Portfolio Dissemination and Exploitation Strategy (PDES A & B)

Info Session | 24th May 2023

prepared by Sofia Finzi, ICONS
for Horizon Results Booster

ICONS

An initiative of the European Commission

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)**

- **Q&A with Andreas Kiesel**

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 to 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 as key feature of EC policy and Horizon Europe

HRB Modules A and B will boost outreach and engagement toward your enablers
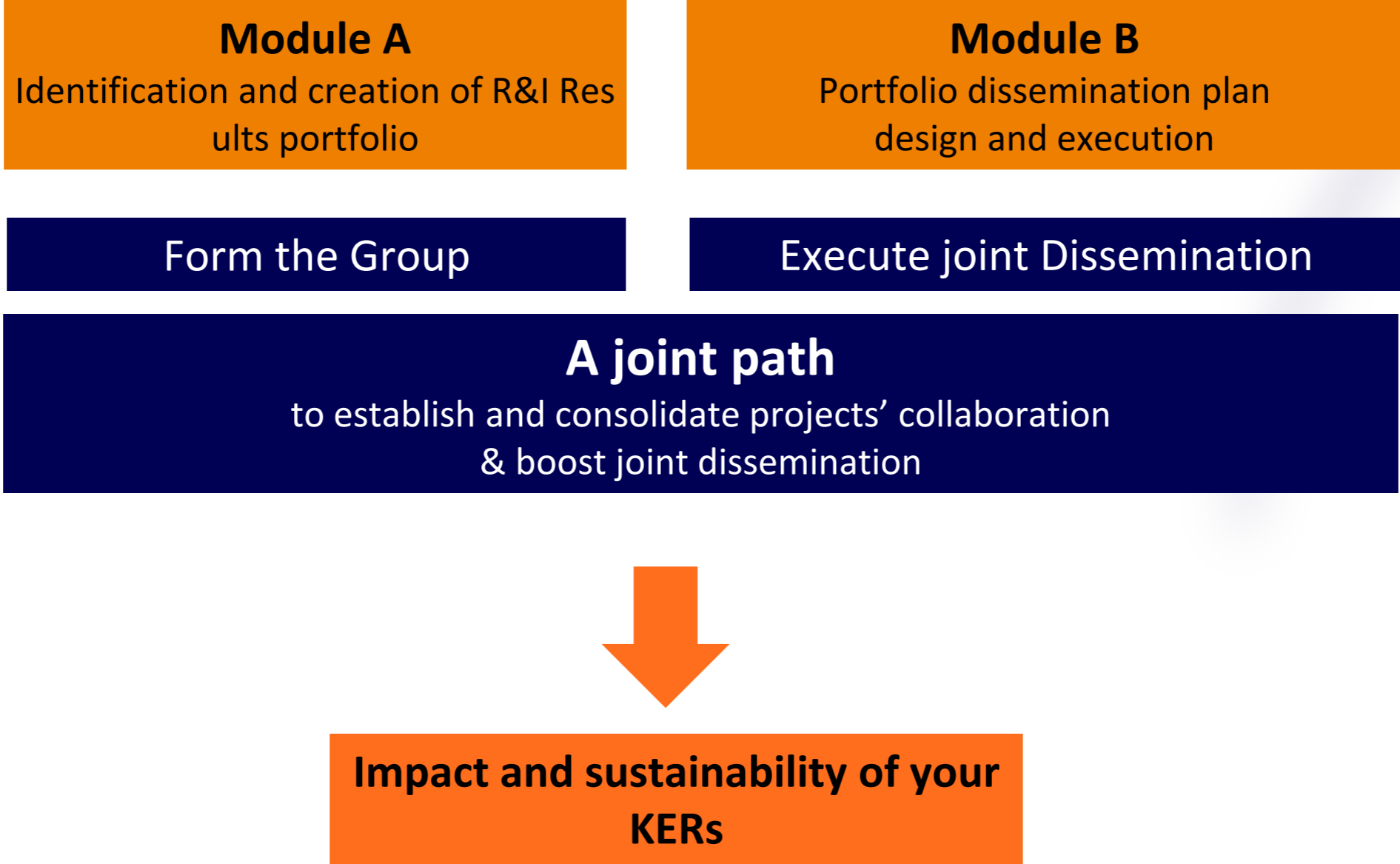
Module A and Module B – in a nutshell

- **Who** – All types of EC-funded projects (Horizon 2020 & Horizon Europe), ongoing or completed

- **When** – apply any time until May 2024 and complete service delivery by October 2024

- **What** – support and guidance from experts and production of tangible dissemination materials

- **How** - two complementary dissemination modules

Service providers:
Experts in R&I dissemination

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Trust-IT Services
Communicating ICT to markets

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Module A and Module B – in a nutshell

Module A	Module B
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
& boost joint dissemination

Impact and sustainability of your KERs

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

- **Creation of groups of projects** (applications from groups & individual projects)
- **Identification** of complementary **results** from across the PG
- Cluster and **group** these results **into a 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**
- Get insightful **recommendations** for joint dissemination actions and to maximise impact

→ *D1.1 Portfolio of Research and Innovation Results*

Effort from your side is minimal but relevant

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

Duration : 35 Calendar days

Apply for HRB Module B

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Module B - Design & Execution of the Portfolio Dissemination Plan

- 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

  → *D1.2 Porfolio Dissemination Plan*

Take the maximum from our support!

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

Duration : 120 Calendar days

Continuation of collaboration

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The Group visual and written identity is created

- **What?** A common visual and written identity of the Cluster

- **How?** Coherently applied in a set of dissemination materials

- **Why?** Fosters recognition and consistency of the message we want to convey to your **prioritized stakeholders**.

➢ *Cluster name, payoff, joint # & logo*
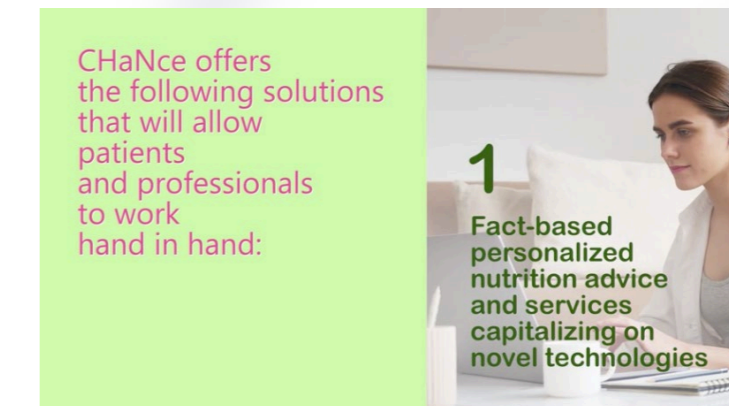
➢ *Factsheet*

➢ *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 – Full list available through HRB YouTube Channel, Twitter, LinkedIn

Robotics

Health & Nutrition

Smart cities

ROAD 2 GREEN CHEM

ArMoR

GeoSense

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The ArMoR Cluster

- Topic: AntiMicroBial resistance (AMR)

- Cluster name: ArMoR Cluster

- Headline: Fighting Antimicrobial Resistance in Livestock Farming

- Visual identity including guidelines for future use:

  - Font

  - Color palette

  - Assets

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
- Website SEO
- Copy writing
- Events
- Promotional videos
- Printed material
- Ensuring open access:

Training package C. Monitoring

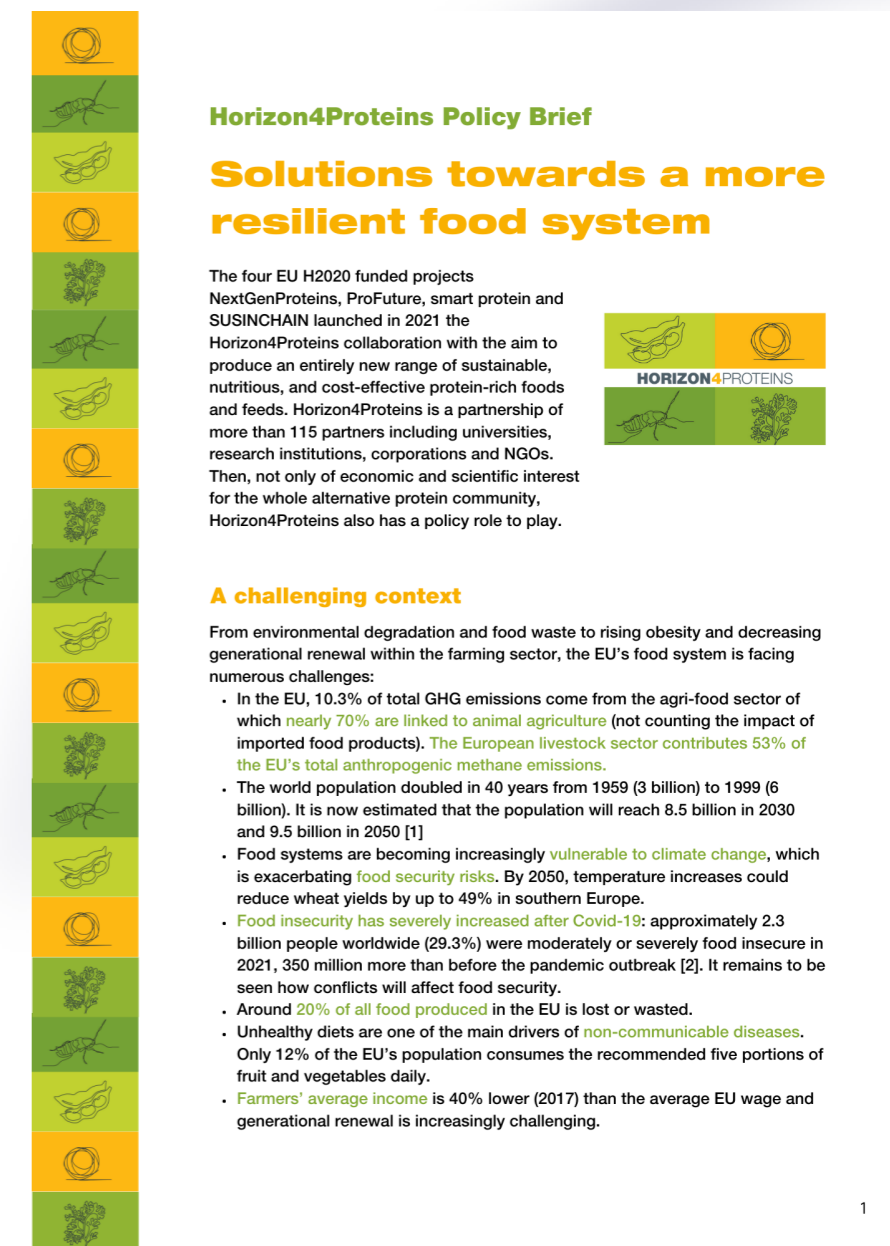- Database & community tracking, KPI definition, measuring impact

CERTIFICATE OF ACHIEVEMENT

This is to certify that

Marcello Bardellini

Has successfully completed the
HRB Horizon Results Booster course in:
Communication and Dissemination Capacity Building

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October 12, 2021

Self-learning combined with a real-case exercise to put your new skills at work!

Delivery of Dissemination Experts Packages – Part 1/5

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
- Creation of a professionally designed **policy brief** ready for dissemination
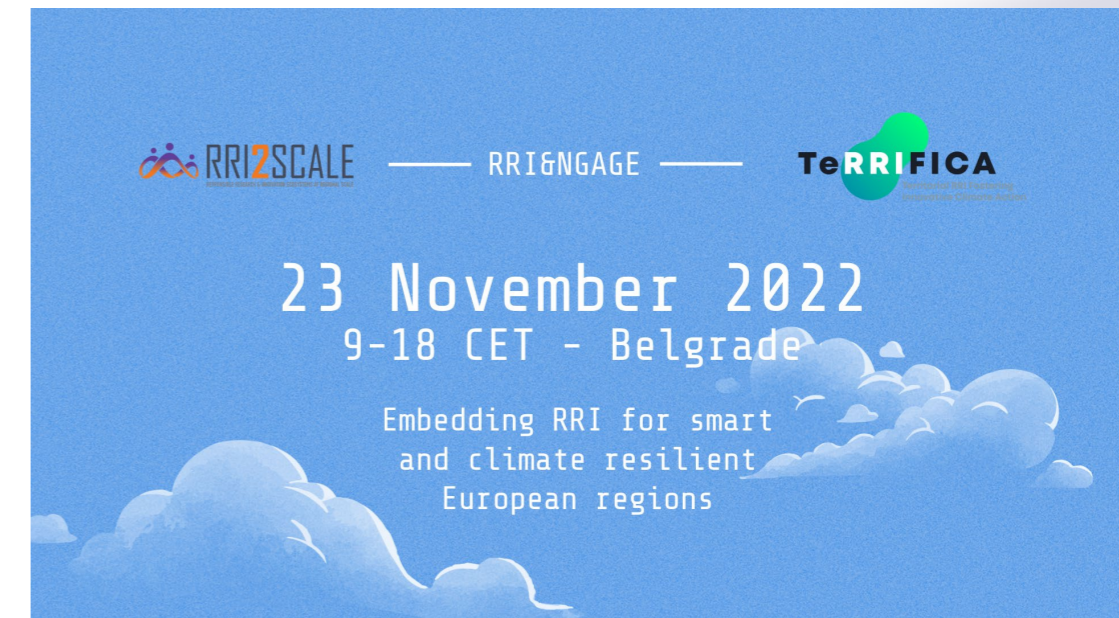- Set template approved by EC: 5 pages max. 5 **recommendations** max. for maximum impact!

Horizon4Proteins Policy Brief

Solutions towards a more resilient food system

The four EU H2020 funded projects NextGenProteins, ProFuture, smart protein and SUSINCHAIN launched in 2021 the Horizon4Proteins collaboration with the aim to produce an entirely new range of sustainable, nutritious, and cost-effective protein-rich foods and feeds. Horizon4Proteins is a partnership of more than 115 partners including universities, research institutions, corporations and NGOs. Then, not only of economic and scientific interest for the whole alternative protein community, Horizon4Proteins also has a policy role to play.

A challenging context

From environmental degradation and food waste to rising obesity and decreasing generational renewal within the farming sector, the EU's food system is facing numerous challenges:
- In the EU, 10.3% of total GHG emissions come from the agri-food sector of which nearly 70% are linked to animal agriculture (not counting the impact of imported food products). The European livestock sector contributes 53% of the EU's total anthropogenic methane emissions.
- The world population doubled in 40 years from 1959 (3 billion) to 1999 (6 billion). It is now estimated that the population will reach 8.5 billion in 2030 and 9.5 billion in 2050 [1]
- Food systems are becoming increasingly vulnerable to climate change, which is exacerbating food security risks. By 2050, temperature increases could reduce wheat yields by up to 49% in southern Europe.
- Food insecurity has severely increased after Covid-19: approximately 2.3 billion people worldwide (29.3%) were moderately or severely food insecure in 2021, 350 million more than before the pandemic outbreak [2]. It remains to be seen how conflicts will affect food security.
- Around 20% of all food produced in the EU is lost or wasted.
- Unhealthy diets are one of the main drivers of non-communicable diseases. Only 12% of the EU's population consumes the recommended five portions of fruit and vegetables daily.
- Farmers' average income is 40% lower (2017) than the average EU wage and generational renewal is increasingly challenging.

Sharing your lessons learned and packaging in suitable formats for dissemination towards policymakers and key enablers

Delivery of Dissemination Experts Packages – Part 2/5
Pick and choose up to 2 DEPs!

Event Support

- Agenda **design**, planning & logistics (creation of an official banner, poster, PowerPoint 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..)

RRI2SCALE — RRI&NGAGE — TeRRIFICA

23 November 2022
9-18 CET - Belgrade

Embedding RRI for smart
and climate resilient
European regions

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16 February 2023
9:30-16:30

Wageningen International
Conference Centre

Science meets industry: reducing
antimicrobial use in livestock

ArMoR

Sharing your lessons learned and packaging in suitable formats for dissemination towards policy makers and key enablers

Delivery of Dissemination Experts Packages – Part 3/5
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 the Cluster

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
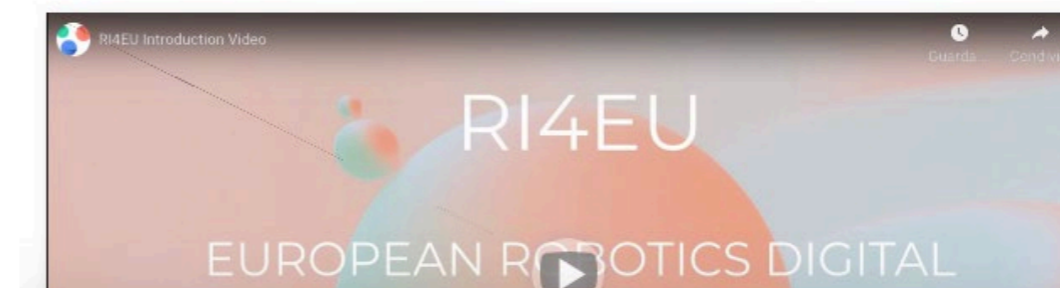
Raise awareness upon your project group' results and activities visible through joint website or social media channels and promote your joint dissemination activities

Delivery of Dissemination Experts Packages – Part 4/5
Pick and choose up to 2 DEPs!

Social Media Presence

Focus on Twitter and LinkedIn as main channels:
- Set-up joint 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)

UnLock Cluster
Disruptive Technologies empowering public sector decision makers

UnLock Cluster · 2°
H2020 cluster
UnLock is a Cluster of four EU-funded projects aiming to forge the future of responsive cities
Regno Unito · Informazioni di contatto
39 collegamenti
2 collegamenti in comune: Elisabeth Schmid e Sofia Finzi
Collegati   🔒 Messaggio   Altro

DYK?
With a growing world population, we will need 52% more protein in 2050

Discover the solutions offered by Horizon4Proteins to address this issue.

#HORIZON4PROTEINS

Raise awareness of your project group's results and activities visible through joint social media channels/ campaigns and promote your joint dissemination activities

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Delivery of Dissemination Experts Packages – Part 5/5

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**

Having experienced dissemination experts supporting the project group into the execution of joint actions

HRB in practice – Module A
GRACE

Topic: alternative crops production and growth on European MUC lands for bioeconomy purposes

- Identification and on boarding of 2 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

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

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HRB in practice – Module B
GRACE → CrOpportunity – Unveiling the value of European unutilized lands through biomass crops production

- Joint dissemination plan

- Group visual and written identity logo, joint hashtag

- Joint brochure and video

- Joint branded materials for events (agenda, ppt templates, promotional strategy design and branded elements)

- Supporting the promotion of a joint workshop "Perennial crops for Bioeconomy" Side-Event at the EU Bioeconomy Conference in October 2022

- Dissemination capacity building

GRACE

GRowing Advanced industrial Crops on marginal lands for biorEfineries

BBI JU

Service 1, Module A & B

1 June 2017 – 31 December 2022

University of Hoheheim

Andreas Kiesel, Coordinator

grace-bbi.eu

IN A NUTSHELL

To demonstrate the viability and environmental, economic and social sustainability of producing bio-based products from crops, in particular Miscanthus and hemp, grown from marginal land.

>> to upscale the Miscanthus crop production
>> to explore the production of both Miscanthus and hemp on lands of low productivity, abandoned land or land with contaminated soil, and
>> to demonstrate 10 bio-based value chains at a scale of relevance to industry

Thank you!

Sofia Finzi

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www.horizonresultsbooster.eu

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