



Portfolio Dissemination and Exploitation Strategy (PDES)

prepared by Marcello Bardellini (ICONS)
for Horizon Results Booster

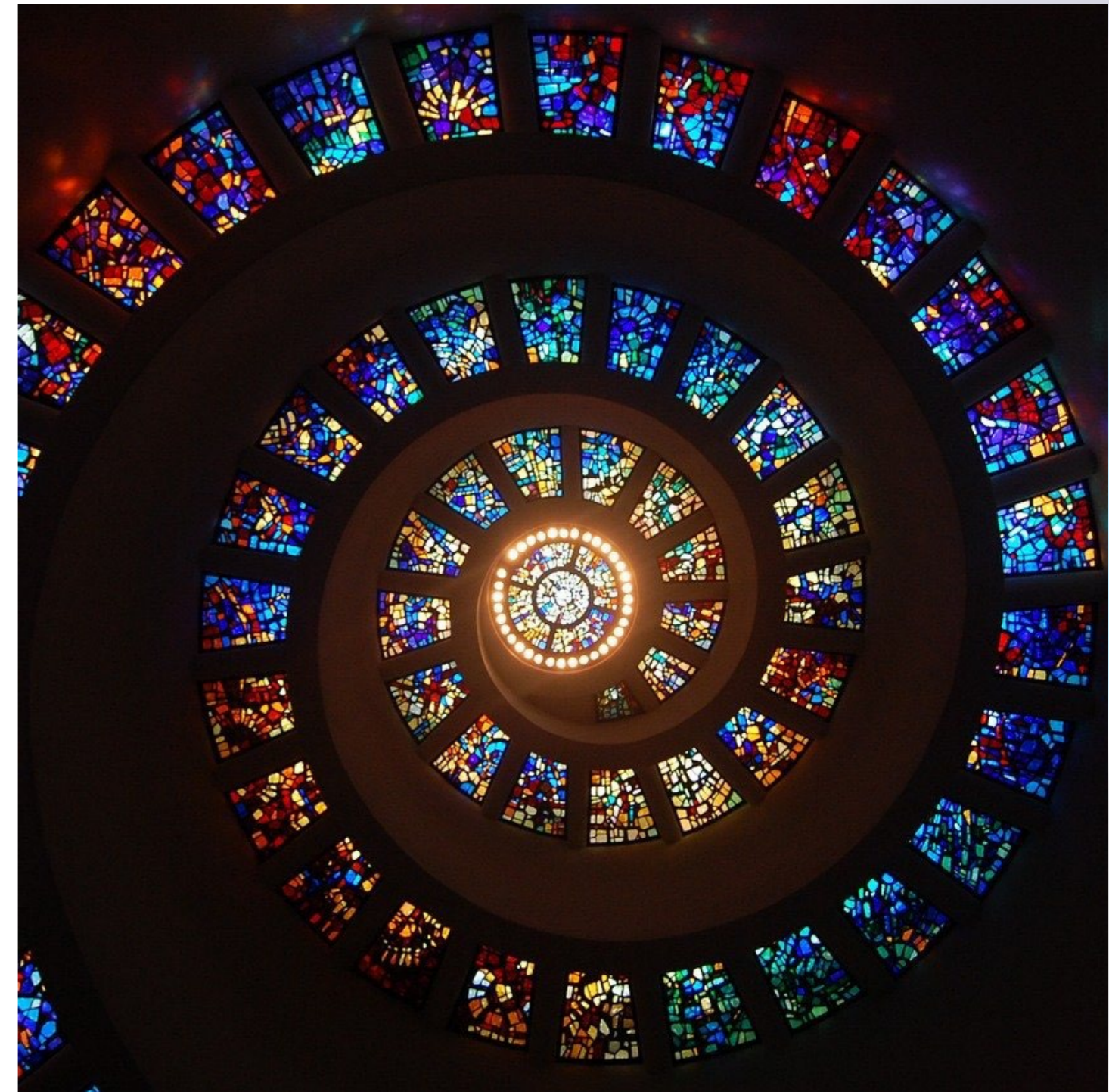
date 25.05.2022

Service 1 – Portfolio Dissemination and Exploitation Strategy (PDES)

- **The value of HRB Service 1 for your projects**
- **Module A: Identification and creation of the portfolio of R&I project results**
- **Module B: Portfolio Dissemination Plan (design and execution)**
- **Introducing the path done with DISH Cluster**

The value added of HRB for your projects

- Going **beyond** your DoA
- **Inspire, exchange solutions** with attuned projects and push **further sustainability** of your project's results
- **Gain experts support** to give additional push of your dissemination activities through clustering
- **Reach out to additional stakeholders** who can push for further impact and multiply outreach and engagement through collaboration with your sister projects.
- **Bring together results** of initiatives operating in your field. Create a portfolio of thematic results, showing both alternative and complementary results.
- Co-organise **joint dissemination activities** (online/offline) to effectively showcase PG's outcomes and results.
- Meet the needs of the EC: Clustering of projects on commonalities a key feature of EC policy and Horizon Europe



Module A and Module B – in a nutshell



Module A
Identification and creation of
R&I Results portfolio

Module B
Portfolio dissemination plan design
and execution

Form the Group

Execute joint Dissemination

A joint path to establish and consolidate projects' collaboration



Impact and sustainability of y
our KERs

Module A - Identification and creation of the portfolio of R&I project results

The service where a project group will be created around your field of research and where you'll get insightful recommendations and analysis to maximise impact

- **Creation of groups of projects** (applications from groups & individual projects)
- **Identification** of complementary **results** from across the PG
- Cluster and **group** these results **into Key Exploitable Results Portfolio**
- Analyse all relevant **stakeholders** and **prioritise** the **1-2 key stakeholders** most effective to boost impact
- Provide PG with **50 contacts** under these stakeholders
- **Identify relevant tools** and **channels** and potential **recommendations** for joint dissemination actions (for Module B or on their own)
→ **D1.1 Portfolio of Research and Innovation Results**

We keep the effort from your side **minimal but relevant**

- Complete questionnaires: info used as a basis for the report and for the future activities/outputs
 - Introductory call with all projects in the PG



Module B Design & Execution of the Portfolio Dissemination Plan

The service where you'll get support and tangible outputs to execute joint dissemination activities

- Co-design and execution of a **joint dissemination plan**.
- A common visual and written identity: creation of **joint video & fact sheet**.
- Online **capacity building** to improve dissemination skills of your team.
- Support to deliver **joint dissemination activities**:
 - Joint event/webinar
 - Policy brief
 - Social media campaign
 - Results portfolio
 - On-tap strategic guidance

Take the maximum from our support!

- Contribute to joint dissemination activities
- Provide feedback to dissemination outputs



Duration of Module B: 120 Calendar days

Continuation of collaboration

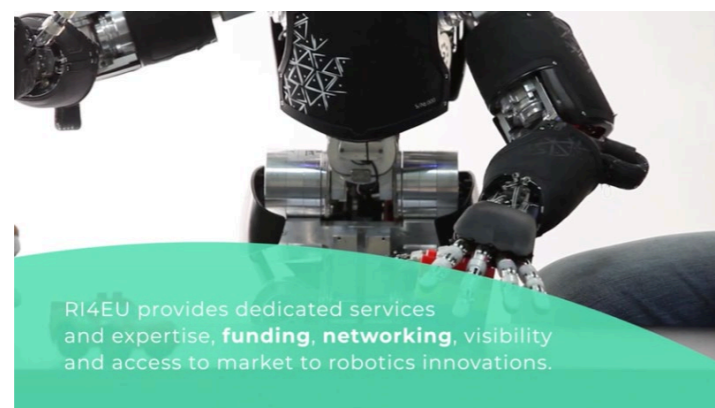
The Group visual and written identity is created

A common visual and written identity of the PG, coherently applied in a set of dissemination materials, fostering **recognition** and **consistency** of the message that we want to convey towards your **prioritized stakeholders**.

- **PG name, payoff, joint # & logo**
- **Factsheet**
- **30"- 60" Video Pill**

Highlight **the results** the projects are delivering to overcome their societal/industrial challenges while capturing the attention of the main target audience addressed

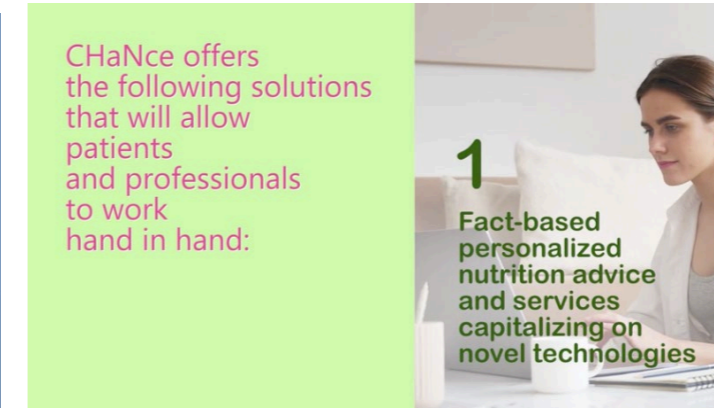
Some examples below – Full list available through [HRB YouTube Channel](#), Twitter, LinkedIn



Robotics



Green chemistry



Health & Nutrition



Smart cities

Capacity Building Course to foster best practices

- Delivered directly **online** with **three self-study training packages** enabling participants to complete them in their own time
 - **Training package A. Strategy**
 - UVP, Objectives, target stakeholders, channels, timeline, roles
 - **Training package B. Operations**
 - Hands-on essentials: coordination and planning tools
 - Social media: Twitter, LinkedIn, Instagram, Slideshare
 - Website SEO: Strategy, keywords, copywriting etc.
 - Copy writing: Articles & press releases
 - Events: Physical events, webinars
 - Promotional videos: Style, script, tools
 - Printed material: Fliers, pop-up banners, brochures
 - Ensuring open access: How to use an open access repository for preservation, sharing, and citation of project outputs
 - **Training package C. Monitoring**
 - Database & community tracking, KPI definition, measuring impact



Delivery of Dissemination Experts Packages – Part 1/3

Pick and choose up to 2 DEPs!

• Communicating to Policy & Decision Makers – Policy brief

- Support in identifying main topic and related **policy priorities**
- **Copywriting** and key messages sharpening
- Set template approved by EC: 5 pages max. **5 recommendations** max. for maximum impact!
- Creation of a professionally designed **policy brief** ready for dissemination

• Event Support

- Agenda **design**, planning & logistics (creation of an official banner, poster, power point templates, media kit support & advice)
- **Promotional campaigns** through Social Media (design of social media cards and promo campaigns) and Stakeholder network
- Messaging and recruiting speakers and participants
- Tangible **event outputs** (i.e. post-event reports, live tweeting, interviews' and statements packaging..)



Delivery of Dissemination Experts Packages – Part 2/3

Pick and choose up to 2 DEPs!

• Copywriting and content creation – potential outputs

- **Text** for a joint website page presenting the project group and results
- Collection, editing and copywriting of PG contents to highlight the project results portfolio
- **PG overview text** which can serve as a news-piece highlighting the results portfolio and collaboration
- Sharpening up your messages - Proof-reading and editing of content created by PG

• Social Media Presence

Focus on Twitter and LinkedIn as main channels:

- Set-up social media accounts (if needed)
- Social Media management and **awareness-raising campaigns**
- **Social Media strategy** to complement other activities (e.g. event/workshop/webinar organisation)
- Guidance on sponsored Campaigns
- Kpi Setting and Monitoring (Flash Report set-up)



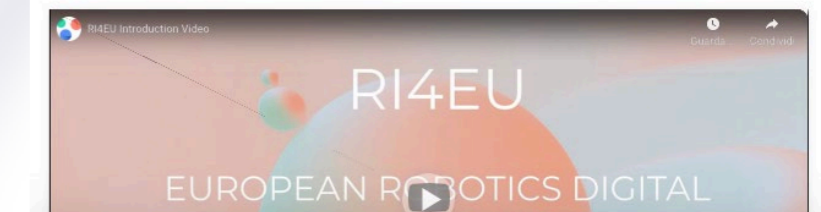
THE GATEWAY TO EUROPEAN ROBOTICS DIGITAL INNOVATION HUBS

Robotics technologies are essential to shape the EU's development and future and to push its digitalization. They boost productivity, growth and competitiveness while addressing societal challenges like health and security.

RI4EU aims to accelerate innovation in robotics technologies in four priority application areas that are considered important for existing and emerging market segments with a potential of further robotization: agile production, infrastructure inspection, and maintenance, healthcare, and agri-food.

WHAT DO WE DO?

- Promote EU robotics projects services
- Promote upcoming open calls and info sessions
- Represent projects at joint events and workshops
- Share success stories and good practices
- Support synergies between projects
- Share relevant industry trends
- Address sustainability efforts through communication



Text for RI4EU cluster website



Delivery of Dissemination Experts Packages – Part 3/3

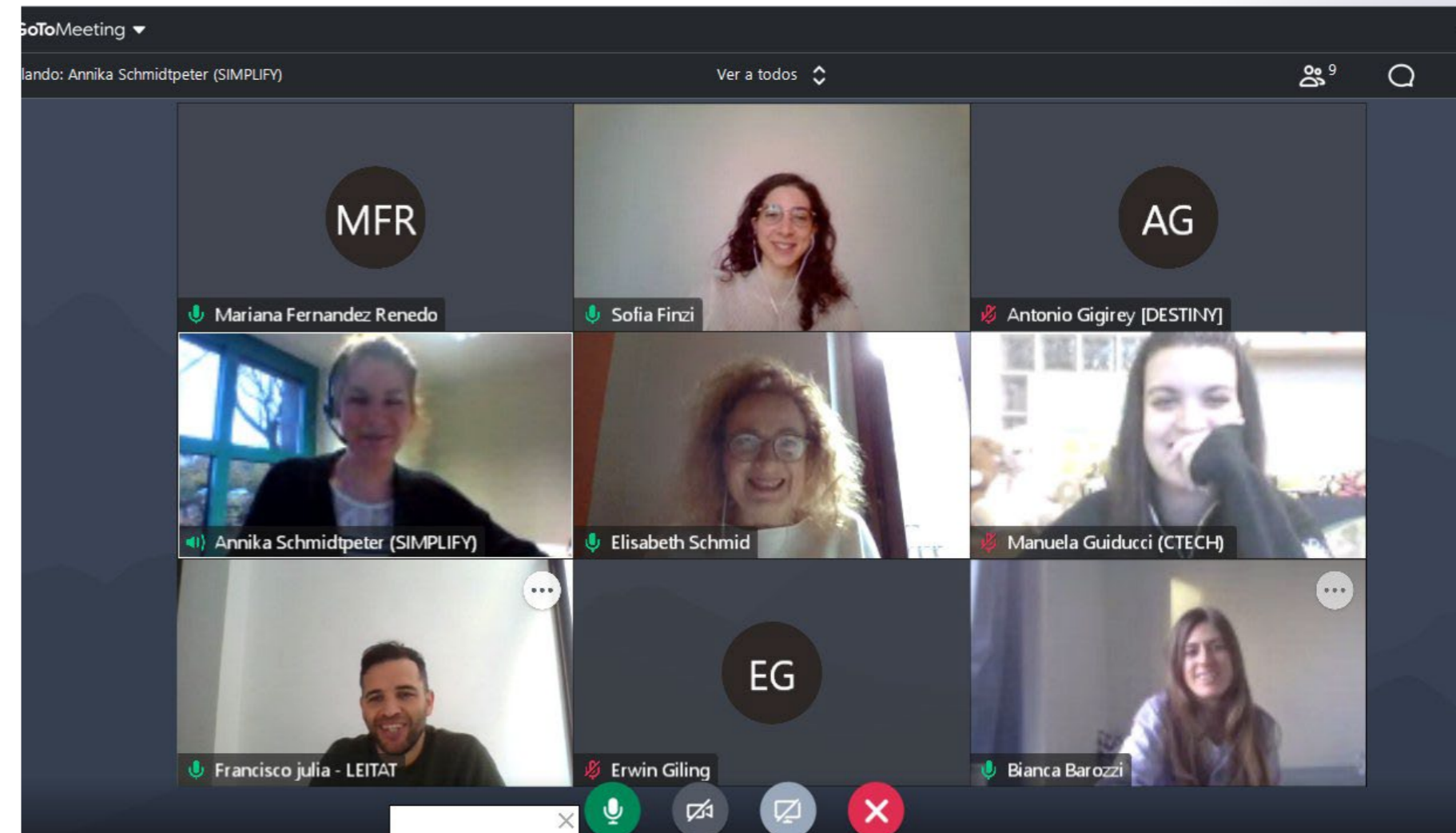
- **On-tap strategic guidance (“ad hoc” support)**

- Getting a project group moving on and organized by **monitoring and support** on task delivery
- Regular conference calls to track activity and **provide guidance**
- Regular contacts with task leaders
- **Feedback** on dissemination progress and outputs
- Definition and monitoring of KPI

- **Customised Package**

The PG can select any of the above options and the Service Team will allocate resources accordingly:

- Composition of any of the abovementioned activities, **tailored to the project group’s needs**



HRB in practice – Module A

Topic: Food, nutrition, healthy living, consumers' engagement

Reason for application: To boost networking activities among sisters' projects and project supporters (national food safety authorities, ministries of education & health, retailers, consumer associations) and create a common base for joint dissemination activities

- Identification and on boarding of four other projects
- Gathered information on results & dissemination
- Provision of results portfolio charting TRLs and delivery
- State-of-the-art analysis and SWOT analysis
- Stakeholder identification & mapping
- Initial joint dissemination recommendations
- Two Conference Calls & One final results portfolio report

SAFE CONSUME



FoodSafety4EU
MULTI-STAKEHOLDER PLATFORM
FOR FOOD SAFETY IN EUROPE



In Module A we brought them together to better explore each other's objectives, results and pave the way towards a joint dissemination plan

HRB in practice – Module B

Delivered to DISH Cluster

- Joint dissemination plan
- Group visual and written identity logo
- Joint brochure and video
- Joint branded materials for events (agenda, ppt templates, promotional strategy design and branded elements)
- Supporting the organisation of a joint workshop involving key authorities and agencies (such as, EFSA, Attention Deficit Hyperactivity Disorder Europe, Food Hygiene and Nutrition Romania, EuroCoop..)
- Dissemination capacity building

DISH

Towards healthy and safe diet

The DISH Cluster

The **DISH** Cluster aims to guide and support consumers towards a healthy and safe diet by improving their nutritional habits and food safety.

Take the most out of our DISH table, including:

- Low-cost, easy-to-implement and user-friendly apps for learning food safety practices, implement personalized nutrition systems and easily monitor diet, exercise and behavior.
- Data and information to better assess food risks at consumer level and the links between consumer behavior and body and brain health.
- Contributions to shaping the multi-stakeholder platform of the future European Food Safety System.
- Key messages for consumers on responsible choices when handling food.

Impacts on health and wellbeing

- Improved consumers' awareness on the links between health, food safety and diet.
- Better food safety practices, improved eating habits and simpler health monitoring.
- A better protection of human health through safe products and reduced exposure to food hazards.
- Easier access to personalised nutrition and food.
- Reduction of health burden from foodborne illnesses and nutritional diseases.

DISH cluster

Towards healthy and safe diet

April 6th, 2022
10:00 - 12:00 CET
online webinar

SM cards

Joint video



WS agenda



Towards healthy and safe diet
April 6th, 2022 from 10 to 12 AM CET online webinar

Presenter: Lars Münter - Danish Council for Better Hygiene

10:00 - 10:20 Welcome, scope of the day and short presentation of the DISH Cluster

- Marcello Bardellini ICONS, Horizon Results Booster expert, Italy

Cheers by Project Coordinators:

- Alejandro Arias Vasquez, Eat2benice, Radboud university medical center, Netherlands
- Jose Angel Rufian Henares, Stance4Health, University of Granada, Spain
- Solveig Langsrud, SAFECONSUME, Nofima AS, Norway
- Piikka Jokelainen, TOXOSOURCES, Denmark
- Veronica Lattanzio, FoodSafety4EU, CNR-ISPA, Italy

10:20 - 11:20 Project Coordinators and key-note speakers having lunch together

Insights and inspirational talks from the European Commission and Agencies

- Stef Bronzwaer, Research Coordinator, EFSA – European Food Safety Authority
- Hans van de Velde, Vice-president of ADHD Europe
- Eugénie CORNU (Ms), International Project Manager at Vitagora Agri-food Innovation Cluster
- Giulia Tarsitano, Food Policy Manager – EuroCoop
- Corina Zugravu - Principal Physician of Food Hygiene and Nutrition - Public Health National Institute in Romania
- Project coordinators

10 minutes of interactive session for questions to speakers

11:20 - 11:30 Coffee break - Energizer exercise with your favourite dish

11:30 - 11:55 Join the lunch – Interactive session

In this session, the DISH stakeholders and partners will participate in the discussion on selected topics. Starting from insights provided by the DISH cluster and invited speakers, the participants will provide input and share contributions by using their smartphone (Mentimeter).

- Moderators:
- Frederic Bayer, EU-FORA fellow based at CNR-ISPA
 - Maria Scherbov, EUFIC – European Food Information Council

11:55 - 12:00 Closing Session

Thank you!

Marcello Bardellini

ICONS

marcello.bardellini@icons.it

www.horizonresultsbooster.eu



HORIZON
RESULTS
BOOSTER

An initiative
of the

