Turkey in Horizon 2020 II

General & Introductory Training on Dissemination & Exploitation

An introduction to Communication, Dissemination & Exploitation for Horizon Europe

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AND TECHNOLOGY

COMPETITIVE
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Make an Impact!

IMPLEMENTATION STRATEGY FOR HORIZON EUROPE

- *Maximising impacts*
- *Ensuring greater transparency* and further simplification
- *Fostering synergies* with other EU spending programmes
- *Easing access through* digital transformation and outreach
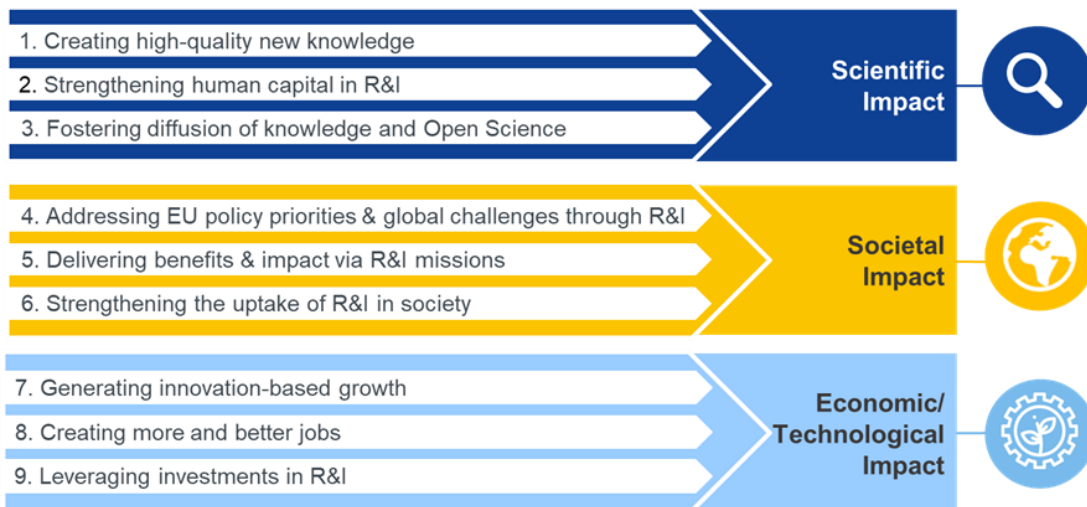
Make an Impact!

IMPLEMENTATION STRATEGY FOR HORIZON EUROPE

- **Maximising impacts**
- **Ensuring greater transparency** *and further simplification*
- **Fostering synergies** *with other EU spending programmes*
- **Easing access through** *digital transformation and outreach*

1. Creating high-quality new knowledge
2. Strengthening human capital in R&I
3. Fostering diffusion of knowledge and Open Science

Scientific Impact

4. Addressing EU policy priorities & global challenges through R&I
5. Delivering benefits & impact via R&I missions
6. Strengthening the uptake of R&I in society

Societal Impact

7. Generating innovation-based growth
8. Creating more and better jobs
9. Leveraging investments in R&I

Economic/ Technological Impact

Communication, dissemination and exploitation activities are **an integral part of Horizon projects**

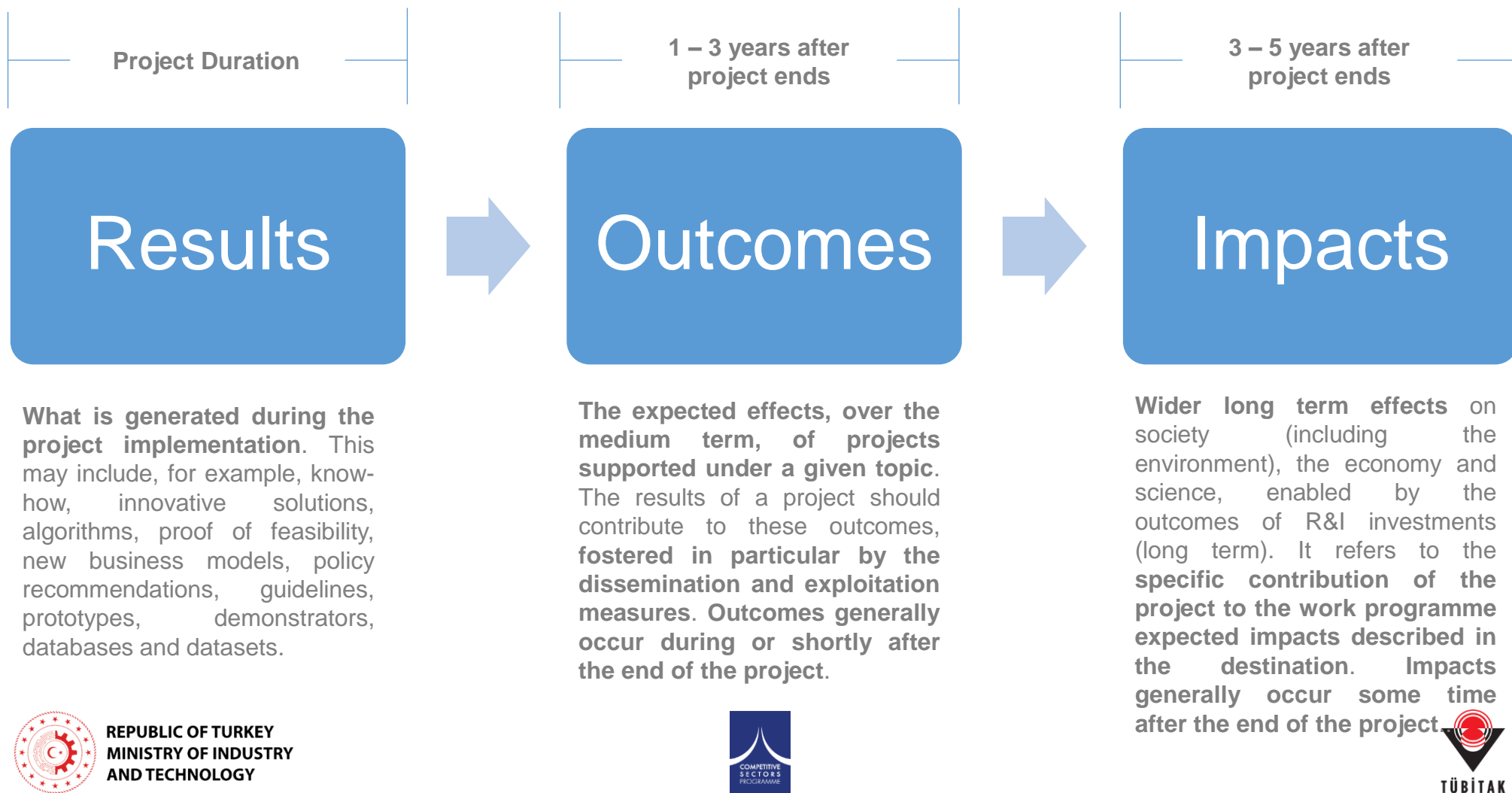They will help **maximise the impacts** of EU research & innovation funding

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Pathways to Impact!

Logical steps towards the achievement of the expected impacts of the project over time, in particular **beyond the duration of a project**.

A pathway **begins with the <u>projects' results</u>**, to their **dissemination, exploitation and communication**, contributing to the **expected <u>outcomes</u> in the work programme topic**, and ultimately to the **wider scientific, economic and societal <u>impacts</u>** of **the work programme destination**.

Results vs Outcomes vs Impacts

Project Duration	1 – 3 years after project ends	3 – 5 years after project ends
Results	**Outcomes**	**Impacts**

What is generated during the project implementation. This may include, for example, know-how, innovative solutions, algorithms, proof of feasibility, new business models, policy recommendations, guidelines, prototypes, demonstrators, databases and datasets.

The expected effects, over the medium term, of projects supported under a given topic. The results of a project should contribute to these outcomes, **fostered in particular by the dissemination and exploitation measures**. **Outcomes generally occur during or shortly after the end of the project**.

Wider long term effects on society (including the environment), the economy and science, enabled by the outcomes of R&I investments (long term). It refers to the **specific contribution of the project to the work programme expected impacts described in the destination**. **Impacts generally occur some time after the end of the project**.

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Why doing it?*

- Improves your proposal's **chances of success**

- **Increases the visibility** of your research/business, **enhances your reputation** and helps gain understanding and support

- **Opens up other funding sources and business opportunities** by explaining how your project successfully tackles current issues and challenges

- **Supports the spread of knowledge** and allows that **knowledge to be built upon**

Stephanie Weber,
European IP Helpdesk c/o EURICE – European Research and Project Office GmbH

It's also part of your contract!

Rules for Participation

- **Article 39:** Exploitation and Dissemination
- **Article 40:** Transfer and Licensing
- **Article 41:** Access Rights

Horizon Europe Model Grant Agreement

- **Article 16:** Intellectual Property Rights (IPR) – Background and Results – Access Rights and Rights of Use
- **Article 17:** Communication, Dissemination & Visibility
 - *Annex 5 "Specific Rules"*

REGULATIONS

REGULATION (EU) 2021/695 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

of 28 April 2021

establishing Horizon Europe – the Framework Programme for Research and Innovation, laying down its rules for participation and dissemination, and repealing Regulations (EU) No 1290/2013 and (EU) No 1291/2013

EU Grants

AGA – Annotated Model Grant Agreement

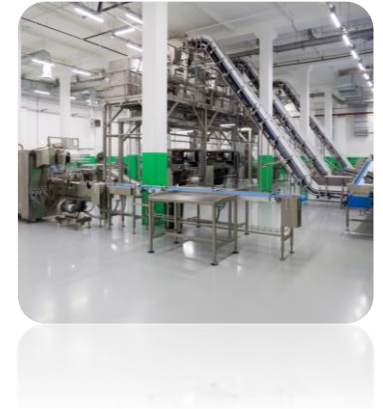EU Funding Programmes 2021-2027

Communication, Dissemination, Exploitation: What's the difference?

Communication
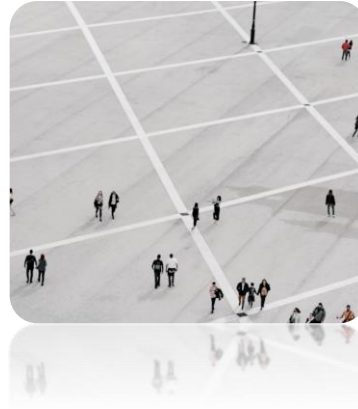
Dissemination

Exploitation

Communication: A definition (1/2)

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;
- **Demonstrate** how EU funding contributes to tackling societal challenges;
- **Strategically planned** with pertinent messages, right medium and means.
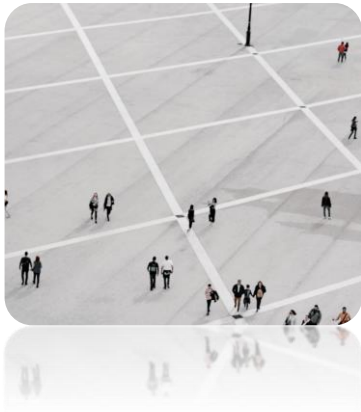
Communication: A definition (2/2)

Objective: Reach out to society at large to highlight benefits of EU-funded research & innovation projects

Focus: Inform about and promote the project and its results/achievements

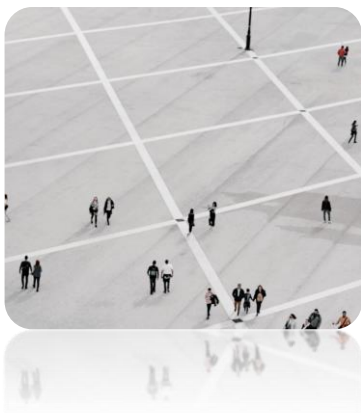**Target Audience:** Address multiple audiences outside the project's community

Dissemination: A definition (1/2)

The **public disclosure of the results** by appropriate means, other than resulting from protecting or exploiting the results, **including by scientific publications** in any medium:

- **Circulation of knowledge and results** to the ones that can best make use of them;
- **Enabling the value of results** to be potentially wider than the original focus;
- **Essential element** of all good research practice and vital part of the project plan.

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Dissemination: A definition (2/2)

Objective: Transfer knowledge and results to enable others to use and take up results

Focus: Describe and ensure results are available for others to use - focus on results only

Target Audience: Audiences that may have an interest in using your results

Exploitation: A definition (1/2)

The **use of results in further research and innovation activities**, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation and policy making activities:

- **Recognise exploitable results** and their stakeholders, identify the value added from their use;
- **Partners can exploit their results** or let them being exploited by interested third parties.

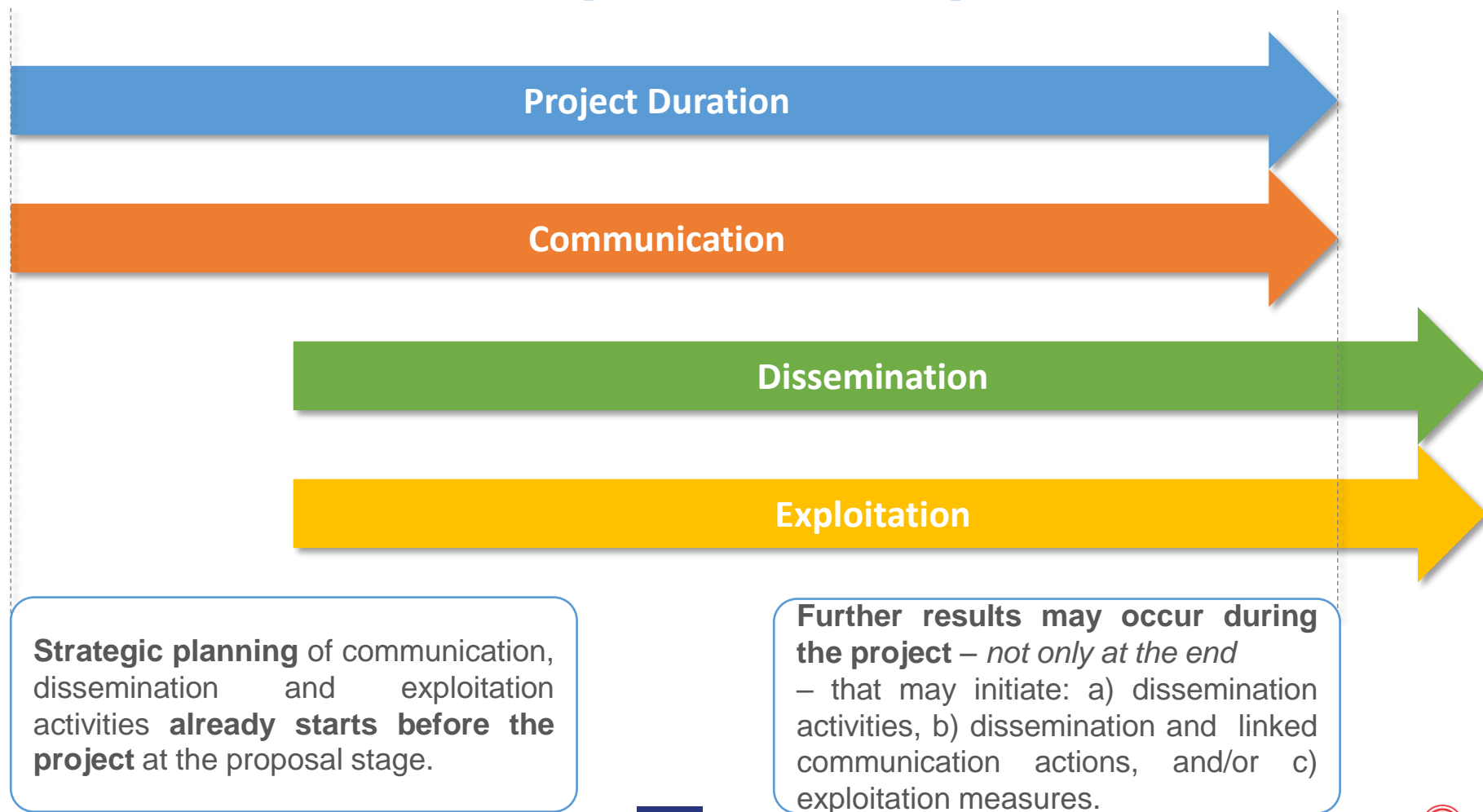# Exploitation: A definition (2/2)

Objective: Effectively use results through appropriate exploitation routes

Focus: Make concrete use of results (not limited to commercial use!)

Target Audience: People/organisations – inside and outside the project - that make concrete use of the results
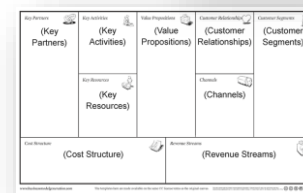
When is the right timing to start?

Project Duration

Communication

Dissemination

Exploitation

Strategic planning of communication, dissemination and exploitation activities **already starts before the project** at the proposal stage.

Further results may occur during the project – *not only at the end* – that may initiate: a) dissemination activities, b) dissemination and linked communication actions, and/or c) exploitation measures.

Strategy: Design, Monitor & Adjust

Communication, Dissemination & Exploitation Strategy is a mandatory document which needs to be submitted with the first 6 months of the project

Design

Execute

Monitor

Evaluate

Learn

Adjust
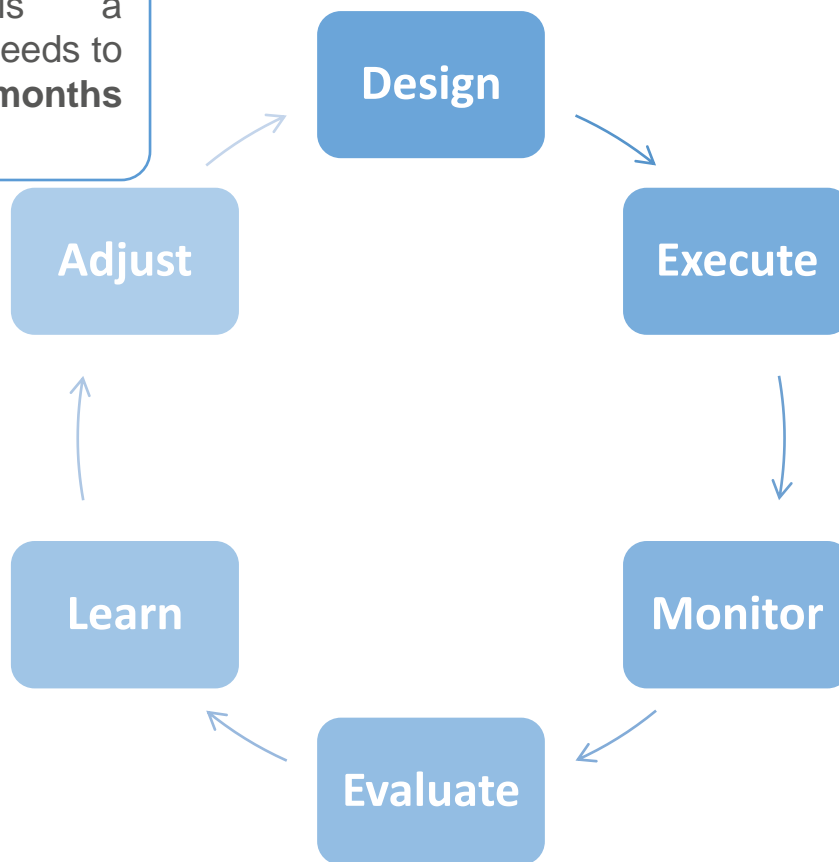
Teşekkür ederim!

Thank you!

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