



#InvestEUresearch



Horizon 2020 Work Programme for Research & Innovation 2018-2020

Exploitation in proposals

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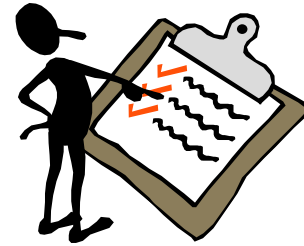
Research and
Innovation



Considered in all sections of a project proposal

- *Chapter 1 "Excellence"*

- SMART objectives: consistent with expected **exploitation & impact**
- Situation of project: 'idea to application', 'lab to market', TRL
- Ambition: beyond state-of-art; i.a. the **innovation potential** e.g. new products, services or business models, reference to available product/services



- *Chapter 2 "Expected Impacts"*

- Contribution of project to:
 - Expected impacts mentioned in the WP / topic
 - Substantial impacts not mentioned, i.e. new market opportunities, growth of company; barriers (e.g. financing follow-up)
- Measures to maximise impact (explanations in template)
 - Draft **Plan for the dissemination and exploitation of the project's results:** who, where, what, how, when, for whom, by which means, ... depending on type of results; i.e. exploitation paths and follow-up of project during & after project; to be translated in corresponding 'Consortium Agreement' appropriate consortium structure (also chapter 3.3)



Exploitation¹

The **utilisation** of results – up to four years after the action:

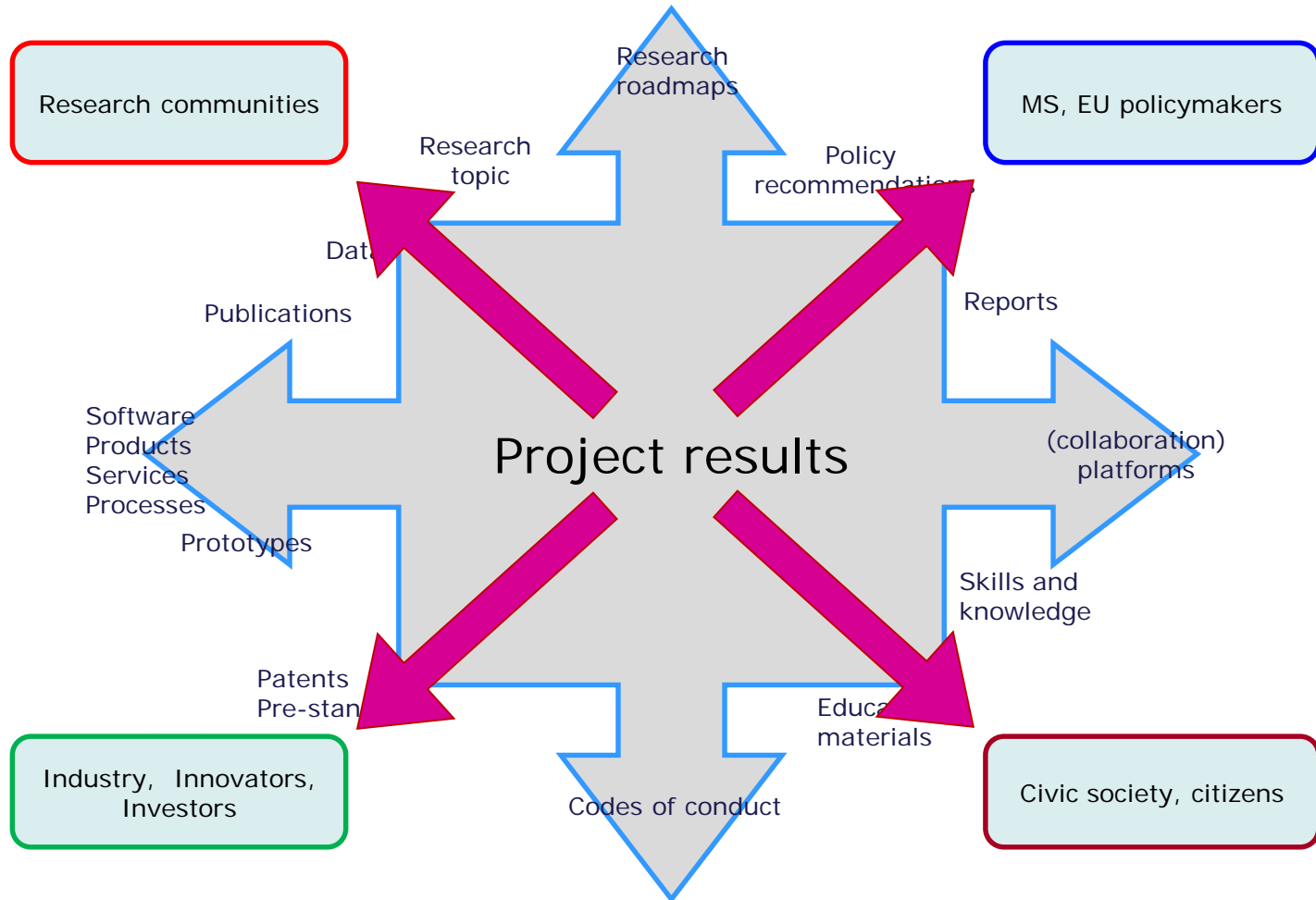
- in further research activities other than those covered by the action concerned, or
- in developing, creating and marketing a product or process, or
- in creating and providing a service, or in standardisation activities.

- **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)

¹ Art. 28 of Grant Agreement

Types of Results

Users of Results

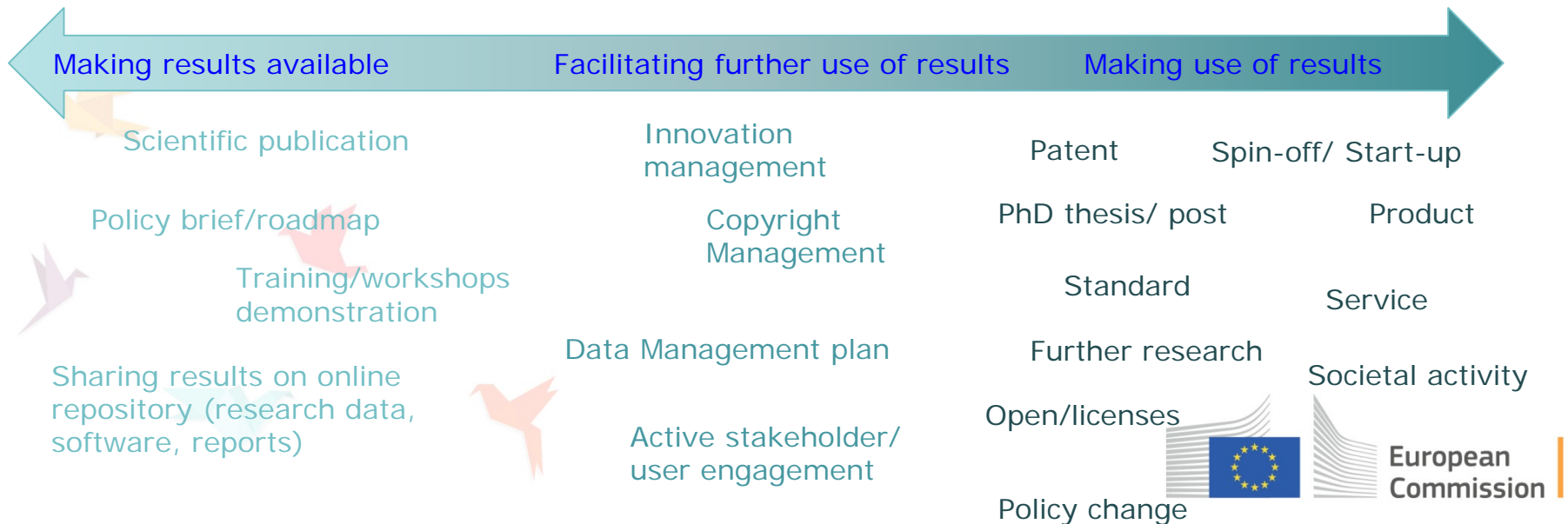


**Appropriate
Exploitation Paths**

"Dissemination "

"Exploitation"

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



Considered in all sections of a project proposal

• Chapter 3 "Implementation"

- Work plan: A work package / task on 'dissemination & exploitation of results'; Updates of exploitation plan in periodic and final reports, on activities undertaken and planned
- Innovation management: Understanding of "market"
- Consortium: (Indust./comm) partner ensuring exploitation

Paperwork

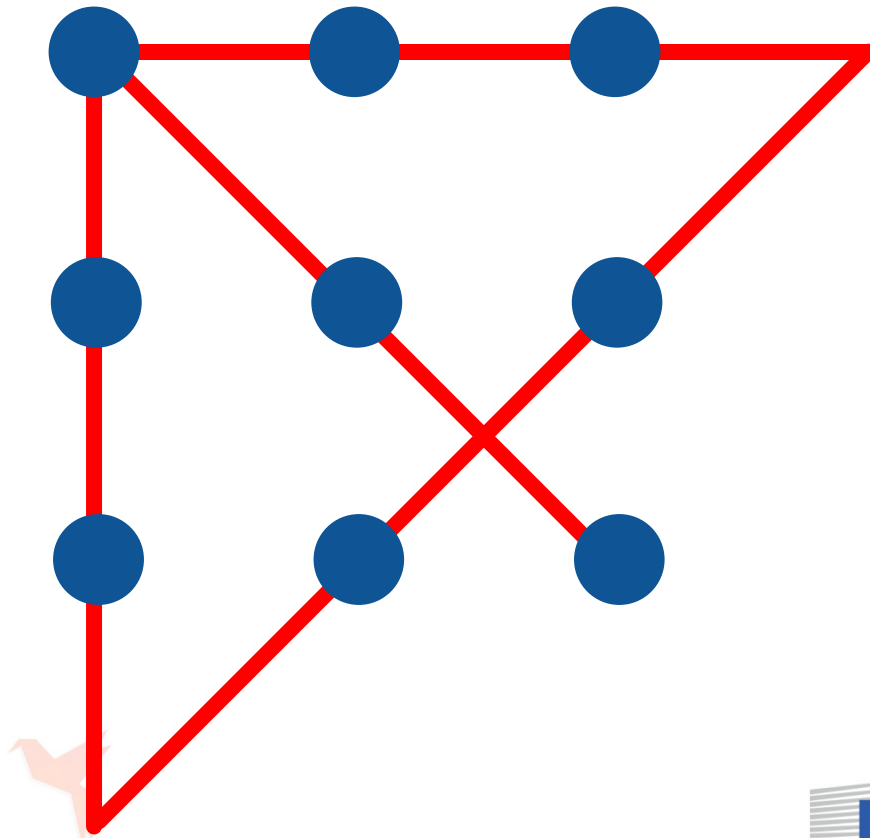
Dissemination & Exploitation of results needs understanding & careful planning

Relevant references in the Grant Agreement

- Article 20.3 Periodic reports with update of exploitation plan
- Article 20.4 Final report with an overview of the results & their exploitation
- Article 27.1 Obligation to protect the results
- Article 28.1 Obligation to exploit the results
 - Direct/indirect measures up to 4 years after the project period
 - Using them in further research
 - Developing, creating or marketing a product or process
 - Creating and providing a service
 - Using them in standardisation activities
- Article 29 Dissemination of Results
- Article 30 Transfer and licencing of results

Out of the box thinking

How to link all dots in one go and four straights without lifting the pencil?



Thank you for your attention!

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Participant Portal

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