



COMMUNICATION & DISSEMINATION

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<http://www.fch.europa.eu/>



Grant Agreement Article 38.1

‘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)

HORIZON 2020/FCH 2 JU - Grant Agreement

Communication	Dissemination
About the project and results	About results only
Multiple audiences <i>Beyond the project's own community (include the media and the public)</i>	Audiences that may use the results in their own work <i>e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers</i>
Inform and reach out to society, show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29

Contractual obligations and sanctions

Consequences of non-compliance ('sanctions')

If a beneficiary breaches any of its obligations under these Articles, the grant may be reduced (see Article 43).

The amount of the reduction will be proportionate to the seriousness of the errors, irregularities or fraud or breach of obligations.

Such a breach may also lead to any of the other measures described in Chapter 6.

e.g. rejection of ineligible costs, reduction of grant, recovery of undue amounts, termination, suspension of payments, suspension of action implementation

Definitions?

Communication

Dissemination

Exploitation





COMMUNICATION

HORIZON 2020- Grant Agreement

"Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the FCH 2 JU (see Article 52)."

(Article 38.1.1 Obligation to promote the action and its results)

HORIZON 2020- Grant Agreement

Acknowledgement of EU funding (Article 38.1.2)

✓ Use EU emblem



✓ Use FCH 2 JU emblem



✓ Use text as indicated in GA:

This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No (number). This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme, Hydrogen Europe and Hydrogen Europe research.

Note: When displayed together with another logo, the JU logo and the EU emblem must have appropriate prominence.

- **Proposal: work package for communication**
(or included in another work package)
- **Comprehensive communication plan**
- **Address the "public policy perspective"**
- **Communication proportionate to the action**
- **Free choice of communication activities**

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

H2020 "Communicating EU Research & Innovation - Guidance for project participants - "

Additional **FCH 2 JU guidance**,
including proposal for branding of
equipment/prototypes/pilot units

<http://www.fch.europa.eu/page/fchju-projects-communication-dissemination>



http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

Communication in the 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 EC prior to major communication activity*



Communicating FCH2 JU projects - Summary

➤ Increased importance of communication

- Work package on communication in the proposal and the grant agreement (GA article 38.1)
- Promote your project and its results beyond the projects own community
- Communicate your research in a way that is understood by non-specialist, e.g. the media and the public
- Inform us in advance of communication activities expected to have a major media impact

➤ Communication ≠ Dissemination

- Dissemination (GA article 29) is a separate obligation (e.g. through scientific articles and conferences)

For more information on Communication

Contact

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Links

Annotated Grant Agreement

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf

Brochure “Communicating EU Research & Innovation”

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

Horizon 2020 Online Manual

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



DISSEMINATION & EXPLOITATION OF RESULTS (D&E)

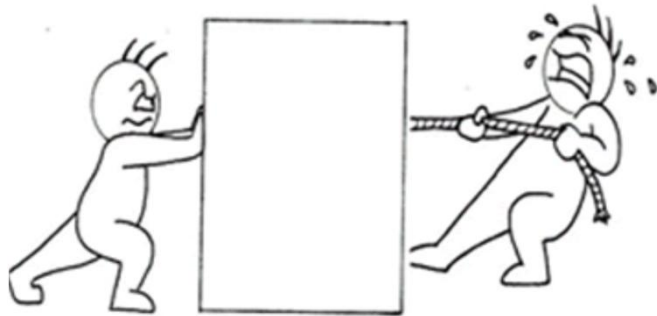
Horizon 2020 Programme increased importance given to D&E

- **Rules for Participation** state clear obligations for beneficiaries
 - "Subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests, **each participant shall through appropriate means disseminate the results it owns as soon as possible.**"
 - "Each participant that has received Union funding shall use its best efforts to exploit the results it owns, or to have them exploited by another legal entity..."
 - "... [for monitoring D&E]... participants shall provide any information on their exploitation and dissemination related activities, and provide any documents necessary in accordance with the conditions laid down in the grant agreement"
- Dissemination and Exploitation plan is an **admissibility condition** and included in the **Impact criterion evaluation**
- European Commission R&I services have established a **Strategy for effective dissemination and exploitation of H2020 research results**
 - To better put funded **R&I project results to economic and social use**
 - To **make available scientific evidence in support of policy making**

Dissemination vs. exploitation



Push and Pull



Dissemination: push

- **Transfer of knowledge and results** to the ones that can best make use of it in order to
- **Maximize the impact of research**, enabling the value of results to be potentially wider than the original focus

Exploitation: pull

- **Make use of the results**; recognising exploitable results and their stakeholders
- **Concretise the value and impact of the R&I activity** for societal challenges



Why does dissemination matter?

Dissemination

The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.

- Dissemination is the **transfer of knowledge and results to the ones that can best make use of it**
- Knowledge generated in R&I projects has a tendency to stay where it is generated; dissemination prevents it becoming sticky and effectively lost
- It is an essential means of **maximizing the impact of research**, enabling the value of results to be potentially wider than the original focus
- It is an essential element of all good research practice
- Dissemination strengthens and promotes the profile of the organisation

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.

- Exploitation is about **making use of the results**; exploitation planning is about recognising exploitable results and their stakeholders
- Exploitation can be commercial, societal, political, or for improving public knowledge and action
- Project partners can aim at exploiting the results themselves, or facilitate exploitation by others (e.g. through making results available under open licenses)
- Exploitation **concretises the value and impact of the R&I activity** for societal challenges

But why does it not always happen? or barriers to effective dissemination and exploitation

- Perceiving dissemination and exploitation as "tick boxes", not important for the "real work" of the project
 - **Confusion between communication, dissemination, exploitation**
 - Focusing on implementing and validating technical objectives instead of aligning work with the needs of users and stakeholders
 - Lack of skills (or interest) in describing the value and unique benefits of the key results for outside "typical" community
 - Lack of knowledge of exploitation risks and opportunities, alternative routes, financial sources, market situation
 - Lack of reflection and joint discussions within the consortia
- ➔ **External support** can give an important "push" for the impact of the project, and be **useful already in early phases of the work**

- *CEB was launched as a limited pilot (2016-2018): several FCH2 JU projects are currently profiting!*

- The Common Exploitation Booster: external consultancy for four types of services for projects and results on different levels of maturity
 - ❖ Analysis of Exploitation Risks (AER), to scout the route towards the market and better tackle risks;
 - ❖ Exploitation Strategy Seminar (ESS) a joint working session to streamline the exploitation strategy and go to market action plan;
 - ❖ Business Plan Development (BPD) to design a convincing and actionable plan for exploitation;
 - ❖ Brokerage and Pitching Event (BPE) where partners present their results to peers, potential users and investors, in order to pave the way to follow-ups. (*a service for a group of projects to request together*)

NEW: Common Dissemination Booster (CDB)



- Centrally managed by European Commission
- Duration: two years (mid 2017- mid 2019)
- Consultancy services, under confidentiality agreement, offered to all projects under any area of FP7 or H2020, as long as they form a portfolio of project results
- A Project Consortium can apply for one or several (1-5) CDB services, only once
- Expressions of interest and info for Coordinators:
<https://ec.europa.eu/eusurvey/runner/CDB>

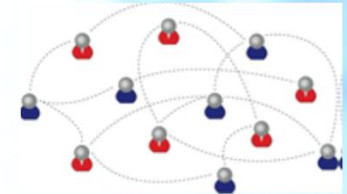
*****Attention: as the CDB concerns dissemination of results, the participating projects must have attained the results by the time the service is implemented!*****

Services can be requested between June 2017 up to November 2017, with implementation between Q3 2017 - Q2 2019.

Common Dissemination Booster

A suite of five services:

1. Portfolio Identification Service



2. Stakeholder/End-user mapping, including Leveraging Networks at European Level and in Complementary Research Fields

3. Portfolio Dissemination Plan Development



4. Portfolio Dissemination Capacity Building



5. Dissemination Campaign in Practice



*****Collaboration among the project officers, EC services on D&E and project coordinators in the lead project's topic area will be paramount in order to identify and select further projects that could constitute a thematic portfolio; herein lies the core of the CDB and the success of the initiative!*****

Timing! Early identification of portfolio and application for the service(s)!

Note: a project that has no results to disseminate by November 2017, but it is expected to have results during the implementation phase (mid-July 2017 and June 2019), can still participate.