



Communication and Dissemination in HORIZON 2020

European Commission
Directorate-General for Research and Innovation



*Energy Infoday
Brussels, 23 October 2017*

NEW



Communicating H2020 projects

Communication

Strategic and targeted measures for **promoting the action itself and its results** to a multitude of audiences, including the media and the public. *

- ❑ **Increased importance (GA article 38.1)**
- ❑ Promote your project and its results **beyond the projects own community, reach out to society**
- ❑ Communicate your research in a way that is **understood by non-specialist**, e.g. the media and the public
- ❑ **Work package** (in proposal), **Communication Plan** (start of project)
- ❑ **Inform EC/ Agency in advance of communication activities** expected to have a **major media impact**

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

Disseminating H2020 projects

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
- Open Access**
 - to publications (underlying principle in H2020)
 - to data (pilot)
- ✓ Essential element of all good research practice
- ✓ Prevents results becoming sticky and effectively lost
- ✓ Strengthens and promotes the profile of the organisation

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NEW



Communication

Dissemination

About the **project** and **results**

About **results only**

Multiple audiences

*Beyond the project's own community
(include the media and the public)*

Audiences that may use the results in their own work
e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers

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**

Communication

≠

Dissemination

Research and
Innovation

COMMUNICATION

- ☐ **Horizon 2020 Online Manual**
 - Section: Communicating your project
 - Section: Acknowledging EU funding
 - Horizon 2020 Annotated Grant Agreement
 - Brochure "Communicating EU Research & Innovation - Guidance for project participants"
 - The EU Guide to Science Communication (videos)
 - Webinar - 60-minute Comms Workout!



Guidance



Dissemination

☐ *Resources currently accessible for beneficiaries*

➤ H2020 online manual & Participant portal

- ✓ [Dissemination and Exploitation](#) – to be expanded with more concrete guidance on D&E
- ✓ [Open Access and Data Management](#)
- ✓ [Communication](#)
- ✓ [H2020 Glossary](#)
- ✓ [Presentation of the Coordinators day on D&E](#)

➤ IPR helpdesk

- ✓ [Guidance](#)
- ✓ [Helpline](#)
- ✓ [Trainings](#)
- ✓ New guidance on Communication, Dissemination and Exploitation under development

☐ *Dissemination towards potential users of results*

➤ CORDIS

- ✓ Publishable summaries
- ✓ Enhanced results-in-brief
- ✓ Results packs
- ✓ Public H2020 deliverables (from September 2017 onwards)

Open Access

❑ **Horizon 2020 Online Manual**

Section : Open Access & Data Management

http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination_en.htm

❑ **EC Open Access website**

http://ec.europa.eu/research/science-society/open_access

❑ **Guidelines on Open Access in Horizon 2020**

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf

