

- ✓ IPR and SWOT analysis could be in a separate table(s) outside DEP
- ✓ ** Resources should be roughly aligned with the dissemination and exploitation activities in Section 3 in the proposal template
- ✓ *** Examples of “How well”: Dissemination & Exploitation Milestones
- ✓ In research projects with more business focus and market orientation such as in IAs and in some RIAs, the DEP could be supplemented with a business model (more details follow in a separate slide)

What to be disseminated and exploited

Focus on project results

- Products (materials/model structures, algorithms, software, designs, prototypes, demonstrable products/versions, pre-commercial products/versions, commercialised products/versions, etc)
- Services (training, consultancy, advising, etc)
- Know how (policy recommendations, research data, methodology, new research topics relevant to industry needs, etc)

Dissemination and Exploitation Deliverable to advance innovation capacity

- Innovation capacity: Support externals (outside the consortium) and internals (partners) to advance the achieved project innovations.
- Introduce a “Dissemination of Innovation **Handbook**” as one of the **public** dissemination outcomes/deliverables that includes
 - lessons learned during the project implementation
 - what worked well, what didn't work well
 - step-by-step approach on how project innovations have been achieved and
 - Expects to support other players in the same industry to achieve and advance similar innovations and integrate the developed innovations

To Whom-Stakeholders

- Value Chain (End-users, Researchers, Developers, Distributors, Suppliers, Support channels, etc)
- Other knowledge networks (e.g. researchers in other areas)
- Standardisation bodies
- Investors and funders
- Consumers and Citizens
- Media
- Policy advisors (NGOs, expert committees, etc)
- Policy makers (National and european authorities and regulatory bodies)

How – Dissemination Methods with focus on project results

Dissemination Methods for project results	1	2	3	4	5
Enhancing Project results visibility via SM, Newsletters and blogging	x	x	x	x	x
Leaflets & Brochures (different versions per target) with project results	x	x	x	x	x
SM: - You tube video(s) (interviews with end-users, success stories based on project results etc), Quora & LN groups for answering questions related to your industry domain	x	x	x	x	x
Events (Organising and attending events for demonstration and presentation of project results)	x	x	x	x	
Demonstration campaigns (e.g. on related International Days) and on EU presidencies	x			x	x
Website for accessing publicly available project results	x	x	x	x	x
Traditional media (TV, radio, press) for advancing project results	x			x	x
Industry/Research related magazines (see Cordis) as well as in scientific journals for presenting project results		x	x		
Competitions & prize/awards ceremonies based on best use of project results	x	x			x
Wikipedia entries of development concepts, knowledge, products	x	x	x	x	x
D/F2F with key actors (e.g. Policy Makers, MEPs) for advancing related policy roadmaps				x	
Free training (f2f or via webinar) or games and mobile apps related to project results	x	x	x		x
EC Dissemination Services (Cordis channels, Euronews,	x	x	x	x	x

1: End-users, 2: Research & Industry Actors, 3: Policy Advisors, 4: Policy Makers, 5: Public

How – Exploitation methods

	Possible H2020 D&E Methods							
Exploitable Results	1	2	3	4	5	6	7	8
Products (materials/model structures, algorithms, software, designs, prototypes, demonstrable products, pre-commercial products, commercialised products, etc)	x	x	x	x			x	x
Services (training, consultancy, advising, etc)	x	x			x	x		x
Know how (policy recommendations/roadmaps, research data, methodology, new research topics relevant to industry needs, etc)				x	x	x		

Possible H2020 D& E methods:

- 1) indirect exploitation through MTAs (Material Transfer Agreements) of tangible research materials, or via licensing and finding licensees,
- 2) direct exploitation through spin-offs (startups for growing) and spin-outs (for selling licenses),
- 3) raising further funds with externals (investors) and/or internals (own funds) for reaching higher TRL via spin-offs, e.g. TRL 9 ,
- 4) partnering for further developments and improvements and reaching higher TRL,
- 5) advising technology, policy or standardisation committees,
- 6) specialised provision of services,
- 7) protecting IPs via filing patents & trademarks and managing copyrights,
- 8) Identifying & engaging sales channels or distribution partners

Caution!



It is important to be as specific as possible in both your communication, dissemination & Exploitation strategy

For example state **specifically highly related to your industry** key events, publications, exhibitions, tradeshow, specialised media, key target groups, etc

By whom and How much

- For each D&E activity in the *How Method column*, assess with evidence which partners (can) have direct access to the target groups of the D&E strategy (i.e. To whom)
- Allocate them these suitable activities
- Assess the resources needed for implementing these activities a) during the project stage and b) aligned with project budget for D&E

How well-Examples of measuring D&E achievements (D&E milestones)

D&E milestones (How well) are directly linked with D&E activities (How – method)

- Expected no. of potential funders interested in
- Expected transference of research into practice (e.g. no. of patents or ™ filed, no. of prototypes produced, no. of licenses issued, etc)
- Expected no. and turnover of new products
- Expected no. of practices or procedures developed, based on project research/innovation outcomes
- Expected no. of agreements with stakeholders to use project results (especially for open access based results),
- Expected no. of downloads (especially for open access based results),
- Expected no. of standards initiated
- Expected no. of any policy committees involved

D&E performance indicators monitored by EC

Standard Key performance indicators per H2020 pillar

Standard Key performance indicators for Pillar 1 Excellent Science	ERC	FET	Marie Curie	Research Infrastructures
Share of publications from ERC funded projects which are among the top 1% highly cited	☑			
Number of publications in peer-reviewed high impact journals		☑		
Number of patent applications		☑		
Number of patents awarded		☑		
Number of Researchers undertaking international mobility under MSCA			☑	
Number of researchers undertaking mobility between academic and non-academic sectors. (Private sector participation/SME participation)			☑	
Number of researchers who have access to research infrastructures through Union support.				☑
Number of institutional policy and national/regional policy measures inspired/initiated	☑	☑	☑	☑

EC Sources: Horizon 2020 Monitoring report,
Horizon 2020 indicators – Assessing the results and impact of Horizon

Standard Key performance indicators per H2020 pillar

Standard Key performance indicators for Pillar 2 LEIT, SME instrument (SME),	LEIT	SME	Access to Risk Finance
Number of patent applications	☑		
Number of patents awarded	☑		
Percentage of participating firms introducing innovation new to the company or to the market	☑	☑	
Growth and job creation in participating SMEs		☑	
Total Investments mobilised via debt financing and VC investments			☑
Number of institutional policy and national/regional policy measures inspired/initiated	☑	☑	☑

EC Sources: Horizon 2020 Monitoring report,
Horizon 2020 indicators – Assessing the results and impact of Horizon

Standard Key performance indicators per H2020 pillar

Standard Key performance indicators for Pillar 3	SC1	SC2	SC3	SC4	SC5	SC6	SC7
Number of publications in peer-reviewed high impact journals	✓	✓	✓	✓	✓	✓	✓
Number of patent applications	✓	✓	✓	✓	✓	✓	✓
Number of patents awarded	✓	✓	✓	✓	✓	✓	✓
Number of prototypes and testing activities	✓	✓	✓	✓	✓	✓	✓
Number of joint public-private publications	✓	✓	✓	✓	✓	✓	✓
New products, processes, methods market launched	✓	✓	✓	✓	✓	✓	✓
Number of institutional policy and national/regional policy measures inspired/initiated	✓	✓	✓	✓	✓	✓	✓
Increase of non-fossil-fuel-related activities			✓				
Market uptake of sustainable energy solutions			✓				
Primary energy savings triggered by the market uptake project (GWh/year per EUR million, projected)			✓				
Investments in sustainable energy triggered			✓				

Societal Challenges - SC1: Health, SC2: Food, sustainable agriculture, SC3: Energy, SC4: Transport
SC5:Environment, SC 6: Inclusive Societies, SC7: Security

EC Sources: Horizon 2020 Monitoring report,
Horizon 2020 indicators – Assessing the results and impact of Horizon

Standard Key performance indicators outside the 3 pillars

Standard Key performance indicators for other priorities	SAWP	SWAFS	EIT
Evolution of the publications in high impact journals in the given research field	☑		
Number of Institutional change actions promoted by the programme		☑	
No. of citizens, Civil Society Organisations (CSOs) and other societal actors contribute to the co-creation of scientific agendas and scientific contents		☑	
Number of new graduates			☑
Number of business ideas incubated			☑
Number of start-ups or spin-offs created			☑
Knowledge Transfer/Adoption			☑
New or improved products/services/processes launched into the market			☑
Number of institutional policy and national/regional policy measures inspired/initiated	☑	☑	☑

SAWP - Spreading and widening participation, SWAFS - Science with and for society, EIT - European Institute of Innovation and Technology

EC Sources: Horizon 2020 Monitoring report,
Horizon 2020 indicators – Assessing the results and impact of Horizon

Standard Key performance indicators for EURATOM

Standard Key performance indicators for EURATOM Research & Training Programme 2014-2018

Actions likely to lead to a demonstrable improvement in nuclear safety practice in Europe

Contributions to the development of safe long term solutions for the management of ultimate nuclear waste

PhD students and postdoctoral researchers supported through the Euratom fission projects

The number of fellows and trainees in the Euratom fusion programme

a demonstrable impact on regulatory practice regarding radiation protection and on development of medical applications of radiation

The number of publications in peer-reviewed high impact journals

The number of spin-offs from the fusion research under the Euratom Programme

The number of researchers having access to research infrastructures through Euratom Programme support

Number of institutional policy and national/regional policy measures inspired/initiated

EC Sources: Horizon 2020 Monitoring report,
Horizon 2020 indicators – Assessing the results and impact of Horizon

Research Data Management Strategies

Open Data Management Plan

- **Optional** - applicable for projects taking part on Open Research Data Pilot
- Issues to be addressed in Research DMP
 - What type of data will the project generate/collect?
 - What standards will be used?
 - How will this data be exploited and/or shared/made accessible for verification and re-use? If data cannot be made available, explain why
 - How will this data be curated and preserved?



All actions under Horizon
2020 shall participate in
the ‘Pilot on Open
Research Data” unless they
opt-out

Open Data Management Plan

Strategy means a **Plan** and a **Plan** means a **Table**

Research Data Management Plan

What data to be generated/c ollected	<u>Data file standard</u>	To 	<u>How</u> this data to be curated, preserved and shared for verification and re-use	<u>When</u> <u>available</u>	How <u>much?</u> (<u>Resources</u> Needed) for curation, preserving and sharing	By Whom	Data quality

Data Quality Indicators: How can you show/know that your research data is

1. **Findable?** E.g. 1000 visits per month on our data repository
2. **Accessible?** E.g. 100 downloads per month
3. **Interoperable?** E.g. in a format widely available (e.g. in .csv format and seamlessly usable by all platforms and tools)
4. **Re-usable?** E.g. Peer – reviewed document on the contents of the data with a complete specification of the experiment and its steps, and properly structure and annotate the data, thereby making data comprehensible.
5. **Clean?** E.g. 0 errors (such as wrong date formats, inconsistent abbreviations, capitalisation & spacing , scales, spelling errors etc) 0 duplicates and 0 redundant data (e.g. totals)

Open Research Data Impact



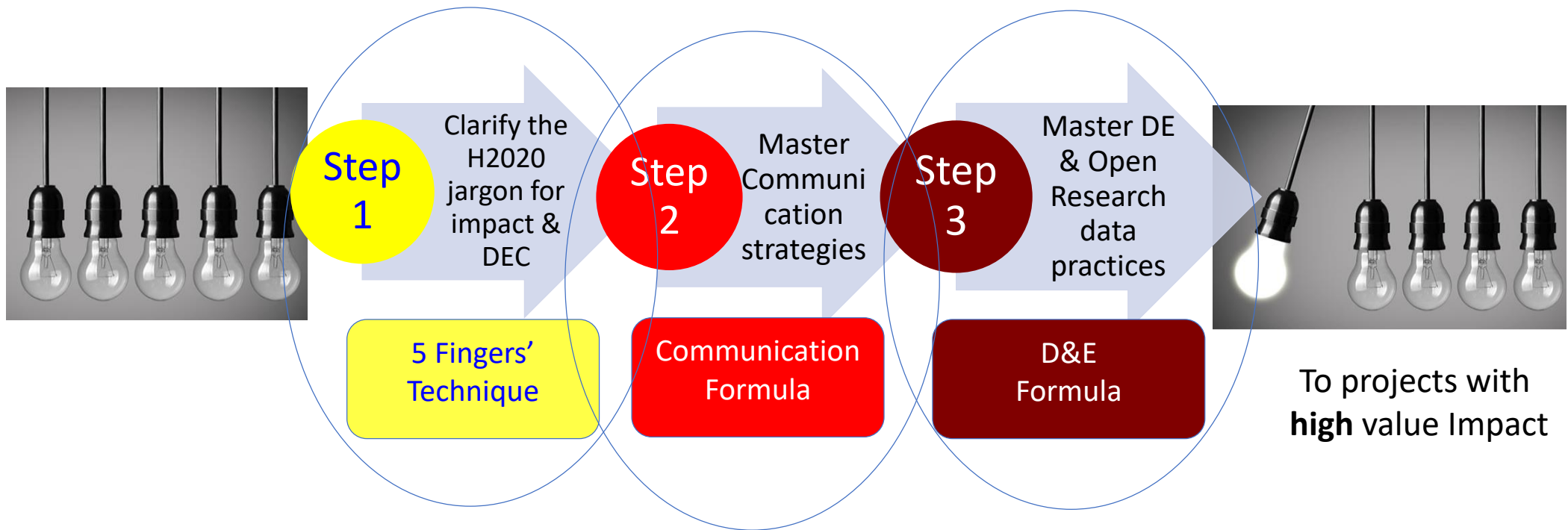
- Lead to new and unanticipated discoveries and provide research material for those with little or no funding (Researchers or SMEs)
- Advance transparency and credibility of research results
- Stimulate new types of thinking as researchers especially outside the project can develop new understandings by bringing together data from a variety of sources

Tip on Dissemination & Communication strategies



The template plan between Dissemination and Communication strategy differs only wrt to IRP and SWOT, we can for saving space and be consistent:

- Include in a different table the IPR for each expected result
- Similarly prepare a different table for SWOT based on the expected results
- Prepare a joint Dissemination & Communication Strategy based on the template provide for both project results and project overall
- Prepare a separate exploitation plan for expected results based on the given template



The checklist for impressing evaluators and reviewers with your H2020 Impact and DEC strategy

DEC Success Conditions	Checked
1. The proposal is well linked to the policy context of the call for proposals and policy advisors/makers are involved	<input type="checkbox"/>
2. Potential end-users and stakeholders are involved in the proposal dissemination and communication	<input type="checkbox"/>
3. The Proposal mentions the expected application of its results	<input type="checkbox"/>
4. The proposal shows a good understanding of the barriers for the possible application of its results, and how it plans to cope with these	<input type="checkbox"/>
5. The proposal considers what follow-up steps would be needed upon successful completion of the research that would support its application and exploitation	<input type="checkbox"/>
6. The proposal considers how it will manage its data , including access rights	<input type="checkbox"/>
7. The dissemination and exploitation plan is well developed	<input type="checkbox"/>
8. The communication plan is well developed	<input type="checkbox"/>

ESRs - negative and positive remarks - DEC

- Missing clear exploitation plan (individual and Joint)
- Communication and Dissemination is not addressing all stakeholders
- Although scientific peer-reviewed publications will derive from the project, the proposal does not specify their expected number, or targeted journals
- Insufficient/standard communication measures
- In the dissemination strategy a clear targeted strategy to reach different stakeholders groups is not well mentioned
- The performance indicators for dissemination are not ambitious
- The possibility to set up training workshops towards end users as a way to decrease the barrier for adoption of the project results is not considered enough
- Ability to effectively replicate the concept and technology throughout Europe is not evident
- Lack of details on IPR management
- Numerous deliverables are intended to have restricted dissemination
- + The proposal present quantifiable KPI to assess the impact requested in the call topic
- + The proposal includes a convincing business case and strategy for the consortium to exploit the project outputs, highlighting key exploitable results and individual exploitation strategies for each type of partner organisation
- + The management of IPR is well addressed, comprehensive and convincing, covering all necessary issues
- + The dissemination plan is effective, concise and stakeholder-oriented and includes an ambitious plan for workshops, conferences and extensive networking.
- + The proposal identifies relevant target audiences such as citizens, media consumers, and various media channels including a website, social networks, media and press releases.

Source: TH2020II/R2M/APRE



Congratulations!

You did it! You are equipped now with a very powerful experience as a gateway for advancing promising European R&I initiatives