"This document was prepared to inform participants during a meeting. It concerns specific issues in a particular context. It may not be sufficiently detailed or complete to be binding and is not construed to constitute a commitment by the European Commission. The Commission cannot be held liable for any use made of this information"
Main points

- Why communication is important
- Contractual obligations
- Communication ≠ Dissemination
- Public engagement and Outreach
Why communication is important?

- Responsibility – taxpayers' money
- Awareness
- Relates to EC political priorities/goals
- Impact on our lives
- EC role – gives higher visibility

We care!
Output & Impact!
Grant Agreement

Article 38.1

NEW
The beneficiaries must promote the action and its results,

by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner". [...] 

(Article 38.1.1 Obligation to promote the action and its results)
"Before engaging in a communication activity expected to have a major media impact,

the beneficiaries must inform the [Commission] [Agency] (see Article 52)."

(Article 38.1.1 Obligation to promote the action and its results)
Acknowledgement of EU funding (Article 38.1.2)

✓ EU emblem

High-resolution emblems are available here
http://europa.eu/about-eu/basic-information/symbols/flag/

✓ Use text as indicated in GA

This project has received funding from the [European Union’s Horizon 2020 research and innovation programme][Euratom research and training programme 2014-2018] under grant agreement No [number].
Horizon 2020 – Annotated Grant Agreement

- Comprehensive communication plan
- Proposal: work package for communication (or included in another work package)
- Address the "public policy perspective"
- Communication proportionate to the action
- Choice of communication activities
How to choose what communication product you need?

✓ Know what you want to achieve
✓ Know your audience
✓ Know your budget
✓ Know what you aim to achieve (KPIs)
✓ Have a solid dissemination plan (from the start!)
"Communicating EU Research & Innovation - Guidance for project participants - "

Communication in the Horizon 2020 project lifecycle

➡️ **Proposal**
- Work package for communication (or in another work package)

➡️ **Evaluation**
- "Impact" criterion

➡️ **Reporting**
- Communication plan
- Progress overview of communication activities

➡️ **Project Management**
- PO: interim and final assessment
- Beneficiaries: inform PO prior to major communication activity
Resources

- Horizon 2020 Online Manual
  http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm

- Annotated GA

- Brochure "Communicating EU Research & Innovation"

- Science communication Event – 24 July 2016

- The EU Guide to Science Communication (videos)
  https://www.youtube.com/playlist?list=PLvpwIjZTslHe0wu6uy8gr7JFfmv8EZuH

- Webinar - 60-minute Comms Workout!
  http://www.streamdis.eu/commsworkout2/

- Social media guide for EU funded R&I projects – NEW!
Communicating Horizon 2020 projects - Summary

- Increased importance of communication
  - Communication plan and work package in the proposal and the grant agreement (GA article 38.1)
  - Promote project and its results beyond the project's own community
  - Communicate research in a way that is understood by non-specialist, e.g. the media and the public
  - Inform PO in advance of communication activities expected to have mainstream media coverage

- Communication ≠ Dissemination
  - Dissemination (GA article 29) is a separate obligation (e.g. through scientific articles and conferences)
Marketing practices by certain publishing houses

• the costs of hiring professionals need to be justifiable economically and in terms of effectiveness (value for money)

• Some publishing houses claim they act on behalf of the EC, asking for services substantial amount of money (NO endorsement by the EC whatsoever!)

• treat with appropriate caution before deciding on the best course of action.

• See other (free of charge, offered by the EC) means to communicate about your project

Communicating your project

Acknowledging EU funding

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http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm
## Communication ≠ Dissemination

<table>
<thead>
<tr>
<th>Communication</th>
<th>Dissemination</th>
</tr>
</thead>
<tbody>
<tr>
<td>About the <strong>project</strong> and <strong>results</strong></td>
<td>About <strong>results only</strong></td>
</tr>
<tr>
<td><strong>Multiple audiences</strong></td>
<td><strong>Audiences that may use the results</strong> in their own work</td>
</tr>
<tr>
<td>Beyond the project's own community (include the media and the public)</td>
<td>e.g. peers (scientific or the project's own community), industry and other</td>
</tr>
<tr>
<td></td>
<td>commercial actors, professional organisations, policymakers</td>
</tr>
<tr>
<td><strong>Inform and reach out to society</strong>, show the benefits of research</td>
<td><strong>Enable use and uptake of results</strong></td>
</tr>
<tr>
<td>Grant Agreement art. <strong>38.1</strong></td>
<td>Grant Agreement art. <strong>29</strong></td>
</tr>
<tr>
<td>Starts at the outset of the project</td>
<td>When results are available</td>
</tr>
</tbody>
</table>
EC R&I Communication - Channels

Related to Commission's political goals; showing leverage effects

- Articles about projects/topics
- Social media
- Videos (Social Media - short, with subtitles)
- Infographics
- Publications
- Events
- EC VIPs as Ambassadors
How to choose what communication product you need?

- Know what you want to achieve
- Know your audience
- Know your budget
- Know what you aim to achieve (KPIs)
- Have a solid dissemination plan (from the start!)
Good communication

✓ Start at the outset, continue through entire lifetime
✓ Plan strategically
✓ Identify and set clear communication objectives
✓ Target audiences beyond own community
✓ Choose pertinent messages
✓ Use the right medium and means
Social Media

2005

How times change ;-)
Social Media - Few tips

✓ Clear/ Short/Catchy messages (Twitter 280 characters)
✓ Good/regular use of the same hashtag
✓ Tagging your multipliers (i.e. @TNavracsicsEU)
✓ Breaking news/good news
✓ Call to action
✓ Catchy visuals/ infographics
✓ Short videos/gifs
✓ Links to more info (bitly)
Useful links

- Horizon Magazine Facebook (@horizon.magazine.eu)/Twitter (@HorizonMagEU, ~ 4.7 K)
- Success stories
- Facebook @EUScienceInnov @Marie.Curie_ACTIONS
- Twitter @EU_H2020 (~80K), @MSCActions (~13K)
- Futuris
- Publications
Exploitation of results – Art. 28

- each beneficiary must take measures aiming to ensure 'exploitation' of its results by:
  
  Using them in further research activities
  Developing/creating/marketing a product/process
  Creating and providing a service
  Using them in standardisation activities.

Where possible, the measures should be consistent with the impact expected from the action and the plan for the exploitation and dissemination of results.

Dissemination of results – Art. 29

• = public disclosure of results by any appropriate means, including, scientific publications as swiftly as possible

• Intention to disseminate – notice to the consortium of 45 days. Objection from any beneficiary within 30 days from receiving the notification

• It does not change the obligations:
  • to protect the results (Art. 27),
  • the confidentiality obligations (Art. 36),
  • the security obligations (Art. 37),
  • obligations to protect personal data (Art. 39)

Why Dissemination & Exploitation are so important?

- Direct link between European competitiveness and effective circulation of new ideas and knowledge

- Openness of research data and results may considerably increase innovation potential and create new business opportunities

- Maximise the impact of R&I investment and benefit the whole society
D&E along Horizon 2020 and project lifecycle

Programme Drafting

Programme Preparation

Programme Implementation

Proposal: inclusion of a D&E plan and D&E included in impact criterium evaluation

Grant Agreement: D&E obligations included in Art 28 and 29

Project Reporting: D&E indicators

Programme Evaluation

D&E feeding into impact measurement

D&E in legal basis H2020, in rules for participation

D&E enabling Policy feedback

D&E feeding into impact measurement
What are project results?

Results
Any tangible or intangible output of the funded action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected.
Why dissemination matters?

Dissemination

The public disclosure of the results by any appropriate means, including by scientific publications in any medium.

- Dissemination enables the transfer of knowledge and results to the ones that can best make use of it
- Dissemination maximizes the impact of research, enabling the value of results to be potentially wider than the original focus
- It prevents results becoming sticky and effectively lost
- It strengthens and promotes the profile of the organisation

➢ Dissemination is an essential element of good research practice
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
Key Tools for D&E

- H2020 Dashboard
- Projects for Policy (P4P)
- Innovation Radar (IR)
- The common D&E "Boosters"

Other: CORDIS: Project results on the Participant Portal
IPR Helpdesk on the Participant Portal

For more details of reporting on dissemination & exploitation of results, see the Periodic reporting section.

Reference documents
- Dissemination of results - Article 29 of H2020 annotated model grant agreement
- Exploitation of results - Article 28 of the H2020 annotated model grant agreement
- Fact Sheet - the Plan for the Exploitation and Dissemination of Results in Horizon 2020

Related links
- EU intellectual property rights (IPR) Helpdesk
- Making the Most of Your Horizon 2020 Project
- H2020 Online Manual: Open access & Data management
- The Social media guide for EU funded R&I projects


New brochure on communication, dissemination, and exploitation:
https://www.iprhelpdesk.eu/news/new-brochure-making-most-your-horizon-2020-project

Email: service@iprhelpdesk.eu
Thank you!

Contact

Agata STASIAK
agata.stasiak@ec.europa.eu