



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR RESEARCH & INNOVATION

The Director-General
The Director-General

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Annex How to make full use of the results of your Horizon 2020 project

Transforming project results into concrete benefits for society maximises the scientific, social, economic, technological and policy value of the Framework Programme, contributing to making Europe a global reference in Research and Innovation (R&I). This transformation passes through the successful implementation of dissemination and exploitation (D&E) activities. D&E plays a key role in knowledge circulation, consolidation of the European Research Area and demonstrating the impact of the EU funding in R&I.

At the level of the project, successful D&E activities can pave the way to various tangible benefits:

- Attracting new talent to join your teams;
- Providing international and interdisciplinary collaboration opportunities;
- Improving access to other funding prospects;
- Generating new sources of income thanks to the exploitation of the results;
- Contributing to societal goals;
- In the case of policy impact, improving current and/or help shaping future legislation.

As such, effective and efficient approach to D&E can provide numerous opportunities. Below you will find a selection of available services that can help you towards a successful D&E:

1. FOLLOW THE OPEN SCIENCE AGENDA

Open Science greatly contributes to dissemination and reuse of scientific results. Open access to scientific publications produced with public funding is beneficial not only for science but also for speeding up innovation and involving citizens and society. This is why, under Horizon 2020, we expect that you ensure open access to all peer-reviewed scientific publications relating to your results.

The Commission also promotes open access to the research data underlying scientific publications. We ask you to make your research data accessible. Please, ensure that you deposit them in appropriate repositories, if applicable.

The Commission facilitates Open Access through initiatives such as [Open Research Europe](#) and the [European Open Science Cloud](#). Detailed information and guidance on open access can be found [here](#).

2. SHARE AND EXPLOIT YOUR RESULTS

We encourage you to share the results of your project with potential users¹. Following the signature of your grant agreement, the Commission created a dedicated page for each project in the [CORDIS](#) website. Information on your project from CORDIS can be used by the Commission to create editorial products that increase visibility of your results towards potential partners.

In addition, the Commission recently created the [Horizon Results Platform](#) (HRP), a matchmaking tool allowing you to publish your Key Exploitable Results to promote them vis-à-vis your targeted audiences – investors, stakeholders, policy makers, potential business partners, etc. The HRP allows beneficiaries to fully manage their result profile and make the necessary changes when needed. Alongside the HRP, the upcoming HRP-TV website will provide informative audio-visual material on the various topics you might encounter in your D&E journey, e.g. how to prepare to meet investors, how to manage your Intellectual Property, etc.

Beyond the HRP-TV and the material offered there, you may need dedicated and tailored support to better exploit your results; this is why the Commission has launched the [Horizon Results Booster](#), free consulting services to further help you in your D&E activities. Services include clustering of projects for common dissemination, enhanced exploitation plans, business plans for R&I results and commercialisation services for the more mature results.

For projects that have already achieved an impact, the [Horizon Impact Award](#) on a yearly basis recognises and celebrates outstanding Horizon 2020 or FP7 projects with demonstrated societal value. In addition to the monetary reward, this prize offers high visibility and media exposure, e.g. the award ceremony of the 2020 edition gathered over 76 thousand views on [YouTube](#).

3. PROTECT AND USE YOUR INTELLECTUAL PROPERTY

In many sectors, protecting intellectual property, e.g. by filing patent applications, provides a basis for exploitation, including through licensing results. This can form part of a marketing strategy.

The EU-funded [European IPR Helpdesk](#) offers useful guidance and is free of charge. The [IPR SME Helpdesk](#) deals with questions concerning trade. It supports EU Small and medium-sized enterprises (SMEs) in both protecting and enforcing their IP rights in or relating to China, Latin America, India and South-East Asia.

Moreover, the European Patent Office regularly runs [online courses](#). These courses provide companies, business advisors, Technology Transfer Offices and others with an understanding of how intellectual property issues affect, in particular, SMEs and new businesses.

¹ Obligations related to security issues or classified data must be respected.

4. CONSIDER STANDARDISATION TO WIDEN YOUR MARKET

Standardisation is crucial in several sectors. Getting your technology recognised as (part of) a European standard may mean it gets used more widely. The European standardisation bodies codify the technology requirements and inform both manufacturers and consumers on what to expect. For more information, check the [CENELEC](#) website for electro technical standards, the [ETSI](#) website for telecommunication standards and the [CEN](#) website for all other standards.

5. ACCESS INVESTORS AND NETWORKS

You may need further investment to take your results to the market. The following may help:

- the recently launched [European Innovation Council](#) identifies and supports breakthrough technologies and game changing innovations to create new markets and scale up internationally;
- the various [InnovFin](#) and [Invest EU](#) schemes — a series of financing tools and advisory services offered by the EIB Group, supports investments from the smallest to the largest enterprises;
- the [Europe Enterprise Network](#), offers SMEs free services from 600 member organisations such as chambers of commerce and development agencies.

Please remember that the [Horizon Results Platform](#) and the [Horizon Results Booster](#) can also support you in this endeavour, e.g. by providing you visibility, free coaching and pitching training.