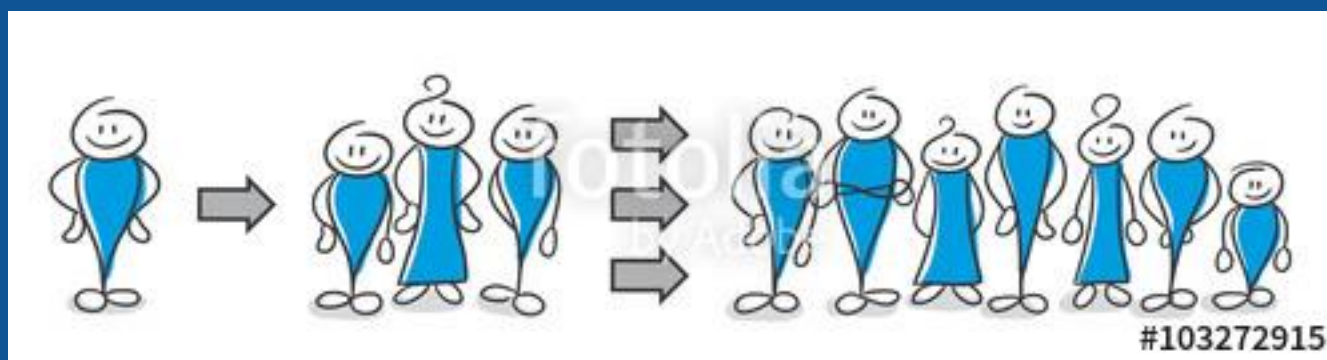


# Dissemination and Exploitation of Horizon 2020 research results



**RTD.J5 - Common Support Service for H2020  
Information and Data**

**27 June 2016**

# Why does dissemination matter?

- Dissemination is the transfer of research-based knowledge to the ones that can best make use of it
- It is an essential means of **maximizing the impact of research**
- Dissemination provides **added value** to research projects, as the impact of research can be potentially wider than the original focus
- It is an intrinsic element of all good research practice
- Knowledge generated from research projects has a tendency to stay where it is generated; dissemination prevents it becoming sticky and effectively lost
- Dissemination promotes the profile of the organisation and strengthens its research capacity

# **So than why not disseminate?**

## **or the barriers to effective dissemination**

- Institutional priorities/organization culture
- Practical difficulties
- Technical and infrastructural barriers
- Anxiousness about critical peer review

# The aims of dissemination

**Dissemination for awareness**



**Dissemination for understanding**



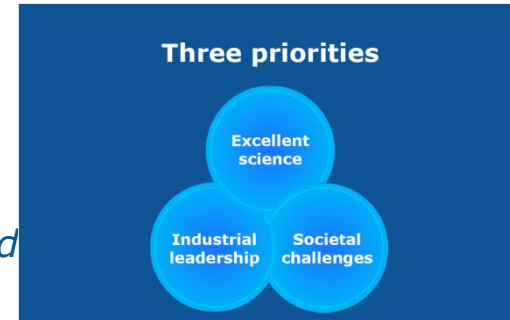
**Dissemination for action**



# Horizon 2020 Programme

increased importance given to dissemination

- **Focus on societal challenges facing EU society**
- **Included in the Commissioner's mandate :**  
*'to focus on 'maximising the value added and impact of Horizon 2020, ensuring effective use and dissemination of project results. This should also support and enrich policy-making at national and EU level'*



- **Focus on the '3 Os' of Commissioner Moedas - Open Science, Open Innovation and Open to the World**
- **Open Science key actions:**
  - ❖ Advancing Open Access to publications and Open Access to data
  - ❖ The European Open Science Cloud
  - ❖ Text and Data Mining (Copyright)
  - ❖ Fostering Research Integrity
  - ❖ Making Science More Inclusive – Citizen Science

**Aim: increase S&T excellence and impact through openness**

# Horizon 2020 Programme

increased importance given to dissemination

- **Dissemination and Exploitation included in the weighing of the Impact criterion**
- **Rules for Participation putting a clear accent to the beneficiaries' obligations to exploit and disseminate the outcomes of the funded activities**
- **The D&E Plan needs to incorporate detailed exploitation and dissemination strategies, clearly defining how research results will be implemented and how they will impact on the market, on future developments and policy making.**



# Strategy for an effective dissemination and exploitation of Horizon 2020 research results

## Strategic objective

**To create the necessary conditions and establish the means to put research results to economic and societal use and make available scientific evidence in support of policy making.**

## Boundary conditions

Maintaining the existing legal framework

First and foremost responsibility for Dissemination and Exploitation lays with the project consortium  
The Commission services support and supplement the dissemination and exploitation activities

No additional burden on beneficiaries

Focus on dissemination and exploitations versus communication

Target outputs



## Support beneficiaries in Dissemination and Exploitation

- Guidance on D&E for proposers and projects
- Feedback and assessment of D&E during project reviews
- D&E support services and activities



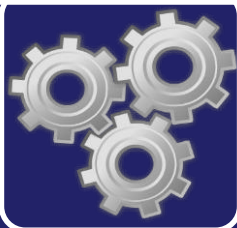
## Provide efficient external access to project outputs

- Tools to search and access project data and results
- CORDIS dissemination activities
- Open Data Portal, OpenAire, Open Research data support



## Facilitate internal use of project results for policies

- Internal tools to access all project data and results
- Recognition and flagging of relevant results -- e.g. Innovation Radar
- Modern T/D tools for project content and results exploration



## Enhance internal culture and processes for D&E

- Results and D&E oriented processes, starting from WP drafting
- Research—policy knowledge sharing across R&I family
- Continuous D&E practices development collaboratively

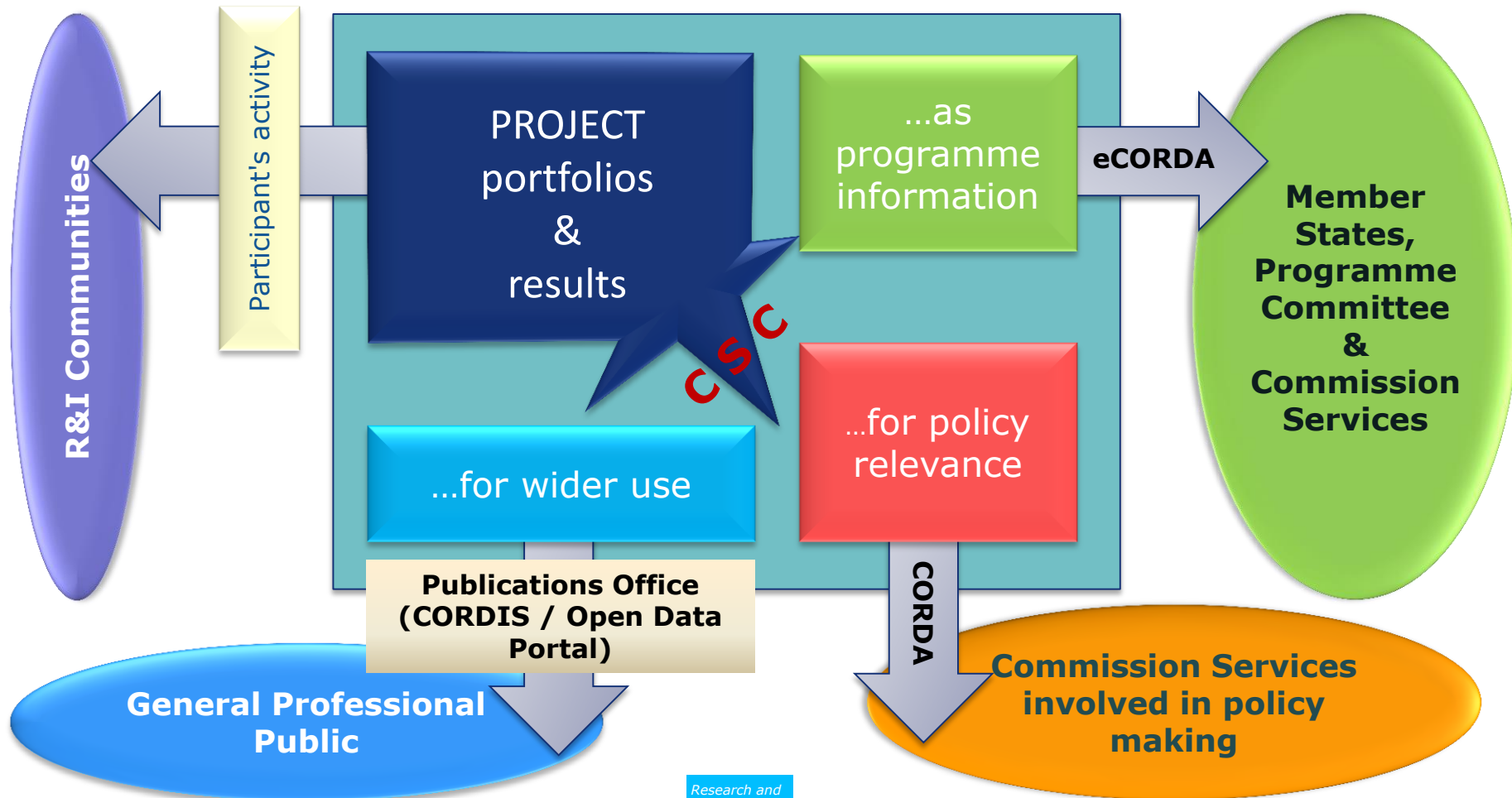




European  
Commission

ICT –Services

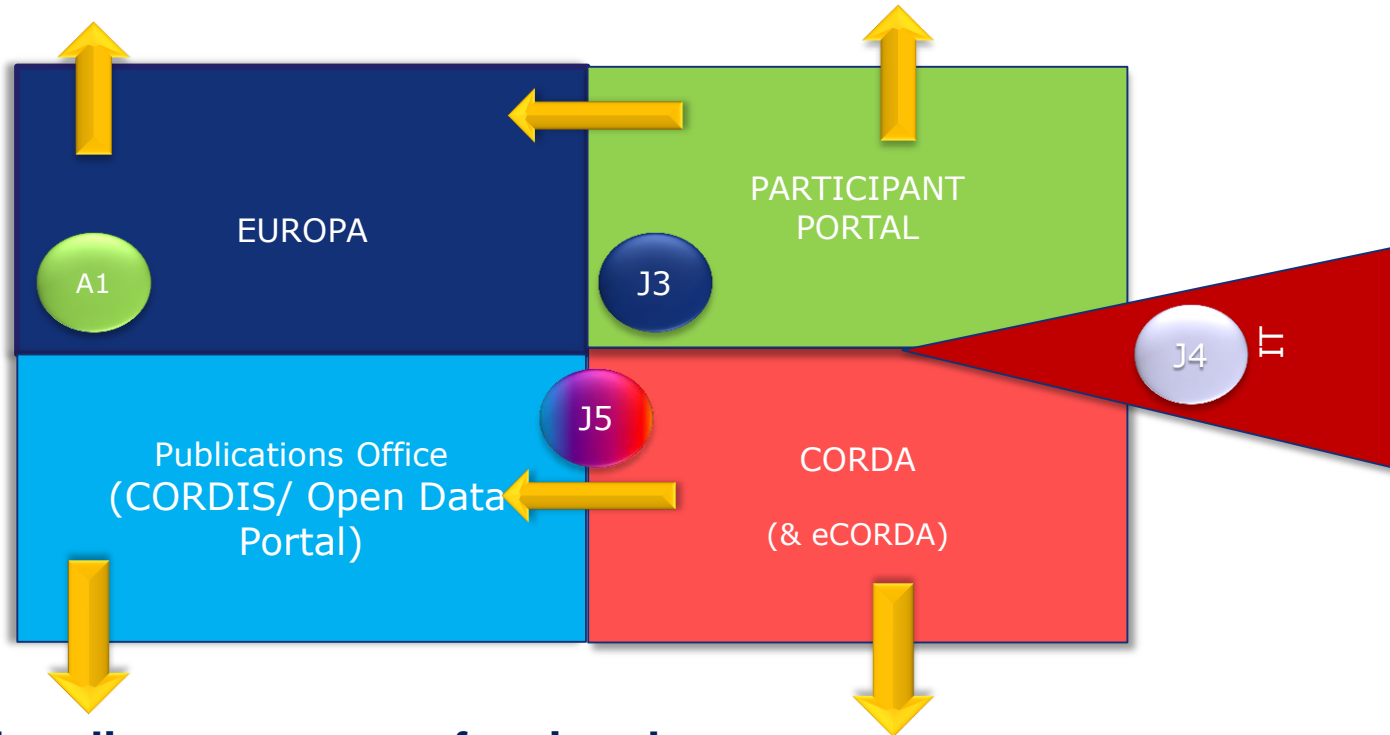
# Audiences, Aggregated Results & Dissemination Modes



# 3 Dissemination & 1 Information Carrier

General Public, Corporate Communication

Applicants / Participants



Dedicated audiences, e.g. professional organisations / practitioners

MS- audiences, In-house use

# Getting started with CORDIS

European  
Commission

## CORDIS is the EC's primary public repository and portal for all EU-funded research projects and results



The screenshot shows the CORDIS website homepage. At the top, there is a navigation bar with links for 'About CORDIS', 'Contact', 'Advanced Search', 'Legal Notice', and a language dropdown menu set to 'English (en)'. Below this is the CORDIS logo and the text 'Community Research and Development Information Service'. A secondary navigation bar contains links for 'News and Events', 'Programmes', 'Projects and Results', 'Top Stories', 'research\*eu magazines', 'Research Partners', and 'National and Regional'. A search bar is located on the right side of this bar. The main content area is divided into several sections: 'Tweets from FP7 projects' featuring tweets from the MARS-EV project and SOPHIE project; a central text block stating 'CORDIS is the European Commission's primary public repository and portal to disseminate information on all EU-funded research projects and their results in the broadest sense.'; a 'News & Events' section with three articles: 'CORDIS Express: The value of nature', 'Research and tools to engage with statistics 'beyond GDP'', and 'Trending science: Tree-lined streets improve your health'; a 'Horizon 2020: Supporting NCPs and applicants in the field of energy' article; a 'Sign in' button; a 'Do not miss' section with a 'Horizon 2020 project information is now available on CORDIS and the EU Open Data Portal.' link; and an 'Other EU Websites' section with links to 'Participant Portal', 'Research on Europa', 'European Research Council', 'Marie Curie Actions', and 'EURAXESS Jobs'. At the bottom left, there are social media icons for RSS, Twitter, Facebook, and YouTube, and a 'CORDIS Archives' logo.

- CORDIS is online since 1994
- information back to FP1
- 6 languages: EN, DE, FR, ES, IT, PL

[cordis.europa.eu](https://cordis.europa.eu)

Research and  
Innovation



European Commission

# Developments under Horizon 2020 Focus on Dissemination

À propos de CORDIS | Contact | Recherche avancée | Avis Juridique | Français (fr) ▼

The screenshot shows the CORDIS website interface. At the top, there is a navigation bar with the European Commission logo and the text 'CORDIS Service Communautaire d'Information sur la Recherche et le Développement'. Below this is a search bar and a 'Connexion' button. The main content area is divided into several sections: 'ACTUALITÉS ET ÉVÉNEMENTS', 'PROJETS ET RÉSULTATS', 'MAGAZINES RESEARCH\*EU', and 'PARTENAIRES'. The 'Tweets de projets' section features three tweets from @SparkES, @evictproject, and @STN10. The 'Results Packs' section highlights 'Les éditions CORDIS Results Packs' and 'Les superordinateurs: un élément fondamental de l'économie de l'Europe pilotée par les données'. The 'Autres sites de l'UE' section lists various portals and resources like Horizon 2020, Participant Portal, and Marie Curie Actions.

## CORDIS RESULTS PACKS

Selected project results for dissemination to targeted audience

- **Energy Efficiency in Building** (Dec 15)
    - [Smart Windows](#)
    - [Embodied Energy](#)
    - [Retrofitting Buildings](#)
    - [Indoor Air Quality](#)
  - **Quantum technologies** (May 16)
  - **High Performance Computing** (May 16)
- June 2016:
- **Energy Efficiency in the Process Industry**
- September 2016:
- **Aging Well**
  - **EUROCITIES – Innovation procurement**

# H2020 Dissemination & Exploitation

**Dissemination: Make project results known to:**

- ✓ Peers / users / public at large
- ✓ Industry / commercial operators
- ✓ Policy makers / stakeholders

**How?**

- ✓ Publications, conferences, ODP...
- ✓ Open access to publications, research data, public service information
- ✓ Feedback into policy making
- ✓ CORDIS, ICT-methodologies (e.g. visualisation of information and data)

**Exploitation: Put project results to economic and societal use**

**How?**

- ✓ Involve users in projects
- ✓ Develop, create or market a product, process or service
- ✓ Commercialize IPR, encourage innovative spin-offs and start-ups
- ✓ H2020 Financial Instruments (e.g. use loans and venture capital)
- ✓ Support standardization, "proof of concept" and pre-commercial procurement
- ✓ Apply socio-economic research



# H2020 Dissemination & Exploitation: who does what?

## ➤ H2020 Beneficiaries are required to:

- Submit a draft plan for the dissemination and exploitation of the research results at proposal submission
- Carry out dissemination and exploitation activities during (and after) the project's completion
- Report online (always open) on dissemination and exploitation activities and progress against the plan
- Always acknowledge the financial support received from the Union when undertaking dissemination and exploitation activities

# H2020 Dissemination & Exploitation: who does what?

- **H2020 project officers are required to:**
  - Ensure that the project monitoring includes a focus on D&E from day one and that the implementation of D&E plan is regularly reviewed
  - Review, assess and, if satisfied, approve progress on dissemination and exploitation activities
  - Highlight/flag projects with high exploitation and/or dissemination potential
  - Provide the necessary support, guidance and D&E support services to projects

# Guidance for project coordinators

*Why, when and to whom should the projects disseminate?*

- ***Impact, uptake, exploitation***
  - effectively disseminated in a targeted manner, to the stakeholders who can make best use of the outcomes of the research
  - identify the potential end-users of the expected results
- ***Planned from the start of the project & continuous activity throughout the lifetime of the project and after the project has ended***
- ***Share and use knowledge at an earlier stage in the research process and across complementary research fields, at European level***
- ***Concentrate on the demand side aspects of knowledge circulation***
  - making sure that scientific work and results are openly available to those who can make best use of them, as early as possible and in an easily accessible, understandable and re-usable form
- ***Policy-relevant results should be identified and brought to the attention of the appropriate bodies at international, Union, national and regional level.***



# Guidance for project coordinators

## *writing effective publishable summaries*

- Publishable summaries are suitable for direct publication and should not contain any confidential data.
- Publishable Summaries are written in English and are clear, concise and understandable, with a proper syntax and grammar.
- Publishable Summaries are easily understandable by potential partners, researchers, policy makers, commercial parties and others interested in the results of research.
- Publishable Summaries focus on the following:
  - Innovation
  - Possible implementation of results, be it on commercial markets or in public policies
  - Dissemination of the results

# Support Services



## Dissemination support

tendering procedure being drafted  
pilot activity  
services available in 2017-2020

## Common Exploitation Booster

- Service provider - Meta Group
- Pilot activity
- First specific contract to be signed end of June 2016
- Services available in 2016-2020
- Services offered:



### Analysis of Exploitation Risks

to scout the route towards the market and better tackle risks

### Exploitation Strategy Seminar

joint working session to streamline the exploitation strategy and go to market action plan

### Business Plan Development

to design a convincing and actionable plan for exploitation

### Brokerage and Pitching Event

where partners present their results to peers, potential users and investors, in order to pave the way to follow-ups

<http://exploitation.meta-group.com/SitePages/default.aspx>

# Further resources

- **Participant Portal/H2020 Online manual/Dissemination & Exploitation of results**  
[http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm)
- **Horizon 2020 annotated model grant agreement**  
[http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/amga/h2020-amga\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf)
- **IPR Helpdesk – Fact sheets - Plan for the Exploitation and Dissemination of Results**  
<https://www.iprhelpdesk.eu/>
- **CORDIS** [http://cordis.europa.eu/projects/home\\_en.html](http://cordis.europa.eu/projects/home_en.html)
- **European Union Open Data Portal**  
[https://data.europa.eu/euodp/en/data/dataset?q=cordis&ext\\_boolean=all&sort=views\\_total+desc](https://data.europa.eu/euodp/en/data/dataset?q=cordis&ext_boolean=all&sort=views_total+desc)
- **Horizon 2020 Guidelines on Open Access to scientific publications and research data**  
[http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/oa\\_pilot/h2020-hi-oa-pilot-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf) and [http://www.iprhelpdesk.eu/FS\\_Open\\_Access\\_to\\_publications\\_and\\_data\\_in\\_H2020-FAQs](http://www.iprhelpdesk.eu/FS_Open_Access_to_publications_and_data_in_H2020-FAQs)
- **Your project PO who will have updated information on detailed guidance documents on dissemination and exploitation activities and support services available for your project**

