



Dissemination and Exploitation in Horizon 2020

H2020 Coordinators' Day

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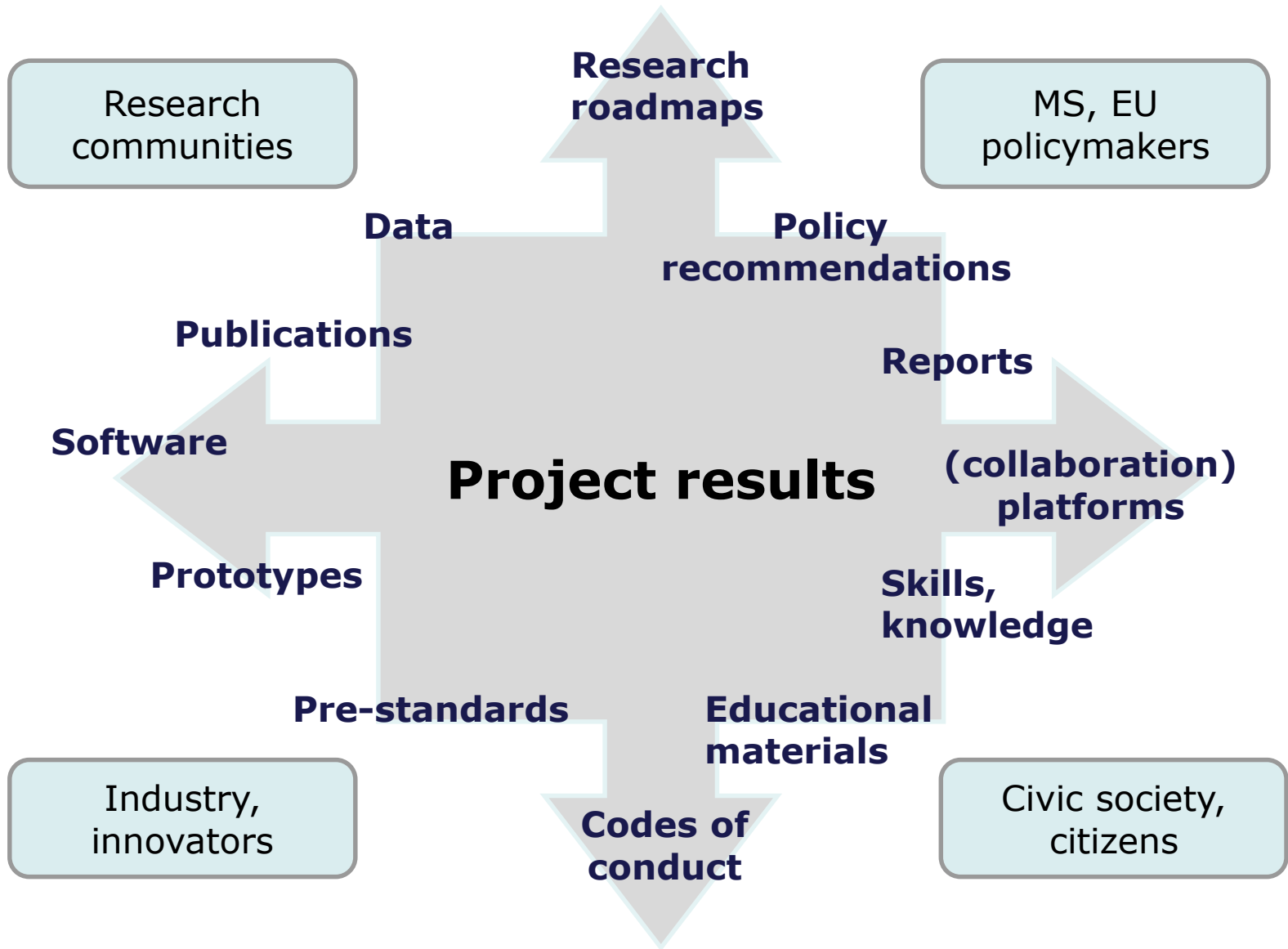
European Commission

H2020 Common Support Centre/J5

Horizon 2020 Programme

increased importance given to D&E

- Better D&E → more impact → improved value of R&I funding
- **Rules for Participation** state clear obligations for beneficiaries
 - "Subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests, each participant shall through appropriate means disseminate the results it owns as soon as possible."
 - "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..."
 - "... participants shall provide any information on their exploitation and dissemination related activities, and provide any documents necessary in accordance with the conditions laid down in the grant agreement"
- **Proposal template** highlights Dissemination and Exploitation plan as an admissibility condition and included in the Impact criterion evaluation
- **Grant agreement** (GA) includes articles 28 on Exploitation and 29 on Dissemination and possibly additional D&E obligations following the WP
- European Commission R&I services have established a **Strategy for effective dissemination and exploitation of H2020 research results**
 - To better put funded R&I project results to economic and social use
 - To make available scientific evidence in support of policy making



What are project results?

Results

Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected.*

- **Outputs generated during the project**, which can create impact during and/or after the funding
- **Can be used either by the project partners or by other stakeholders**
- ✓ Reusable and exploitable entities (inventions, products, services), or
- ✓ Elements (knowledge, technology, processes, networks) that have potential to contribute for further work, research or innovations
- ✓ Administrative deliverables, reports or dissemination materials (e.g. publications) are often not results in themselves

* http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

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**
- ✓ Is strategically planned and not only ad-hoc efforts
- ✓ Identifies and sets clear communication objectives
- ✓ Uses pertinent messages, right medium and means

* Shortened from http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

Why does dissemination matter?

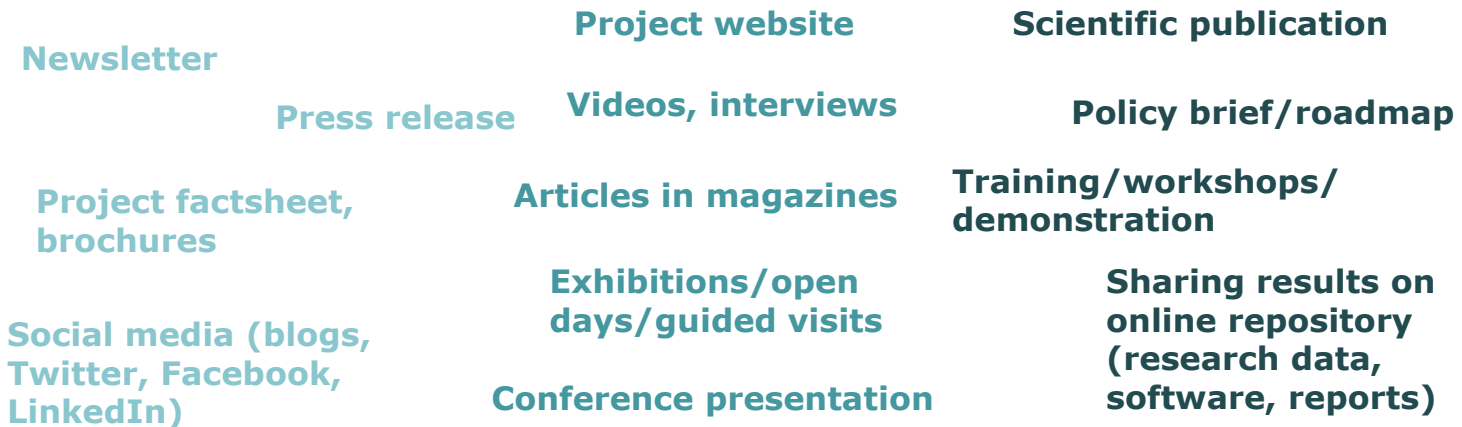
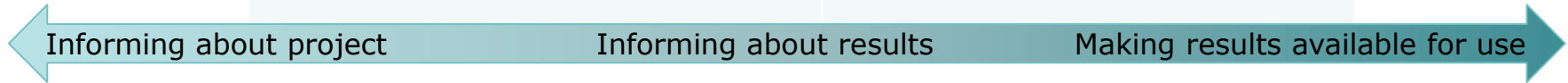
Dissemination

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
- ✓ Essential element of all good research practice
- ✓ Prevents results becoming sticky and effectively lost
- ✓ Strengthens and promotes the profile of the organisation

* Shortened from http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

Communication	Dissemination
About the project and results	About results only
Multiple audiences <i>Beyond the project's own community (include the media and the public)</i>	Audiences that may use the results in their own work <i>e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers</i>
Inform and reach out to society , show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29



What is meant by exploitation?

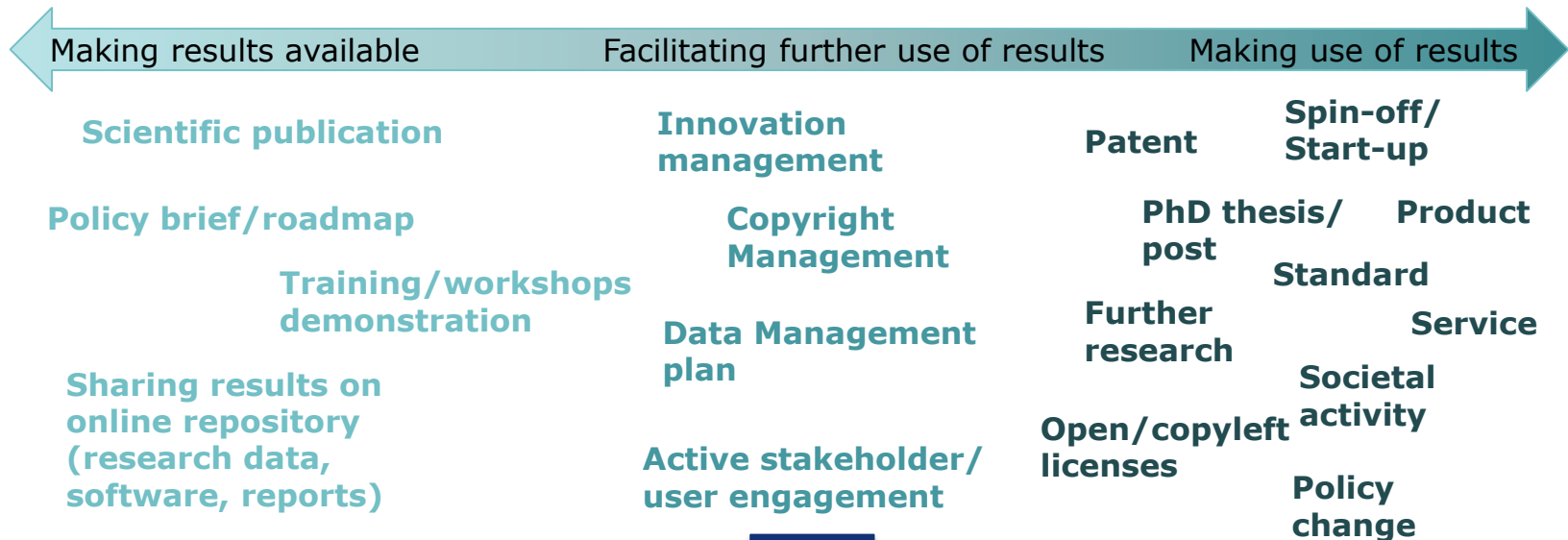
Exploitation

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
- Can be commercial, societal, political, or for improving public knowledge and action
- Project partners can exploit results themselves, or facilitate exploitation by others (e.g. through making results available under open licenses)

* http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

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



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

And what if there is no D&E effort? Knowledge/results stay by the project consortia without further use → re-inventing of the wheel by other R&I projects and groups / no new seeds for innovation → low value for public investment

The D&E plan in the proposal is not the final one!

The projects should

- *Update the plans according to the progress and emerging results of the project*
- *Consider changes in the stakeholders, work context and potential use of results during the project lifetime*
- *Report on the updates periodically*
 - **Having separate deliverables for dissemination plan and exploitation plan is a recommended good practice**

Checklist for Dissemination

Effective dissemination plan reflects project progress & outputs

- ✓ *Identifies areas and stakeholders that could make use of results*
- ✓ *Describes concrete and well-timed measures for dissemination of all key results throughout project lifetime and after project end*
- ✓ *Uses effective channels and platforms for all groups of potential users (stakeholder networks and platforms, domain specific platforms, EEN, policy makers platforms, project website) with long-term perspective*
- ✓ *Facilitates and supports each of the impacts aimed at in the work plan*

Dissemination activities and outputs must be reported

- ✓ *Quantitatively and qualitatively and relate to the project results (e.g. not communication, disseminating previous results or generic events)*
- ✓ *Scientific results with EU funding acknowledgement and Open Access*

Checklist for exploitation

Effective exploitation plan reflects the key exploitable results

- ✓ *Different types of exploitable results (knowledge, methods, agreements, networks, technologies) are clearly identified and their direct and indirect value and impact for different stakeholders are considered*
- ✓ *The barriers and risks for exploitation (actual use of the results after project funding) are recognised and countered with appropriate measures*
- ✓ *Describes concrete measures to ensure that the results meet real needs, and will be taken up by potential users (e.g. engaging them in project)*
- ✓ *Describes the roles and responsibilities of partners in exploiting results or supporting results exploitation by other (intermediate or end) users*

Exploitation and IPR management activities must be reported

- ✓ *Quantitatively and qualitatively (patent applications, licenses, copyrighted/copylefted material, registered designs etc)*
- ✓ *Patent applications have EU funding acknowledgement and exist on website*

Tools, guidance and best practices

- ✓ *H2020 online manual (Participant Portal)*
 - ✓ D&E
 - ✓ Open Access and Data Management
 - ✓ Communication
- ✓ *IPR helpdesk*
 - ✓ Guidance
 - ✓ Helpline
 - ✓ Trainings
- ✓ *SSERR (Support Services for Exploitation of Research Results – **Energy R&I**)*
 - ✓ <http://sserr.meta-group.com>



Support Services for Exploitation of Research Results

Beneficiaries

- Completed and ongoing research projects in the field of **energy** funded under:
 - 7th Framework Programme – Thematic Priority N° 5 "ENERGY" of the "Co-operation" programme
 - Framework Programme Horizon 2020, Societal Challenge "Secure, clean and efficient energy"

Support Services

- Predefined: Project Risk Analysis – Exploitation Strategy Seminars – Business Plan Development – Assisting with Patenting
- Defined case-by-case: Brokerage events – Ad Hoc Assistance

Highlights

- A research project can request several of these support services
- Services can focus on single project partners
- Individualised assistance and very flexible handling by European Commission
- Open to research projects in 2016, 2017, 2018, and 2019

Procedures

- Request by project or Project Officer to be sent to: RTD-ENERGY-SSERR@ec.europa.eu
- Service agreed jointly between project/partners and European Commission
- Provision of support service by external expert (with report)



European
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Thank you !