

Europa Media webinar

EM TRAININGS

Measures to maximise impact: hands-on tips for 2.2 section

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Dissemination, Exploitation and Innovation in
Horizon Europe proposals and running projects

28 November 2023, Online



Agenda

- Planning at strategic stage
- 2.3 Impact Canvas
- Conclusions

Definitions

Communication, Dissemination, Exploitation >> *Impact*

Communication:

Inform, promote and communicate activities and results

Dissemination:

Make knowledge and results publicly available
free-of-charge

Exploitation:

Make concrete use of results for commercial, societal, and political purposes



Legal obligations: Article 17 and Annex 5 of the Grant Agreement



The basics

Where and why

In the proposal
template

2. Impact #IMPACT-IA@#

Impact – aspects to be taken into account.

- Credibility of the pathways to achieve the expected outcomes and impacts specified in the work programme, and the likely scale and significance of the contributions due to the project.
- Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities.

In the Evaluation
Summary Report
(ESR)

Criterion 2 - Impact

Score: **4.00** (Threshold: 3/5.00 , Weight: -)

The following aspects will be taken into account, to the extent that the proposed work corresponds to the description in the work programme:

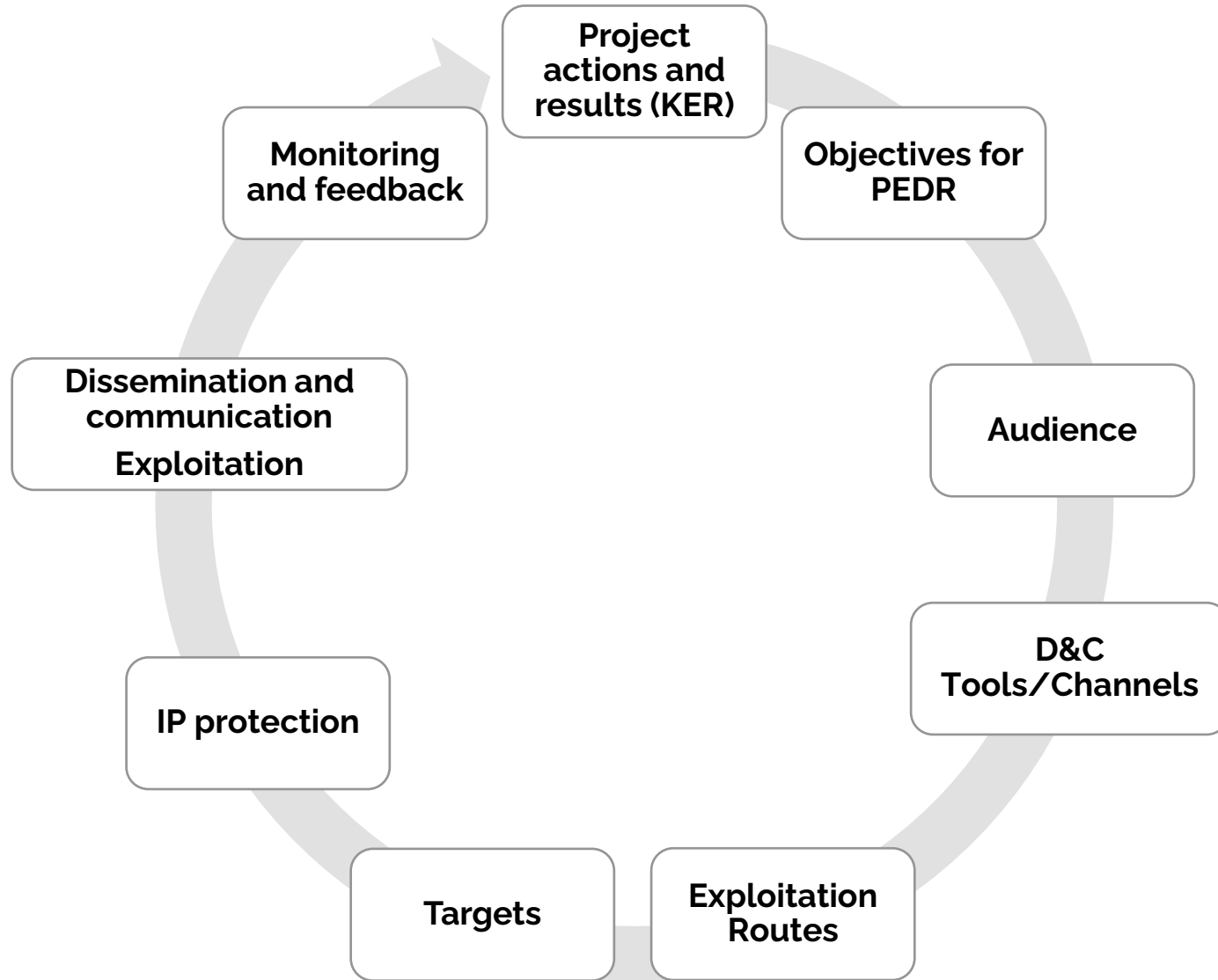
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1

**Planning at Strategic
Level**

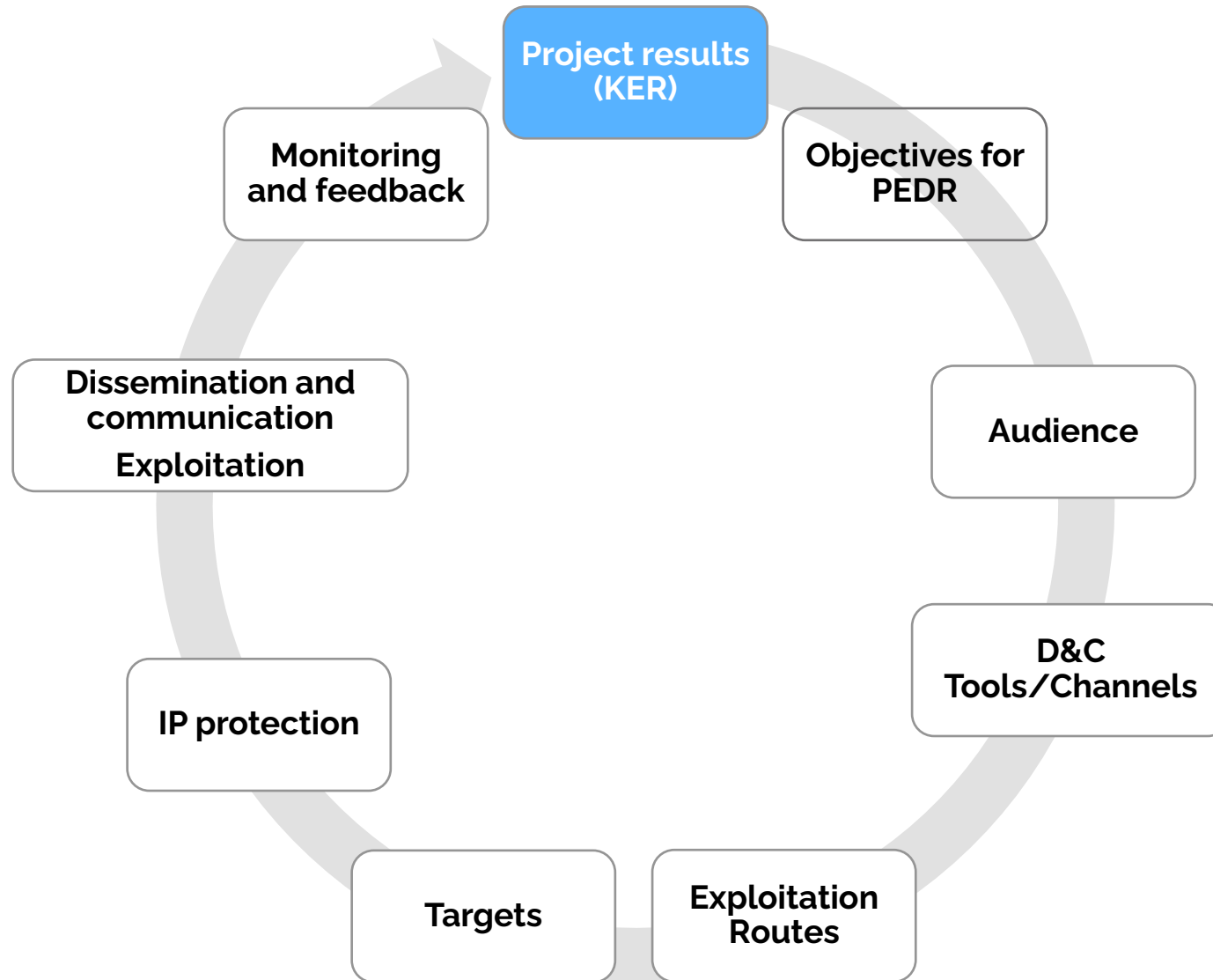
Strategic level:

Drafting your PEDR



Strategic level:

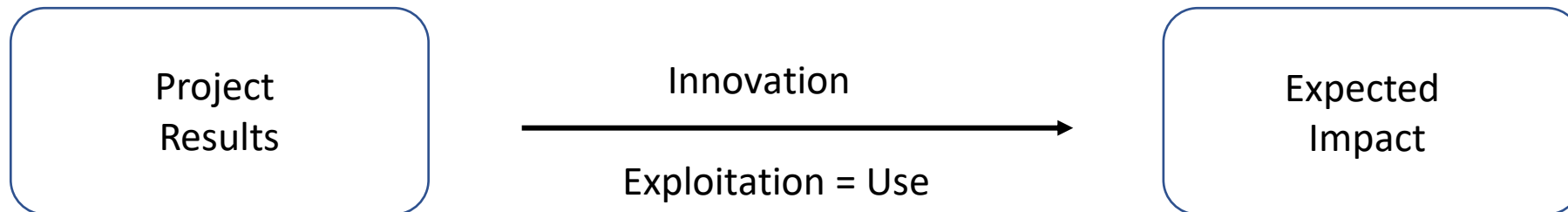
Drafting your PEDR



Proposal Part B

Section 2.2: Measures to maximise impact

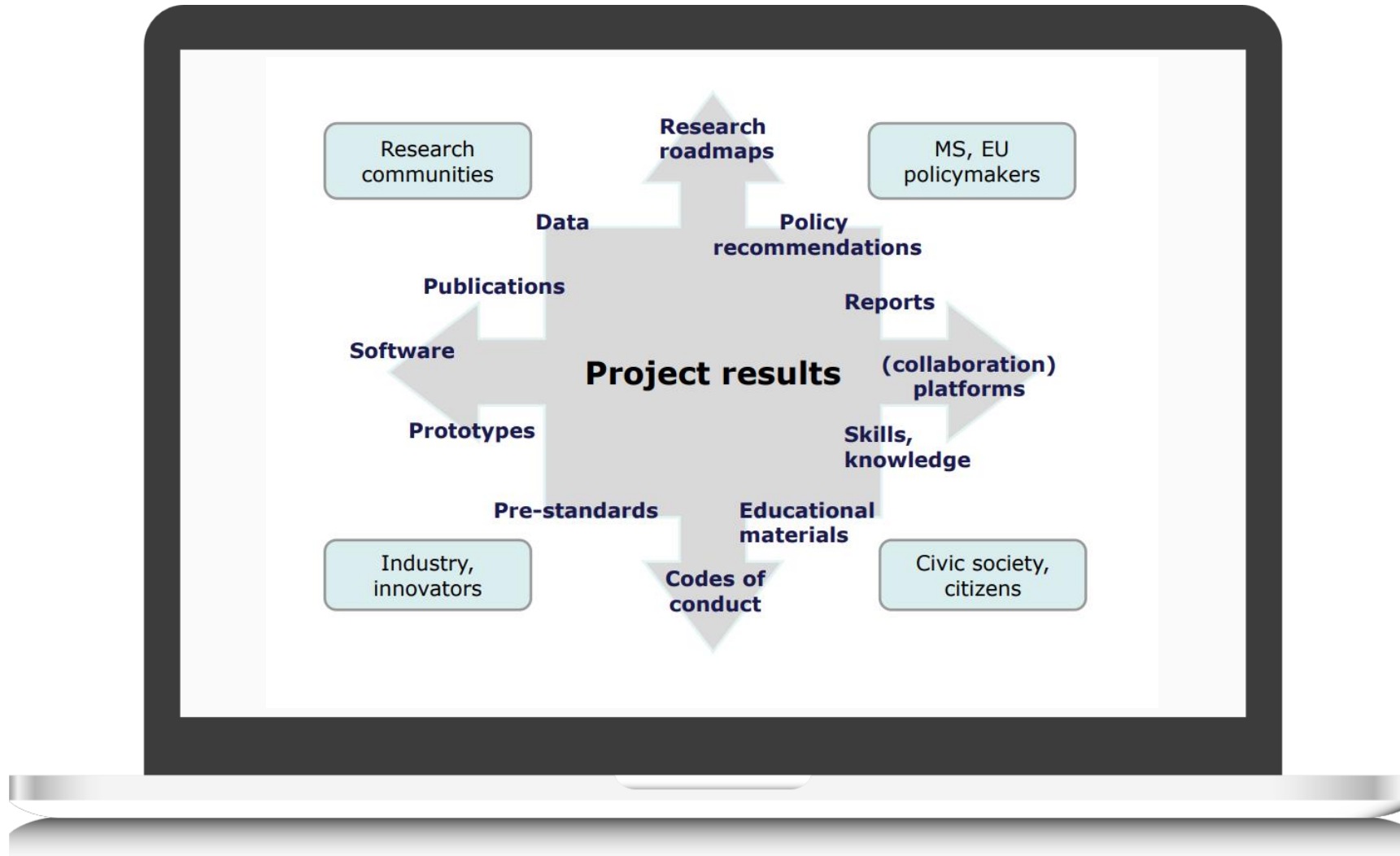
Dissemination and exploitation of results including communication



- 🔍 Understand the benefits your Key Exploitable Results will generate when used

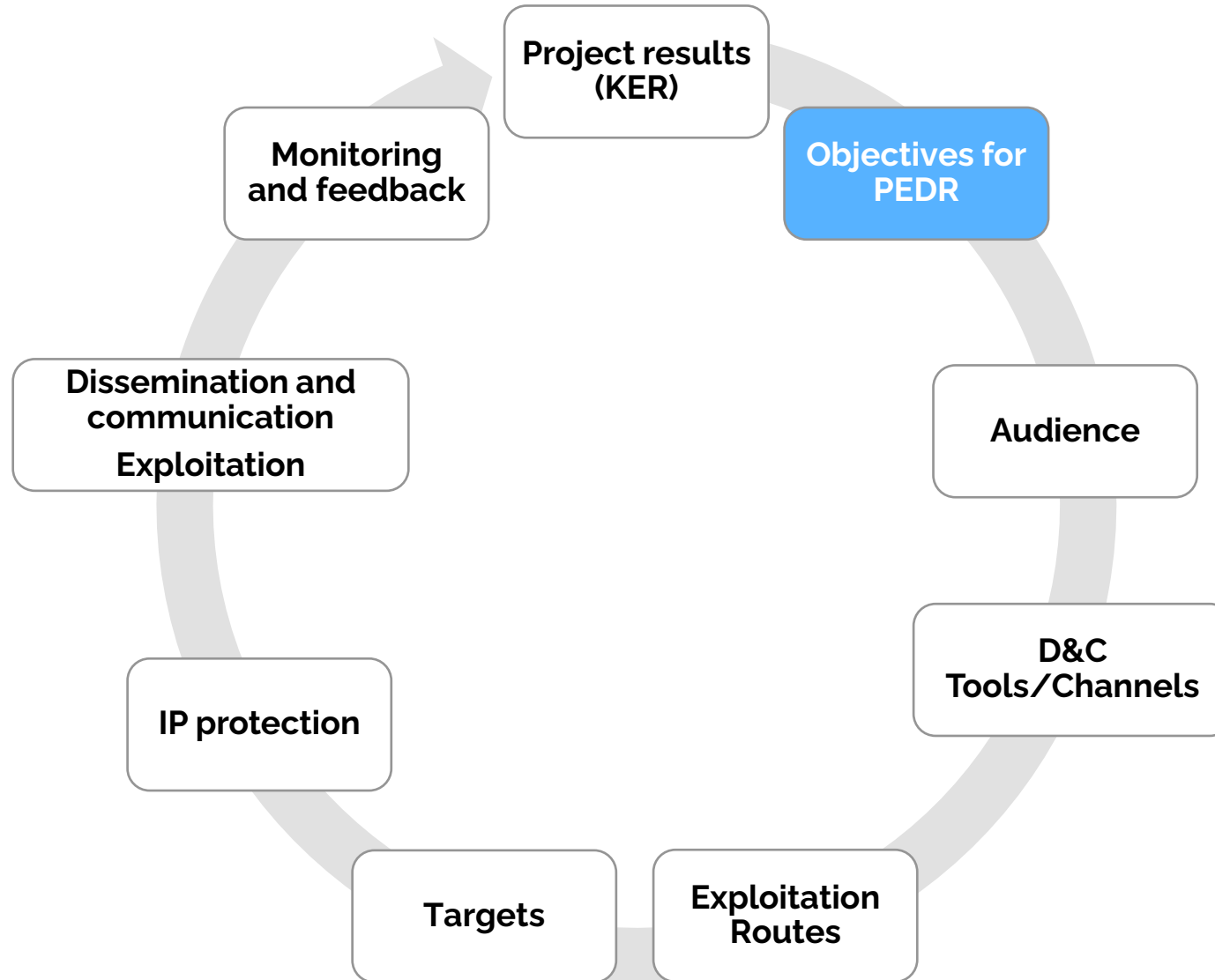
EC Slide: Coordinator's Day

Target groups and results



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Objectives

What is the impact expected in the audience?

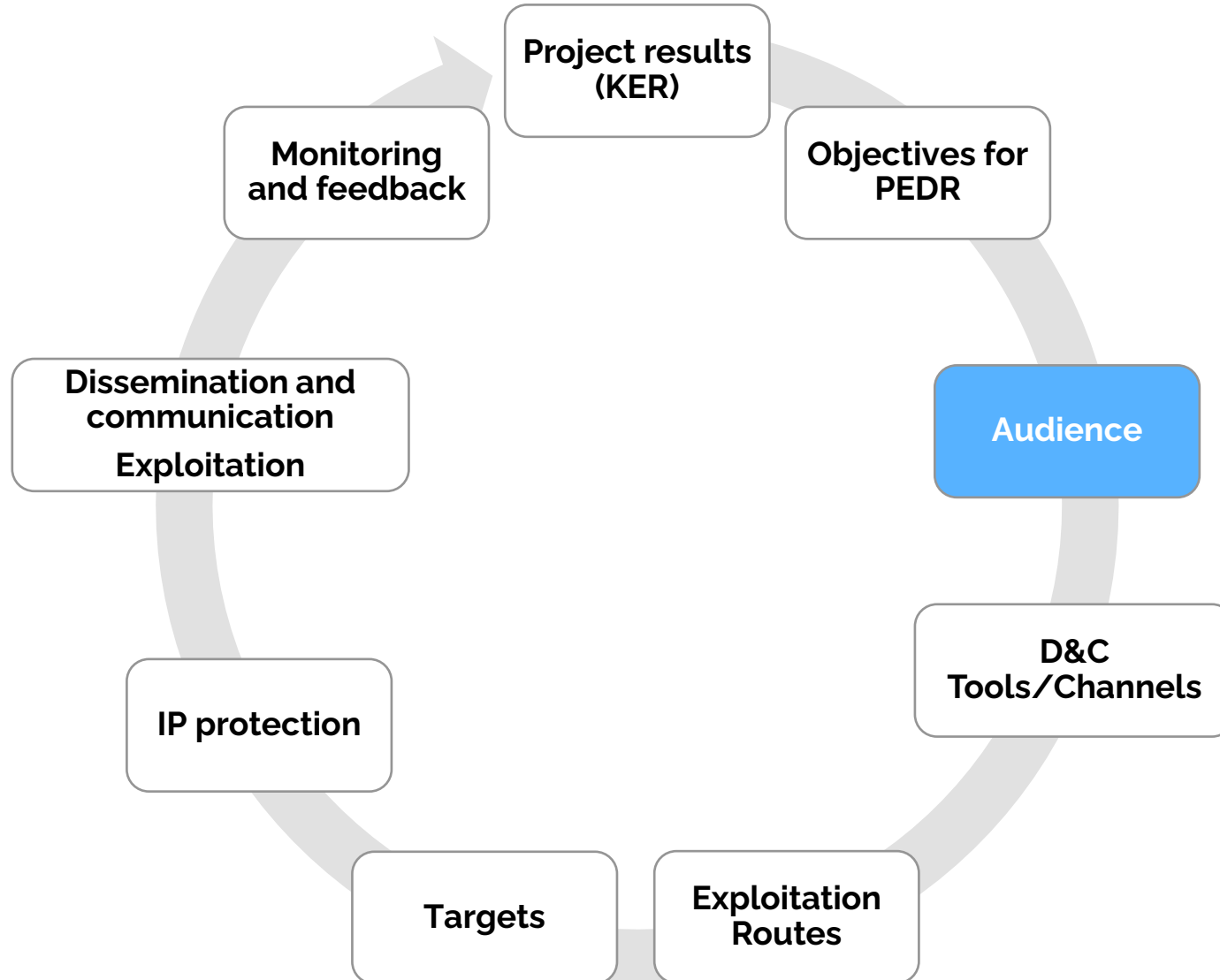
Dissemination

The main **objectives** of **dissemination** in MY-GATEWAY are:

- Raising awareness about the project's objectives, consortium, progress and benefits for stakeholders;
- Maximising visibility of project's results and achievements;
- Engaging stakeholders and optimising final uptake of the main project's results;
- Ensuring full alignment of the project's innovative activities and services with actual needs and gaps in the CEE start-ups;
- Sharing improved knowledge transferred and adapted to the need of the local markets;
- Improving the strategy for opening the gateway to the Balkans after the activities carried out with the CEE start-up hub;
- Supporting the creation of novel synergies and collaborations;
- Finding synergies and sharing the results of the other selected ICT-32 projects;
- Providing contribution to the common platform of Startup Europe.

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Call text & Target groups

Example 3: SURPASS (Safe-, sUstainable- and Recyclable-by design Polymeric systems)

Call text: Safer (lower toxicity) plastics / Reduced environmental footprint / New technologies and business opportunities for recycling industry across EU / Proposals should involve **all the actors in the value chain from the chemical and material industry, to formulators, recyclers and regulators.**

SURPASS key objectives:

1. equip European SMEs with a digital guiding tool that will impart knowledge and provide SSRbD Assessment & guidance to support them in their development of new polymers.

Main target groups for SPEAR's dissemination activities are:

- Scientific Communities: Polymer chemists, recycling experts, material experts, toxicologists, etc
- Industry: SMEs and start-ups: additive manufacturers, polymer manufacturers, recyclers
- Policy & Regulation makers, Standardization bodies: REACH, OECD, ISO
- End-users: Case Studies sectors (Building, Transport, Packaging), and broader (e.g. consumer products)
- Citizens: either through organization or directly toward individual citizens
- Investors: specialized investment funds

Call text & Target groups

Example: OTTER (Outdoor Science Education for a Sustainable Future)

Call text: In the short term, the proposed action should identify **good practices outside the classroom**. It should consider what **impact this information might have on formal and informal science education for students and citizens**.



OTTER key objectives:

1. **Strengthen EOC networks within Europe**, connecting experts from a wide range of regions within the continent
2. Increase the **understanding of the effects of EOC on EU students** undergoing traditional classroom education (...)



Main target groups:

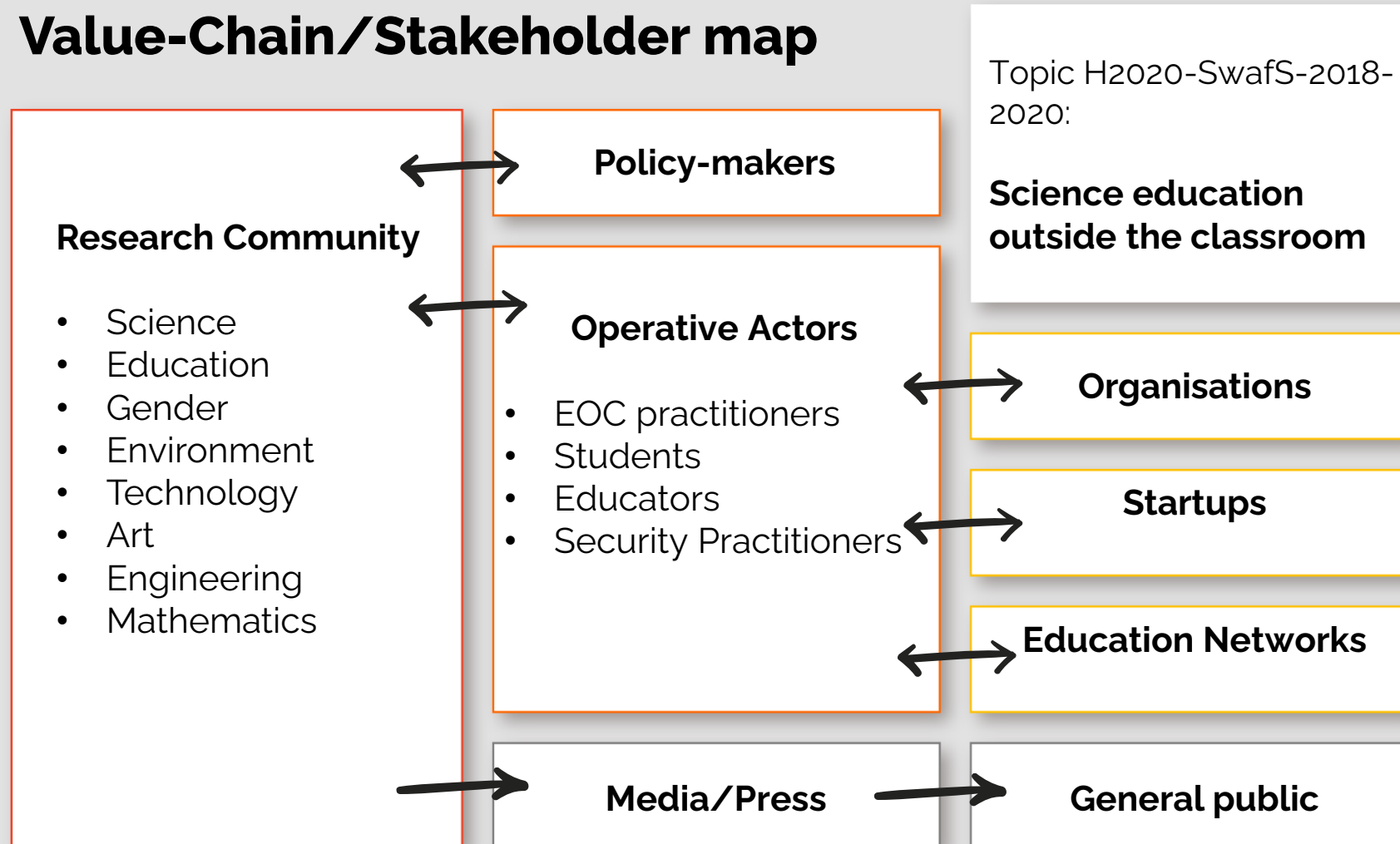
- Students, educators and EOC practitioners
- Relevant actors and authorities at local national and EU level that are active in the field of education including Ministries of Education, Development Agencies, Research and Education Networks, Societies and so on.
- More: Science museums, centres, the scientific and academy community, general public at local, national, and international level.



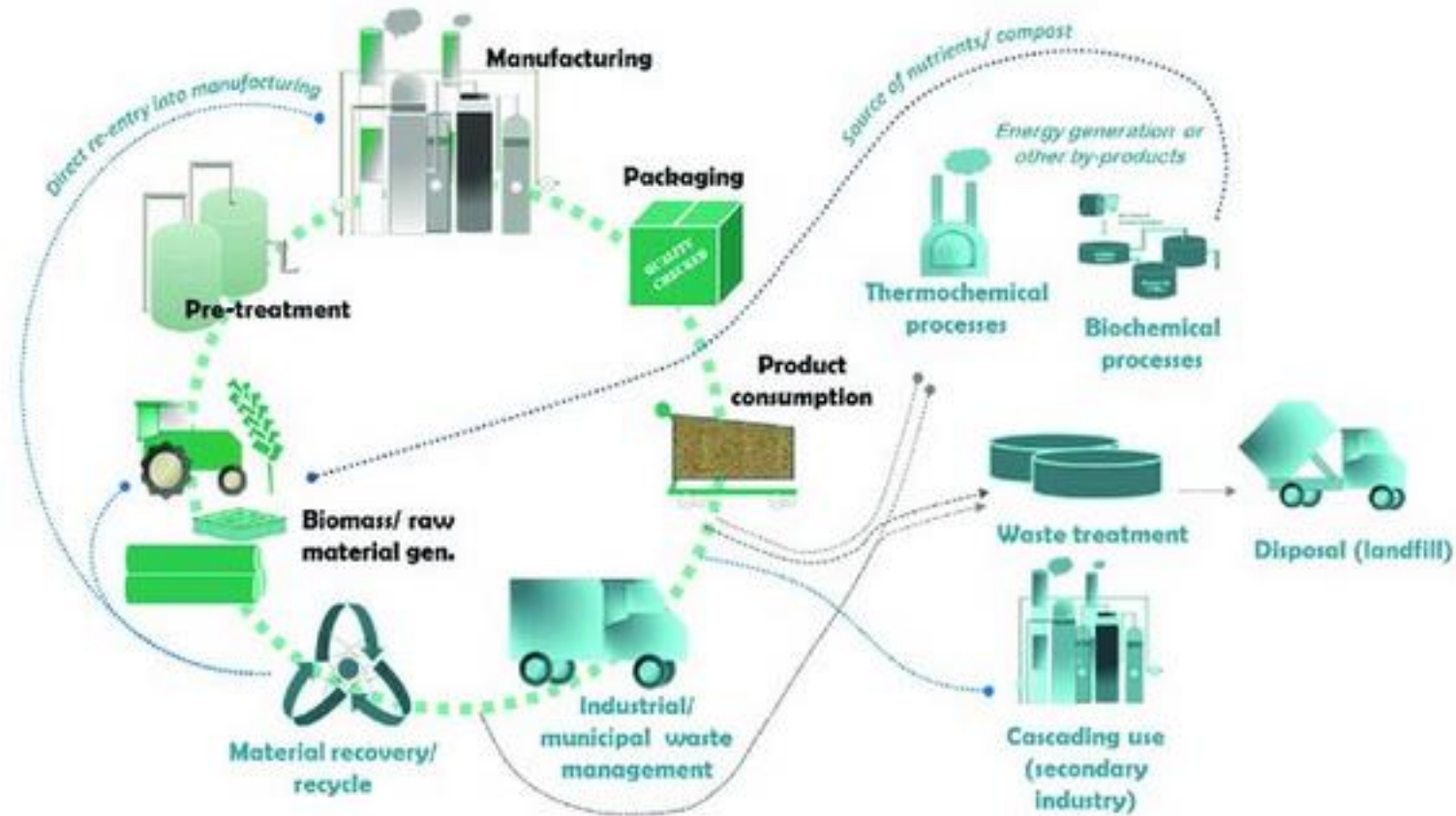
Stakeholder Map

Example: OTTER – Science Education Outside the Classroom

Value-Chain/Stakeholder map



A generalised map of a bio-based value chain



DOI: [10.3390/su10061695](https://doi.org/10.3390/su10061695)

Projects: [STAR - ProBio \(Sustainability Transition Assessment and Research of Bio-based Products\)](#)

Potential users

- Use of the results by **third parties** is encouraged in Horizon Europe
- Identify for whom the results would be **relevant and beneficial**, responding to their needs (who wants them, who will use them)
- How are you going to **interact** with them?
 - Partner
 - Part of an “End-User Board”
 - Advisor
 - External participant in specific activities
- Consider the **full range of potential users and uses**: research, commercial, investment, social, environmental, policy-making, setting standards, skills and educational training, and across the supply and the value chain

→ *Link with the Dissemination and Communication Strategy*



Purpose and Benefits

- How are those groups of people going to use your new product/service/solution/knowledge?
- What are the needs you meet?
- What is the benefit for them?
- Keep in mind the expected impact!

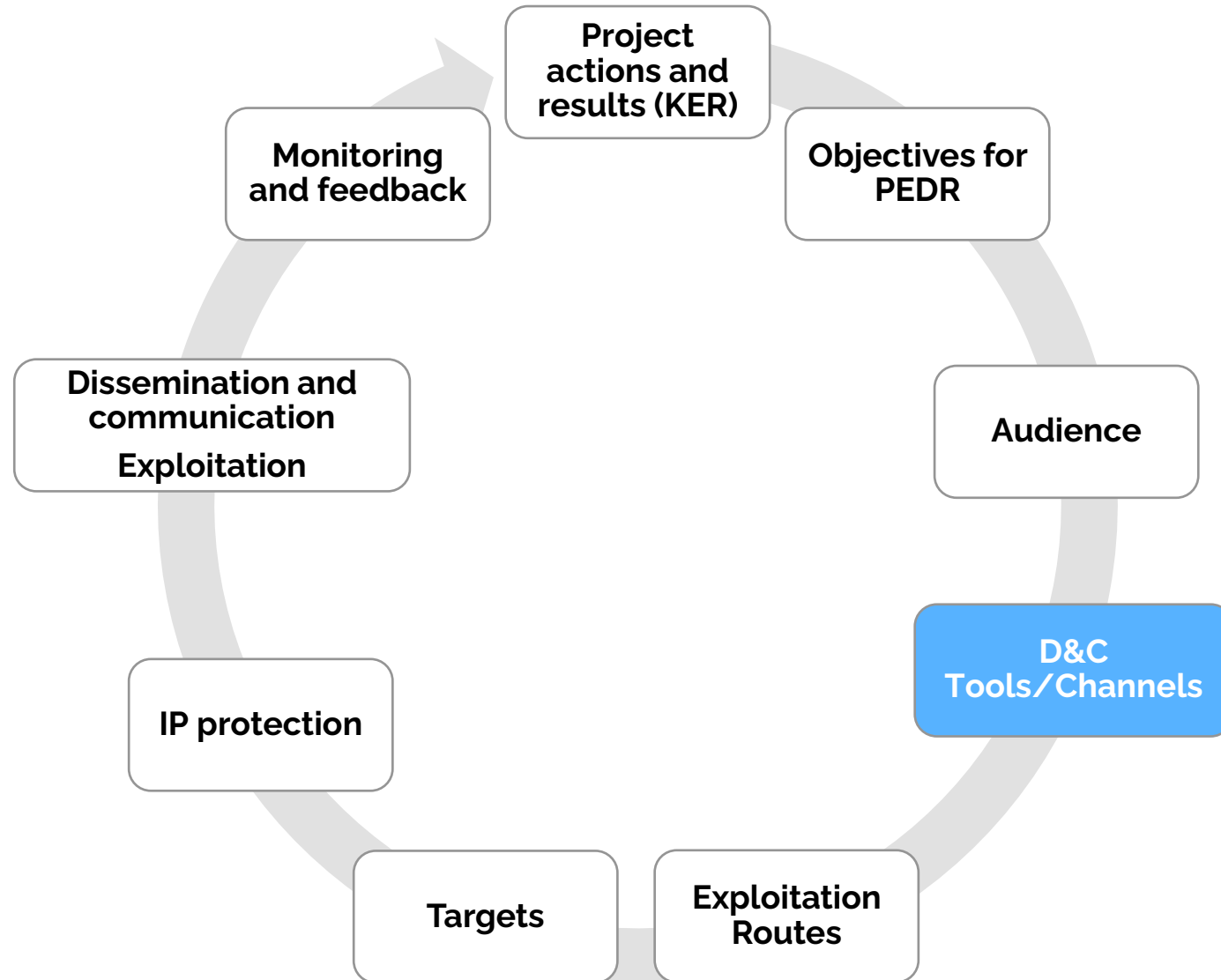
Benefits can be:

- Societal
- Research
- Environmental
- Technical
- Educational
- Financial / commercial



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Dissemination

A. The project applied breakthrough AI methodologies combined with new big data data analysis for a new border monitoring system.

- *Enabling use and uptake of project results*

B. Our new border monitoring system will improve safety at the border crossing points.

- *European added value*
- *Scientific excellence*
- *Contributing to competitiveness and to solving societal challenges*
- *Impact on everyday lives*
- *Spill-over: results to policy-makers, industry and scientific community*

Communication





Channels & Tools

Ask yourself: what is the best **channel/tool** to reach the intended audience?

- **Visual identity:**

A strong visual identity and brand story of the project will be the first step to ensure **consistency** and **familiarity** in internal and external communications; this will include a logo, colour palette; templates and guidelines for partners.

- **C&D materials, channels & tools: be creative**

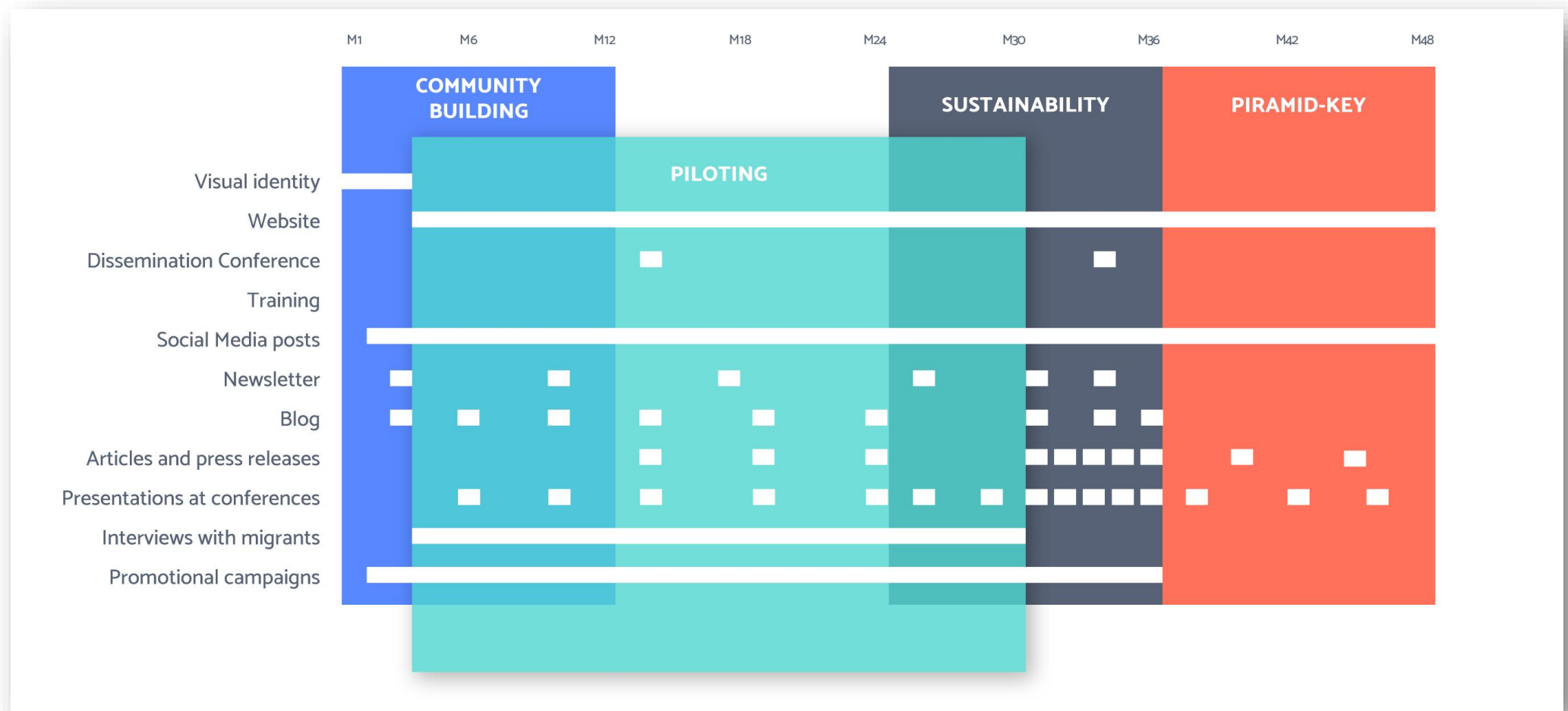
Flyers, posters, brochures, factsheets, events, website, PRs, papers, blogs, articles, videos exhibitions, synergies with sister projects, podcasts, hackathons... engage your audience!

- **EC channels:**

Horizon Europe Booster, Horizon Results Platform

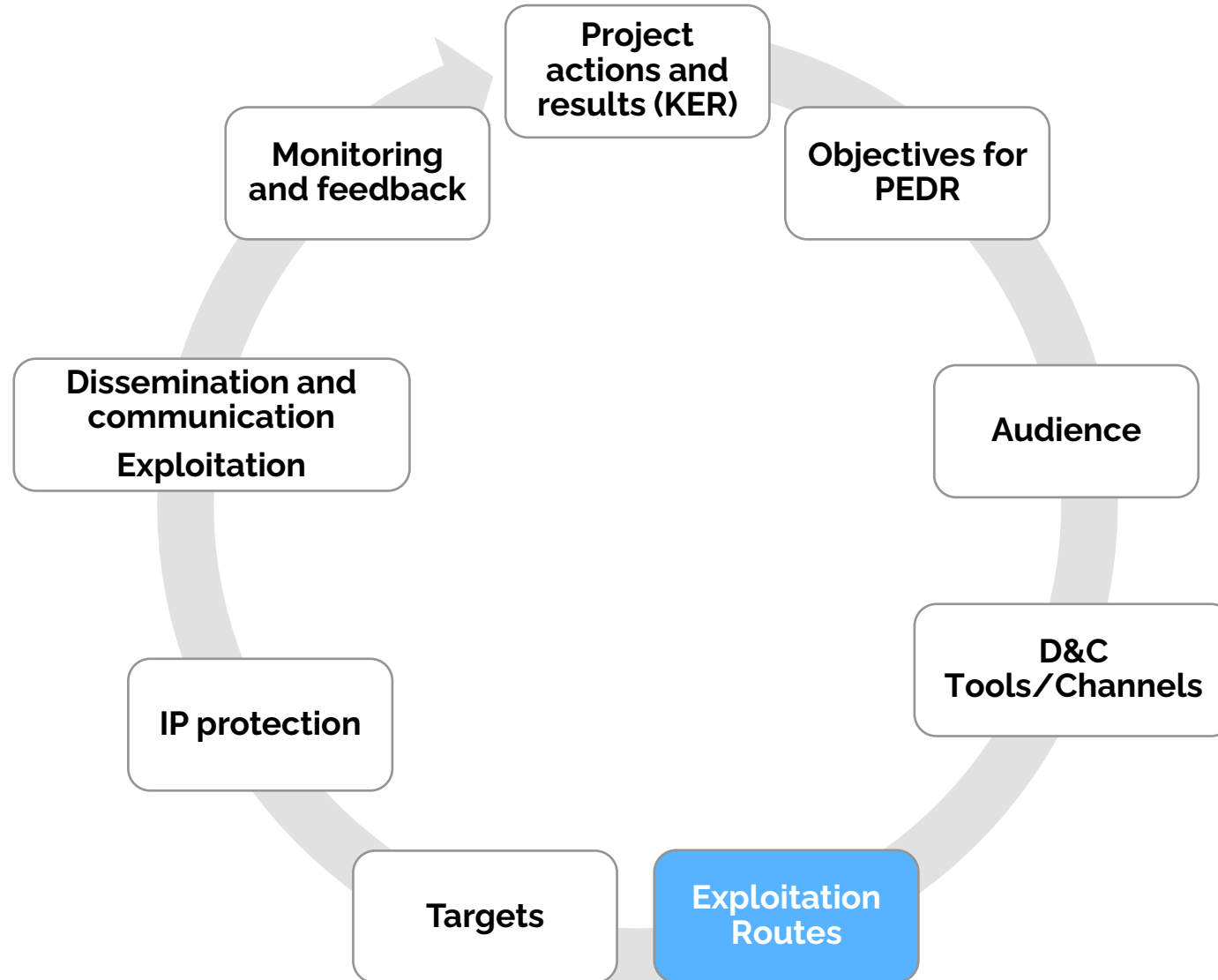
Timeline

How is your strategy changing over the project's lifetime?



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Exploitation = Use of results

Use of the results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

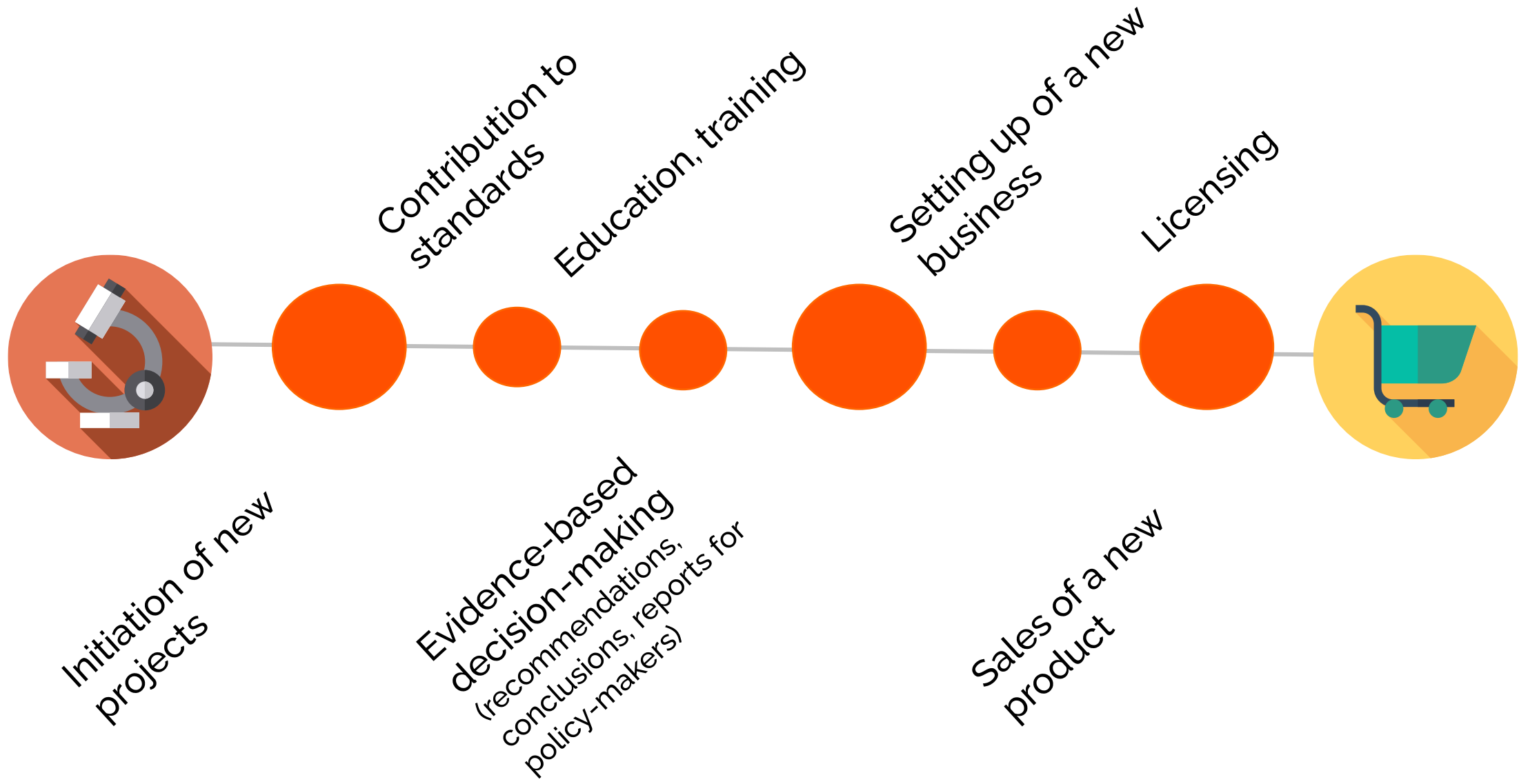
This is a legal obligation coming from the Grant Agreement – do you know its 'name' and time limitation?



Best effort contractual obligation

Beneficiaries which have received funding under the grant must — up to **four** years after the end of the action (see Data Sheet, Point 1) — use their **best efforts** to exploit their results **directly** or to have them **exploited indirectly** by another entity, in particular through **transfer or licensing**.

Exploitation routes



Market uptake

- Present a **market analysis**
 - Company
 - Customer
 - Competitors
 - Collaborators
 - Context
- No need to present a **business plan**
 - Credible
 - Specific
 - Quantitative as much as possible



*Especially relevant for
Innovation Actions*

Sustainability mechanisms

- Include **plans** for activities to be carried out after the end of the project
 - Be realistic – find an **agreement with partners**
- Consider the possible **follow-up** of your project
- Need **additional funding**? Consider potential links and synergies with other funding sources (e.g. RCN, Innovation Norway, EIF, etc.)



Individual exploitation plans

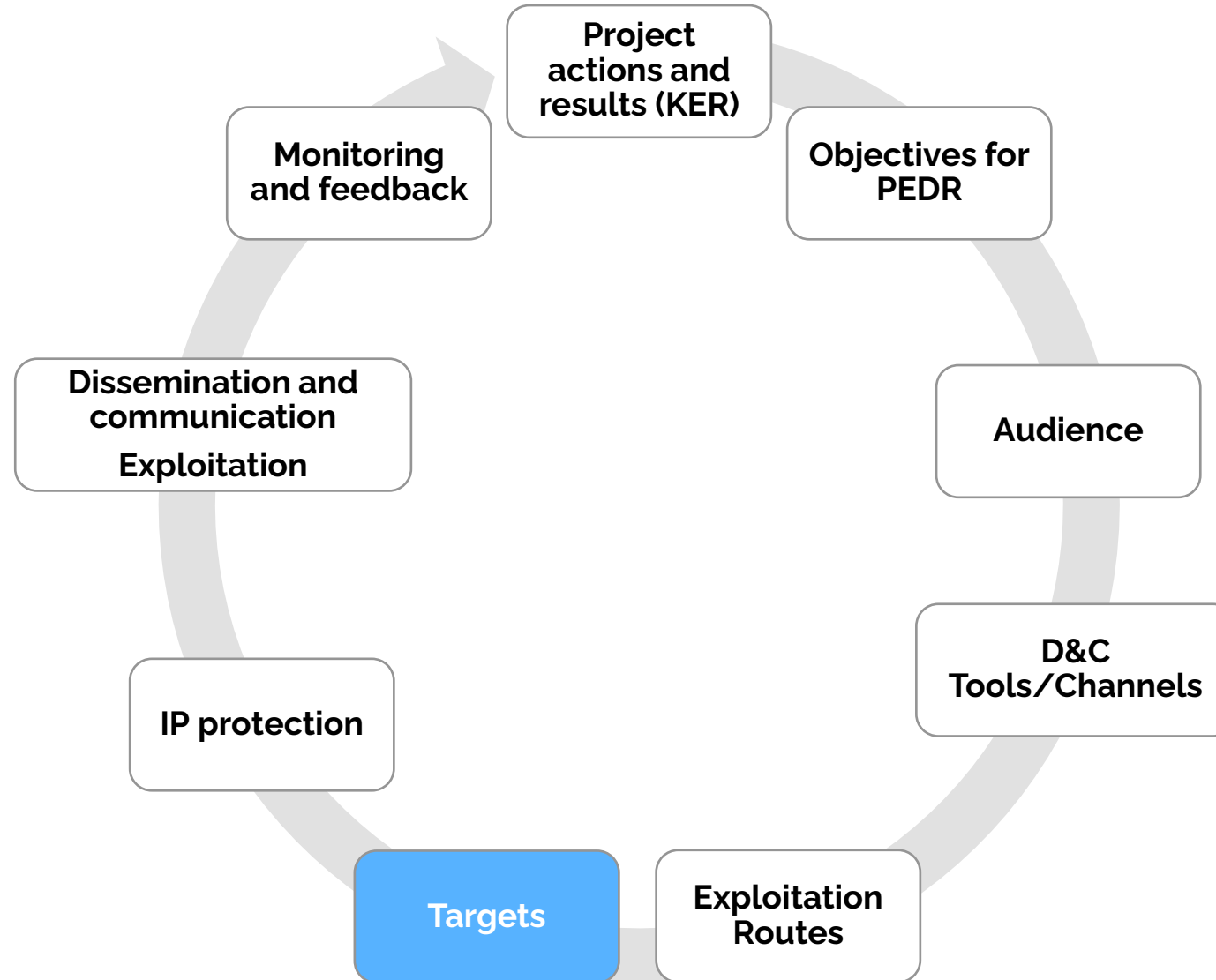
- Why have your partners accepted to be in the proposal?
- What's in it for them?

GEO	Type of Organisation: SME
<p>Main results of interest:</p> <ul style="list-style-type: none"> • OTTER Outdoor Lab adapted to Hungary • OTTER Learning Platform including practitioner's toolkit • OTTER brand 	<p>Motivation to exploit results:</p> <p>Through OTTER, GEO will aim at facilitating the endorsement of the new EOC programme (adapted to Hungary) and of the toolkit. Furthermore, it will continue to act as reference point for new members of the EOC Hub in the region. Finally, as expert in dissemination and communication for research and innovation projects, GEO is interested in expanding its portfolio of graphic, IT and communication solutions.</p>
<p>Main exploitation routes: GEO will continue to promote the results and opportunities provided by OTTER through its normal business activities and through networking. It will further approach new actors interested in adopting EOC programmes and methods. The further maintenance of the platform (for longer than 3 years after finishing the project) shall be discussed and conditions agreed on. In case critical mass of users would use the platform then access fees or advertisement options could be considered. Otherwise the OTTER Learning Platform and the toolkit will be accessible openly.</p>	



Strategic level:

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How can you set and measure your targets?

Quantitative indicators may be:

- Number of press releases
- Number of publications
- Number of times a deliverable was downloaded
- Number of unique visitors to your project website

Assessment might be performed through:

- Google Analytics
- Social Media analytics
- Presence sheets at face-to-face events
- Qualitative assessment through feedback questionnaires

Measurable indicators for communication actions

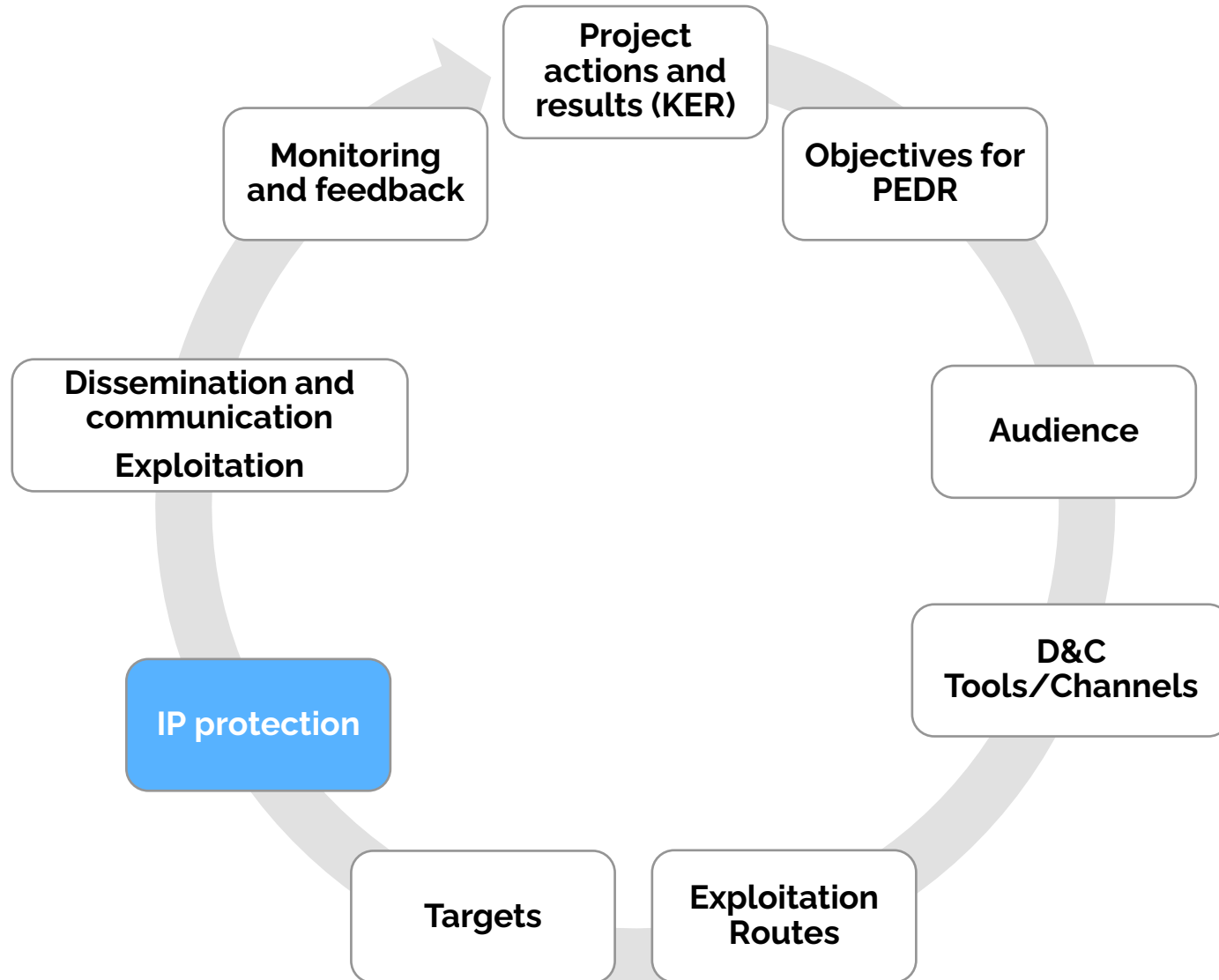
Tool/Activity	Indicator	Target Value
Project website (mobile friendly)	Number of hits	8.000 hits from 12 countries
Informative printable material: posters, brochures, project factsheet	Number of flyers and project factsheet distributed	4 posters, 4 project brochures (2000 pieces printed together), 5 practical materials (1000 pieces together)
Informative multimedia material: audio-visual material, digital brochures	Number of views and downloads	2.000 views, 1000 downloads
Social media campaign (Facebook, Twitter, Slideshare, YouTube, Vimeo) \ Announcements on partners' websites	Number of posts, number of fans / members achieved	400 posts, 1000 fans/members
Participation in the media (TV, radio)	Number of appearances	3 speeches/interviews
Participation in relevant events	Number of Conferences and workshops attended, number of project presentations	At least 10 events attended
Press releases campaign, publication of scientific, technical and non-technical articles	Number of press releases, and number of newsfeed published in the partner's website	8 press releases, 2 scientific articles submitted, 10 non-technical articles, 40 newsfeeds published in the partner's website
Reports and other project documents (Public, live deliverables)	Number of downloads from the website	1500 downloads
Project final event	Number of participants, number of new connections established	At least 150 participants, 50 new connections established



Chance for adjusting/changing your channels, tools, messages, style, etc.

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IPR management

Partner	Background	Foreground	Results of interest	Exploitation route
(all or most)	What is the partner bringing to the project?	Which results is the partner contributing to develop?	Which results is the partner interested in?	What is the partner planning to do with the results?

Assets linked with IP

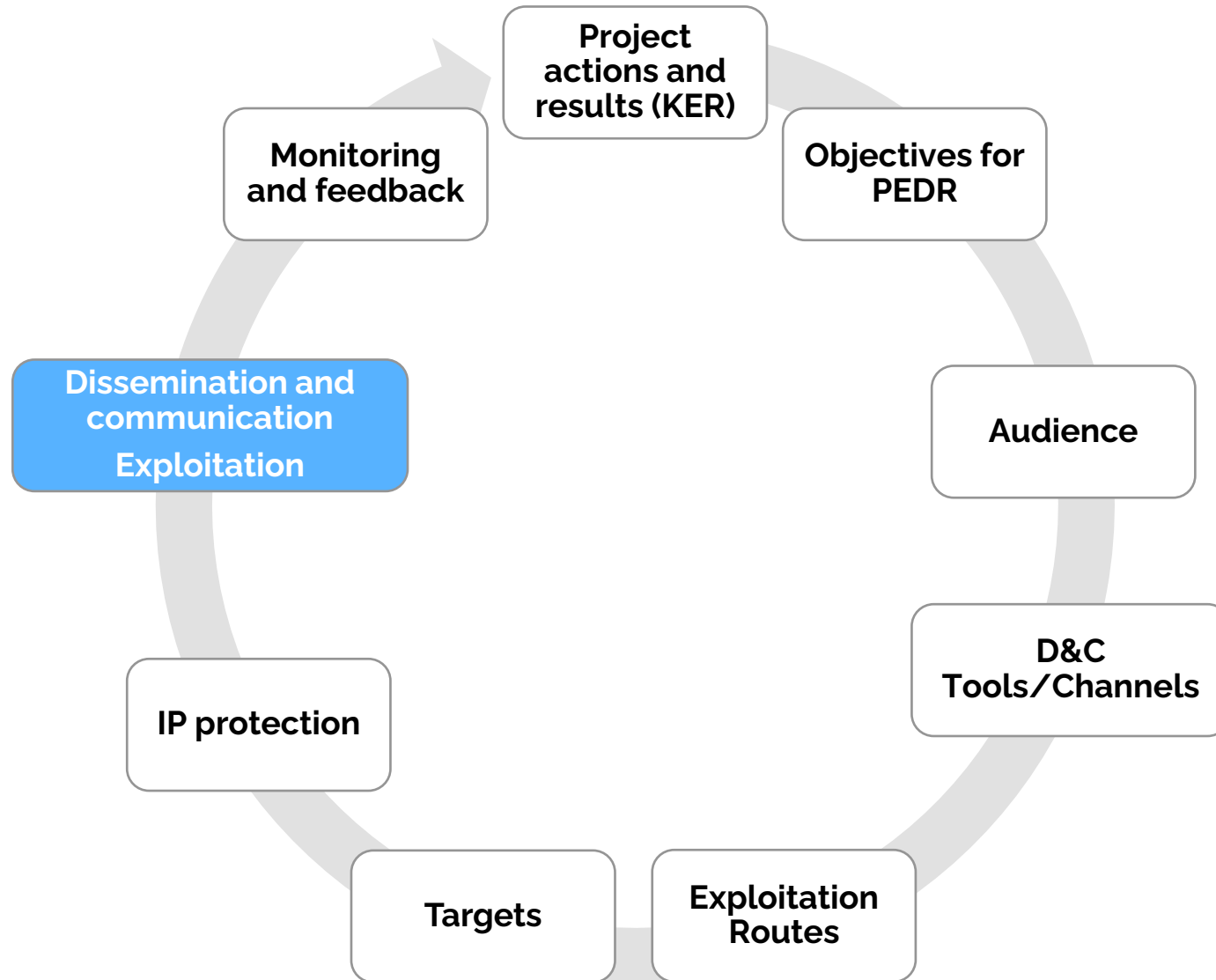
Invention
 Software
 Report
 Design
 Database
 Book
 Work of art
 Video
 Roadmap...

Intellectual Property Rights (protection)

Patent
 Copyright (Software, written work, engineering drawing, etc.)
 Design rights (functional or aesthetic)
 Database rights (organising and querying and retrieving data)
 Trade mark
 Utility model
 Trade secret
 Plant varieties...

Strategic level:

Drafting your PEDR



How to reach and engage my audience?


- **Quality** content
- **Diversity** of content
- Paid **ads**
- Conventional/non-conventional measures
- **Team up** with other projects
- Engage with **influencers**
- Make use of **EC's tools**



Successful dissemination



EU Maritime & Fish  @EU_MARE · Jul 31

#Aquaculture industry is one of the fastest growing food-producing sector. But which impact can have its expansion on plastics at sea? Introducing @aqua_lit, #EMFF  funded project working with the #aquaculture sector to prevent #marinelitter from entering the sea.



- Strong visual identity
- Understandable and precise messages
- Proactive team (coordinator, partners, communication departments)
- Out-of-the-box ideas and tools
- Realistic targets and further adjustments

2

2.3 Impact Canvas

2.3 Summary

To complete the Impact Canvas, ask yourself the following questions:

1. What are the specific needs that triggered this project?
2. Who will use or further up-take the results of the project?
Who will benefit from the results of the project?
3. What do you expect to generate by the end of the project (to meet the needs of the sector, field, listed target groups)?
4. What dissemination, exploitation and communication measures will you apply to the results?
5. What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?
6. What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?



2.3 Summary

SPECIFIC NEEDS	EXPECTED RESULTS	DEC MEASURES	TARGET GROUPS	OUTCOMES	IMPACTS
<p>Better understanding is needed on the use of AI-based educational technologies in schools</p> <p>The use of emerging technologies in schools needs to be safe with economic, educational and wider societal benefits associated, such as a more inclusive educational system.</p>	<p>Scientific publications; Report on case studies in 30 schools & 8 countries; AI combined with mainstream and multimodal Big Data in Education and Learning Analytics and learner and process modelling; New tools: intelligent bots, digital learning companions and interactive dashboards and visualisations in digital learning spaces.</p>	<p>Sharing evidence and best practices through online channels (websites, educational platforms, edutech sites, social media) and offline channels (events, workshops, meetings)</p> <p>Intermediaries will be informed (e.g. EUN, ESF)</p> <p>The new pedagogical framework and digitally enhanced tools will be used in schools.</p>	<p>School principals (schools)</p> <p>Teachers (through teacher associations)</p> <p>Educational authorities</p>	<p>Facilitated regulation of scientific-inquiry-based learning for every student in today's educational systems.</p>	<p>SCI: ambitious scenarios of AI, Big Data in Education, Learning Analytics and ER use for regulated learning and their take-up potential in the medium and longer term.</p>

TARGET GROUPS

- Core group
- Technology/Energy companies
- Marine/Coastal communities

OUTCOMES

- High use of scientific discoveries by ...
- New materials/devices adopted/integrated by 4 ocean energy sub-systems

IMPACTS

- **Scientific:** new research data/approaches/methodologies in the ocean energy; improved predictive computational modelling tools
- **Economic/Technological:** reduced LCOE; new circular materials used.
- **Societal:** increased understanding.

2

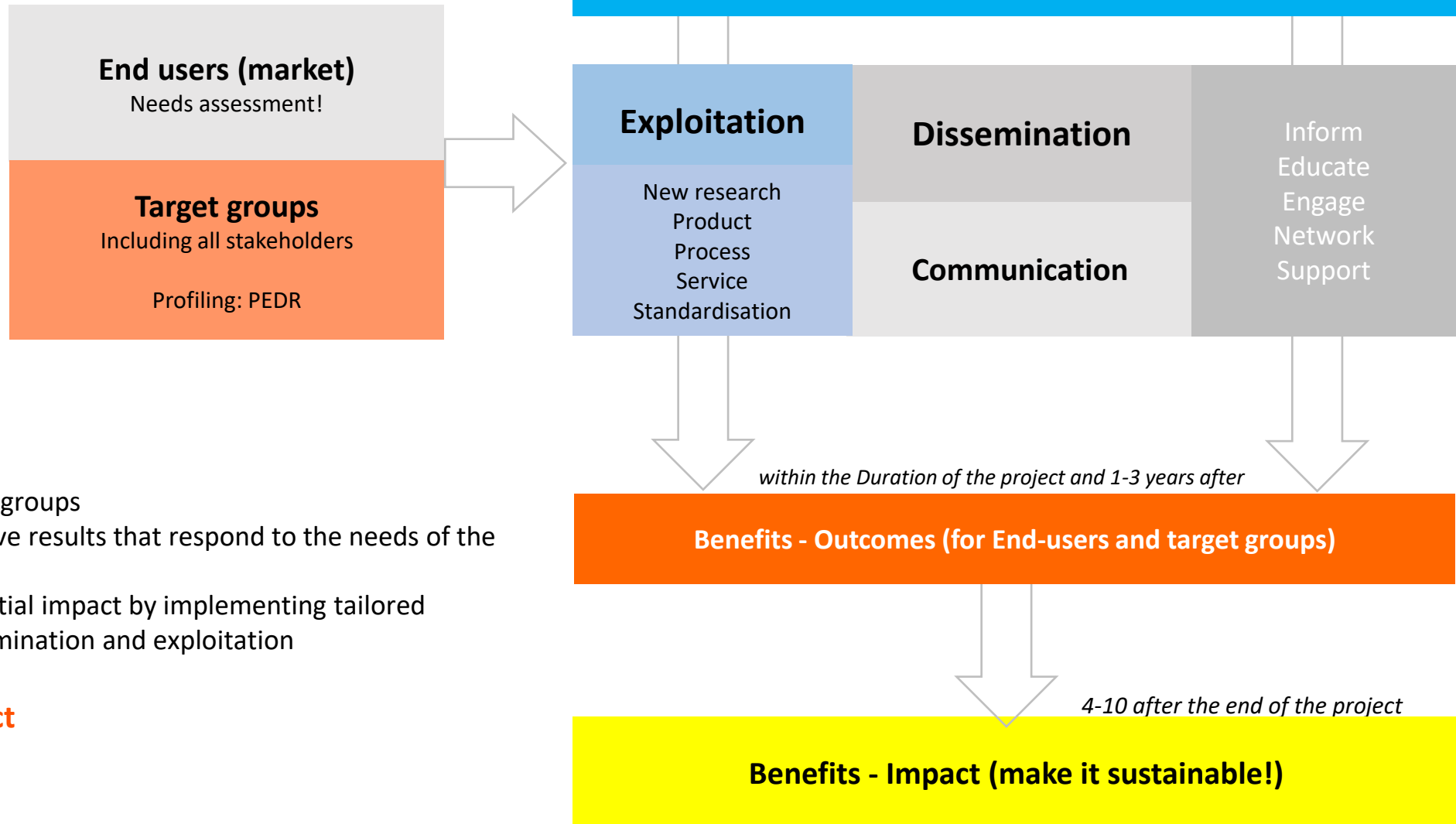
Conclusions

Final tips:

What are the evaluators looking for?

- Do not focus on the technical implementation of your work only – your results must be used: ensure your work is **aligned** to the needs of users
- Do not underestimate / undervalue **resources** needed to ensure dissemination and exploitation
- Think big: expand your perspective **beyond** your “typical” **target group**
- Reflect on potential **barriers** and **risks** related to exploitation
- **Quantitative** indicators with credible justification
- Specific **figures**, tailored **plans** with sound understanding of end users;
- Specific **tasks** and **structures** for dissemination and communication
- **Public** deliverables
- Measures to enhance **wider uptake** of results (scale-up)





In summary:

- 1) Analyse your target groups
- 2) Generate competitive results that respond to the needs of the end-users
- 3) maximise the potential impact by implementing tailored communication, dissemination and exploitation

= sustainable impact

A black clothespin is attached to a thin, dark string that runs diagonally across the frame. The clothespin is holding a small, white rectangular card. The card has the word "QUESTIONS?" written on it in a bold, orange, sans-serif font. The background is a plain, light gray wall.

QUESTIONS?

THANK YOU!

for your attention

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