



Boost Impact through effective communication, dissemination and exploitation strategies



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Toulouse





Regular Webinar planning (Selection) 2018

September							
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- **18 July 2018**
Maximise the Impact of Horizon 2020 project results
- **26 September 2018**
IP Commercialisation
- **17 October 2018**
IP Management in H2020
- **31 October 2018**
Technology Transfer

- **14 November 2018**
Freedom-To-Operatie in H2020 projects
- **12 December 2018**
Impact and Innovation in H2020
- **19 December 2018**
Maximize the impact of H2020 project results



Making the Most of Your H2020 Project



Available on the European IPR Helpdesk Website:
https://www.iprhelphdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf



Road Map

- ***Background***
Why you should care about communication, dissemination and exploitation in your H2020 project
- ***Terminology & Concepts***
What are key features, distinctions and touching points?
- ***Ready, Set, Action!***
Putting outreach strategies into practice





STOP

The background of the slide features several overlapping, semi-transparent lines in various colors (blue, green, purple, yellow, brown, grey) that create a complex, abstract pattern. A yellow line in the foreground forms a path that leads to a yellow rounded rectangle containing the word "STOP" in white capital letters.

Background



Make a difference – have an impact

Bringing EU-funded research and results to the attention of multiple audiences helps to

- drive competitiveness and growth in Europe
- address societal challenges
- secure or increase (future) research and innovation funding
- establish new research or business contacts
- stimulate further research





Contractual Obligation

There are three separate articles in the Horizon 2020 Model Grant Agreement that stipulate the obligations related to communication, dissemination and exploitation

- Article 38: **Promote the action** and its results, by providing targeted information to multiple audiences
- Article 29: **Disseminate results** — as soon as possible — through appropriate means, including in scientific publications and ensure open access
- Article 28: Take measures aiming to **ensure ‘exploitation’** of the results — up to four years after the end of the project — by using them in further research activities; developing, creating or marketing a product or process; creating and providing a service, or using them in standardisation activities



Promoting your project & results will ...

- ... attract talented scientists and students to team up with, as well as potential stakeholders and investors for commercial exploitation and other interested users such as researches from other fields, educators and policymakers
- ... enable the exchange of knowledge, thus helping to discover novel approaches and solutions on all levels – cross-sectoral and interdisciplinary
- ... benefit society at large by strengthening the research and innovation landscape in Europe



STOP

Terminology & Concepts



Central Definitions

Understanding the concepts behind communication, dissemination and exploitation, will help you create successful and targeted action plans



Communication



Dissemination



Exploitation



Project Results



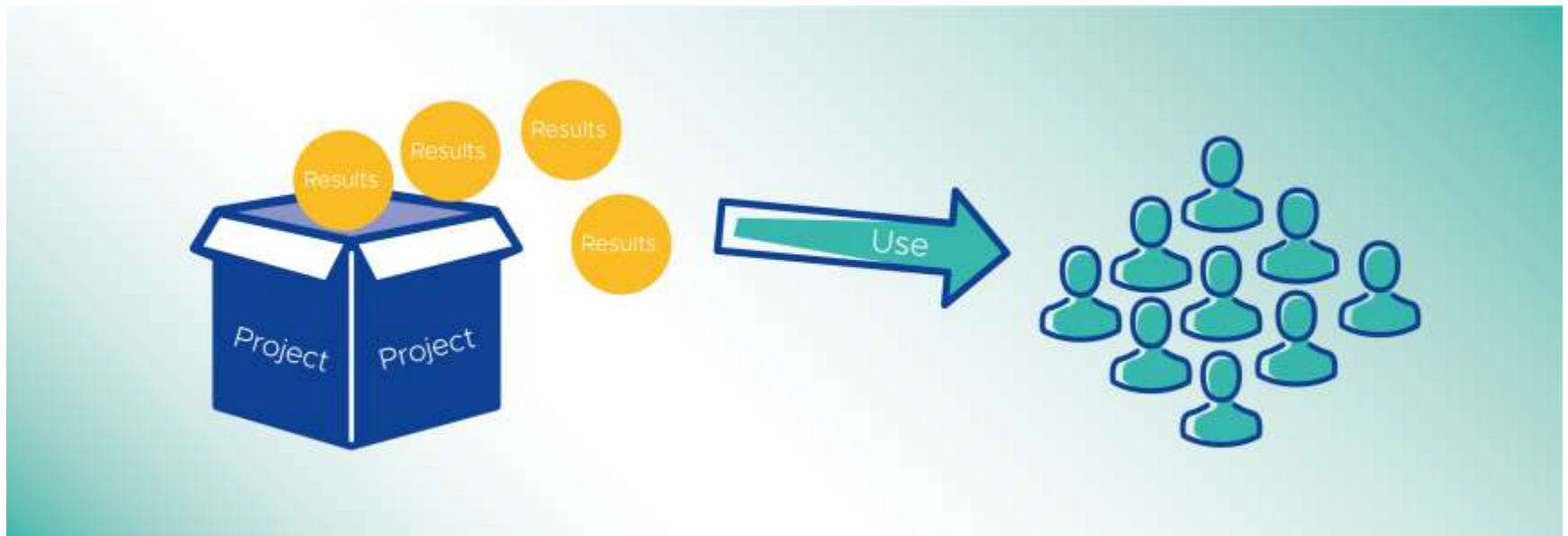


Communication





Dissemination








Exploitation





<p>Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</p>	<p>Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</p>	<p>Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.</p>	 Objective
<p>Inform about and promote the project AND its results/success.</p>	<p>Describe and ensure results available for others to USE → focus on results only!</p>	<p>Make concrete use of research results (not restricted to commercial use.)</p>	 Focus
<p>Multiple audiences beyond the project's own community incl. media and the broad public.</p>	<p>Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).</p>	<p>People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.</p>	 Target Audience

A yellow rectangular sign with rounded corners and a white border, containing the word "STOP" in bold, black, uppercase letters.

STOP

A yellow callout box with rounded corners and a white border, containing the text "Ready, Set, Action!".

Ready, Set, Action!



Potential Tools





Potential Tools

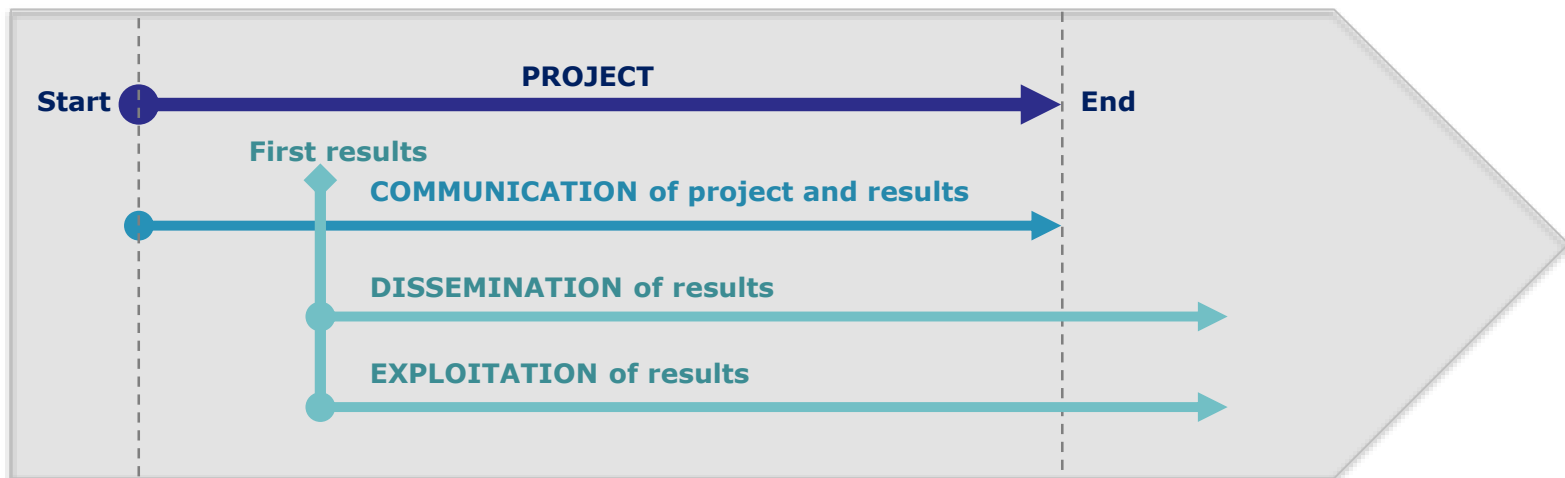


First **define the purpose** of the communication, dissemination and/or exploitation measure, and who is addressed by it, **then identify the right tool** and carry out the activity that will optimally convey your message.



Timing

STRATEGIC PLANNING





Which way to go?





Finding your way



Situation Analysis/Positioning



Finding your way

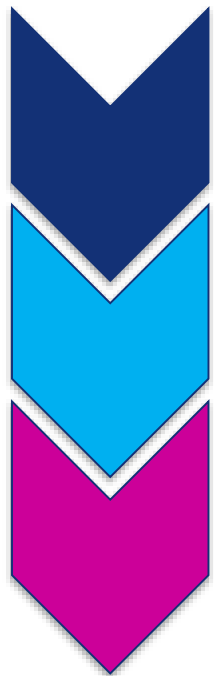


Situation Analysis/Positioning

Strategic Planning



Finding your way



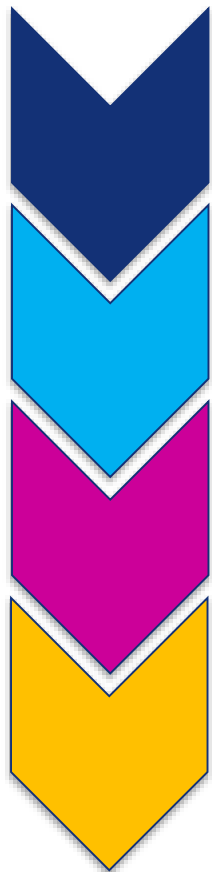
Situation Analysis/Positioning

Strategic Planning

Implementation & Management



Finding your way



Situation Analysis/Positioning

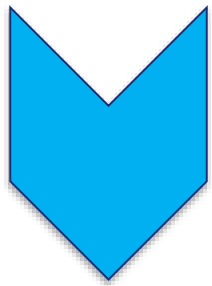
Strategic Planning

Implementation & Management

Monitoring



Communication

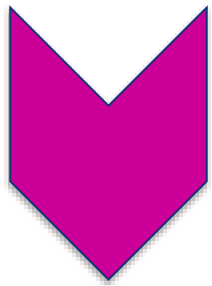


Stragic Planning

- Define clear (measurable) **communication objectives**
- Identify (& potentially prioritise) **target audiences**
- Formulate **key messages**
- Develop a **communication activity plan** incl. measures, timelines, responsibilities
- Plan **resources, management & monitoring structures**



Communication

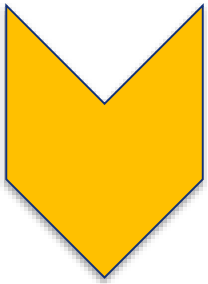


Implementation & Management

- Bring your message(s) across using **adequate communication tools/media channels**
- **Tell a story**, don't just list facts
- Use your **network and existing resources** within your consortium
- **Inform EC** about activities with expected large media impact
- Use communication activity plan as **central management tool**



Communication

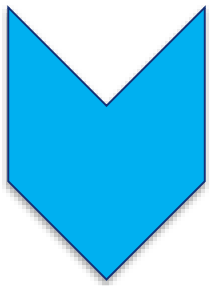


Monitoring

- Regularly **monitor, evaluate and update** your communication strategy and activity plan
- **Document & demonstrate** communication activities



Dissemination

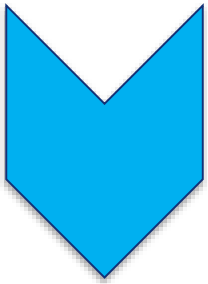


Stragic Planning

- **Define target audiences /stakeholders** that will potentially use your results
- Select, analyse and describe **key exploitable results**
- Identify relevant **dissemination tools** & consider ways to **actively engage with stakeholders**
- Come up with a **Data Management & Dissemination Plan**
- Plan **resources, management & monitoring structures**



Dissemination



Stragic Planning

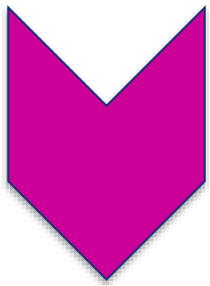
- **Define target audiences /stakeholders** that will potentially use your results
- Select, analyse and describe **key, exploitable results**
- Identify relevant **dissemination to** ways to **actively engage with stakeholders**
- Come up with a **Data Management Plan**
- Plan **resources, management & monitoring structures**



**Keep in mind
potential IP
issues**



Dissemination

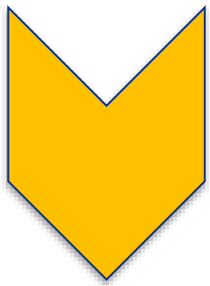


Implementation & Management

- Disseminate your results through effective channels in a strategic way, for instance through:
 - Scientific publications
 - Open Access Repositories
 - Workshops/training
 - Policy Briefs/recommendations
- Ensure IP protection
- Use Dissemination and Data Management Plans as valuable tools to oversee activities in a coherent manner



Dissemination

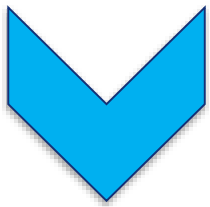


Monitoring

- Regularly **monitor, evaluate and potentially adjust** the Dissemination plan
- **Review and update** Data Management Plan when necessary
- **Document and demonstrate** activities and achievements in periodic reports



Exploitation

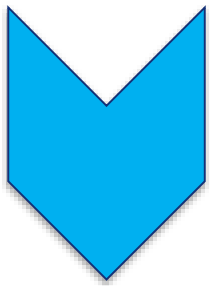


Strategic Planning

- Be sure that exploitation drives dissemination - and vice versa
- Manage the process of capturing, assessing and protecting intellectual assets (IP) including ownership issues
- Identify appropriate exploitation routes for the expected key exploitable results corresponding to the nature of the different results and their target users.



Exploitation

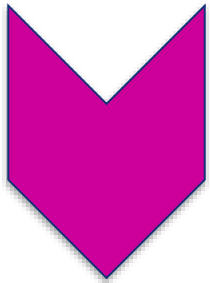


Stragic Planning

- Reflect on potential barriers/obstacles, and how to overcome them
- Demonstrate how interested parties will get access to results, and under which terms.
- Identify any further conditions for market deployment, i.e. financial investments, regulatory affairs, business development, marketing



Exploitation

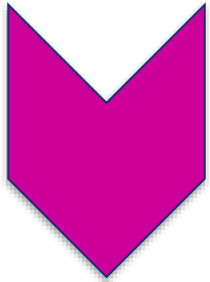


Implementation & Management

- Implement awareness raising & capacity building activities (i.e. addressing IP rules, confidentiality issues, invention disclosures, publication reviews)
- Manage your background knowledge and capture + document your results properly (including pre-publication reviews)
- Put management structures and procedures in place to decide about joint ownership issues and access to results
- Define responsibilities: Who will manage and coordinate the intellectual assets, its dissemination and its exploitation?



Exploitation

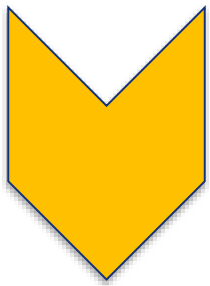


Implementation & Management

- Make use of management tools to select, prioritize Key Exploitable results; i.e. Inno-Questionnaires, Exploitation Workshops, Risk-Analysis, etc.
- Define exploitation vehicle(s) and business model(s). In case of commercial exploitation, consider Freedom-To-Operate (F-T-O) analysis
- Define main target groups/markets and “offers” for each target group
- If relevant, identify and address “take-to-market” partners



Exploitation



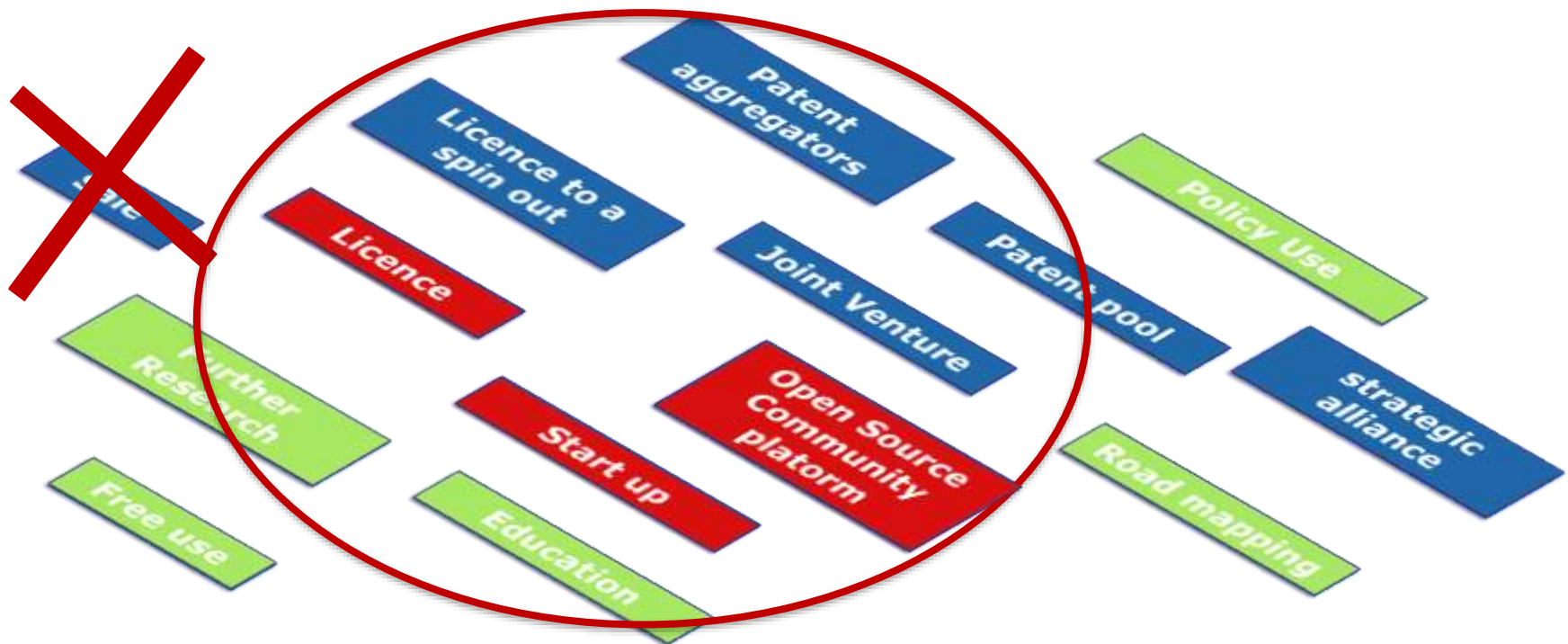
Monitoring

- NB: Exploitation strategies are subject to project review procedures and goes beyond the end of the project
- Proper IP strategies and management are supported by analytical tools and agreements
- Sound exploitation plans are presented in the „**Plan for Dissemination & Exploitation**“. It's one plan – not 2 independent plans!
- Credible exploitation pathways (see next slide)



Exploitation Pathways

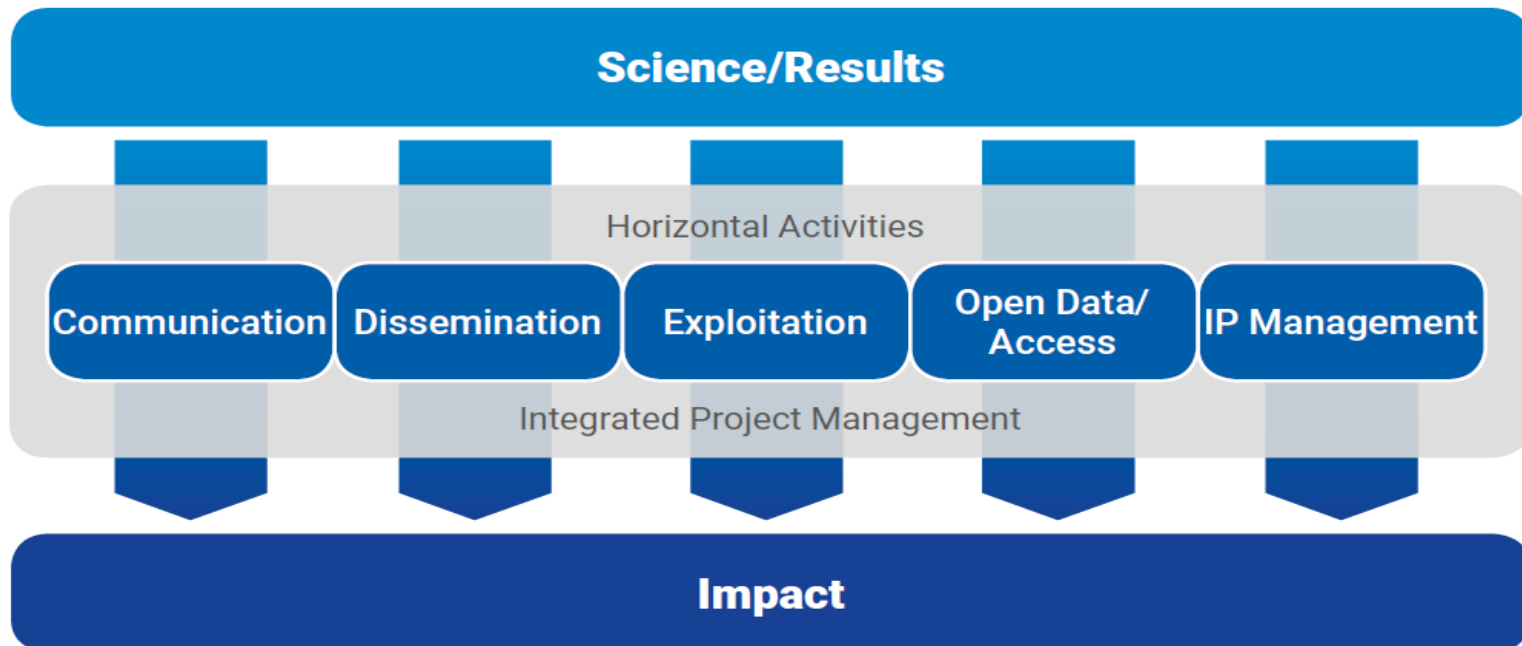
- Project outputs are **valuable assets** which, like physical property, can be **used and traded** – bought, sold or leased, used in JV's, or as collateral
- But, unlike physical property there are **many more ways** of extracting value...





In a Nutshell

Keeping track of communication, dissemination and exploitation means keeping track of your project!





Find out more

General

- [Horizon 2020 Programme: Annotated Model Grant Agreement](#)

Communication Activities

- Online Manual: [Horizon 2020 Participant Portal Online Manual “Communicating Your Project”](#)
- Guide: [Communicating EU Research & Innovation](#); [Social Media Guide for EU-funded R&I Projects](#)
- Videos: [The EU Guide to Science Communication](#)
- Webinar: [60-minute Communication Workout](#)
- **NEW:** Social Media Guide: http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

Dissemination & Exploitation

- Online Manual: [Horizon 2020 Participant Portal Online Manual “Dissemination & Exploitation of Results”](#)
- European IPR Helpdesk Fact Sheet: [The Plan for the Exploitation and Dissemination of Results in Horizon 2020](#)

IP Management

- European IPR Helpdesk Guide: [Your Guide to IP in Horizon 2020](#)

Open Access & Data Management

- Online Manual: [Horizon 2020 Participant Portal Online Manual “Open Access & Data Management”](#)
- Guidelines: [Rules on Open Access to Scientific Publications & Open Access to Research Data in Horizon 2020](#); [Data Management in Horizon 2020](#)
- Infographic: [Open Access](#)
- European IPR Helpdesk Fact Sheet: [Open Access to scientific publications and research data in Horizon 2020: Frequently Asked Questions](#)



Thank you.

We look forward to getting in touch with you!

For questions and general IP advice, please contact our Helpline team:

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For questions related to our training activities,
please send us an email at: training@iprhelpdesk.eu





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