



Europa Media

Dissemination & Communication in Horizon Europe proposals

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Horizon Europe Proposal Writing – Focus: Impact

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Public investment in research and innovation projects must be converted into **socio-economic benefits** for society as a whole, in a **transparent** and **accountable** way.

Set your strategy

Expected outcomes/impacts you want to achieve

1. Exploitation Strategy

Commercial? Non-commercial?

Protection of project results

2. Dissemination Strategy

Range of tools and channels

Feedback to policy measures

3. Impact Canvas

Delivery of the outcomes/expected impacts

**What is the difference between
Dissemination and Communication?**

What is the difference between Dissemination and Communication?

PROJECT LEVEL COMMUNICATION

- About the project objectives, progress, European added value, and impact on citizens' everyday lives and obtain feedback (awareness raising intention)
- Audience: general public
- Style: layman terms

PROJECT RESULTS LEVEL DISSEMINATION

- About new knowledge, findings, methodologies, to interested parties (exploitation-oriented intention)
- Audience: scientific community, industry players, policy makers
- Style: rather technical, demonstrating scientific excellence



Dissemination and Communication in the Proposal

Dissemination and Communication in the Proposal

Strategic level

Section 2.2 – Measures to maximise impact

Operational level (will be binding!)

Work Package on Dissemination and Communication
and Exploitation

*Horizon Europe - Work Programme 2021-2022
General Annexes*

GENERAL CONDITIONS

A — Admissibility

Admissibility

Applications must include a **plan for the exploitation and dissemination of results including communication activities**, unless provided otherwise in the specific call conditions. The plan is not required for applications at the first stage of two-stage procedures. If the expected exploitation of the results entails developing, creating, manufacturing and marketing a product or process, or in creating and providing a service, the plan must include a strategy for such exploitation. If the plan provides for exploitation of the results primarily in non-associated third countries, the legal entities must explain how that exploitation is still to be considered in the EU's interest.

Strategic level

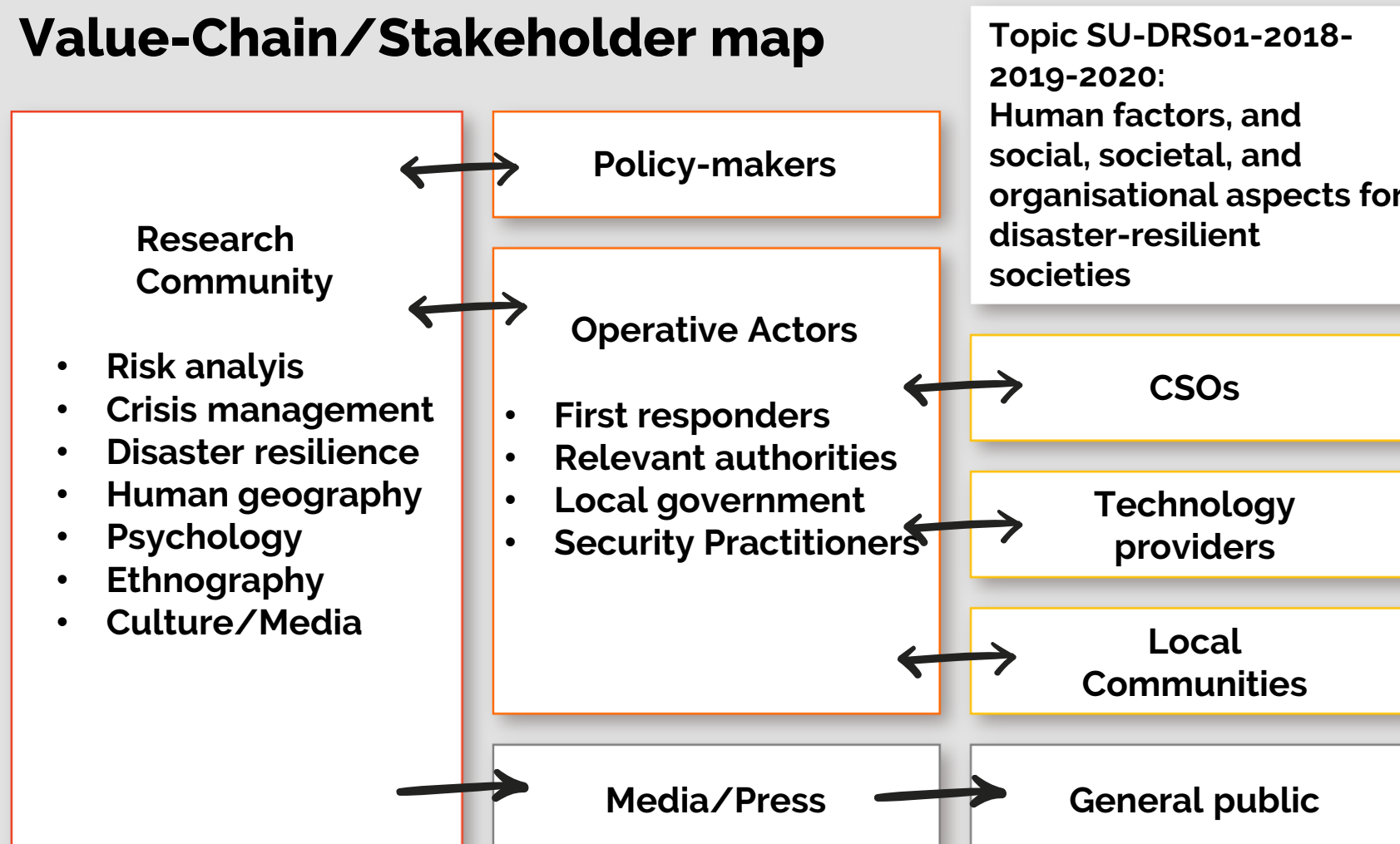
Drafting your Dissemination and Communication Plan



Audience

What type of stakeholders/actors are you targeting?
At which level? What are their communication consumption patterns?

Value-Chain/Stakeholder map



Tools

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

D&C Measures and Tools

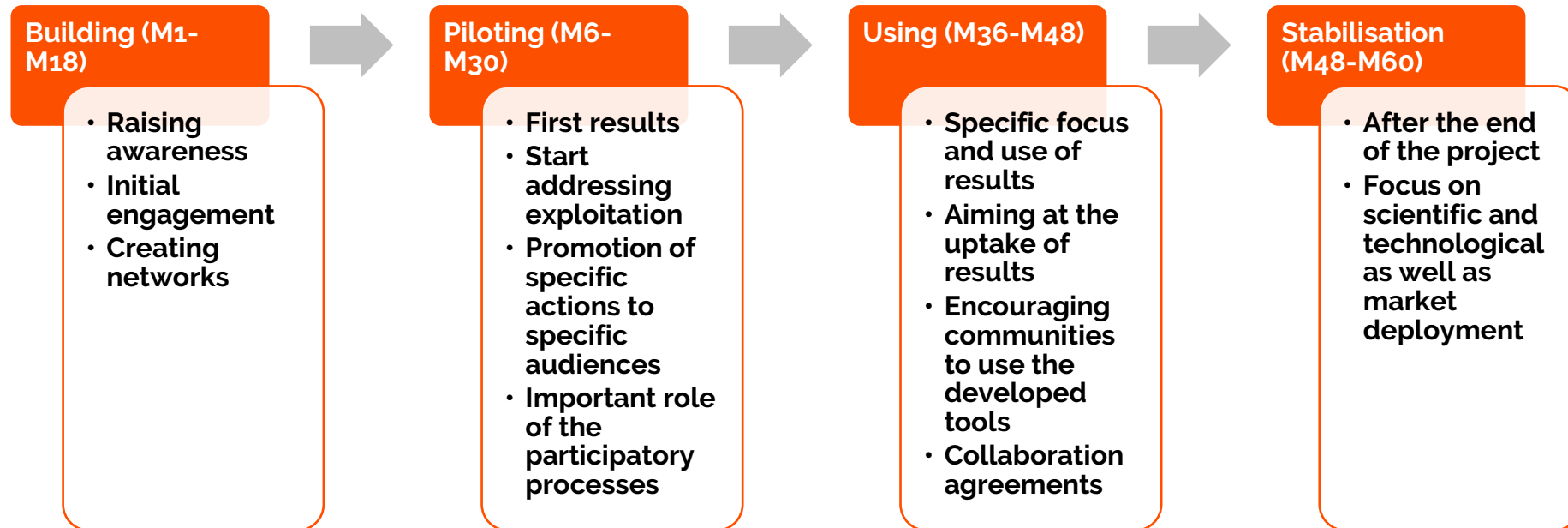
- Website(s), Applications
- Articles in popular press
- Papers published in peer-reviewed scientific journals
- Interviews, media briefings
- Press releases, TV clips
- Promotion materials: flyers, branded materials, factsheets
- Oral presentations, poster and exhibition spaces at events, workshops
- Thesis, PhD works
- Newsletter
- Blogs
- Videos, animations, podcasts
- Event participation
- Dissemination materials (flyers, brochures, posters)

💡 Some channels and tools can be used for both dissemination and communication



Timeline

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



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

Table 10 Communication tools/channels and KPIs

TOOL/CHANNEL	KPI	M24	M48
Website	Number of views	10,000	20,000
Social Media	Number of followers (total for all accounts)	1,000	2,000
Articles (blog posts, policy briefs, scientific articles)	Number of articles	At least 20	At least 35
Dissemination materials (flyers and brochures)	Number of materials distributed	250	500
Events	Number of events and conferences attended (including events organized by FLOW)	50	100
Final Conference	Number of attendees	At least 100	
Synergies with F2F and GD projects and initiatives	Number of joint activities organized	At least 10	At least 20
Multimedia (podcasts, videos)	Number of multimedia materials produced	At least 7	At least 14
Newsletter	Number of newsletters issued	At least 4	At least 10

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

Draft Dissemination Strategy (1/2)

Target audience	Objective	Message	Tools/channels and key performance indicator/s
Scientific community in the field	<p>Inform the scientific community about the project results and to encourage expert discussions on the approach with the aim to make it more known internationally and also to critically reflect it.</p> <p><u>Result:</u> Algorithms; methodology.</p>	<p>The COLLECTiEF methodology is a new approach for achieving energy efficiency and energy flexibility. New knowledge is available both in the field of research and development and also in testing and demonstration.</p>	<p>Presentations at scientific conferences (at least <u>two presentations during the project</u>), publications in journals (at least <u>four scientific articles</u> submitted during the project duration)</p>
Individual building owners	<p>Disclose the benefits of the solution and promote the uptake of results.</p> <p><u>Results:</u> Edge Node; deployment service; Sphensor.</p>	<p>The project provides exclusive access to services, and energy optimization based on the developed algorithms in this project.</p>	<p>Exhibitions (<u>4 exhibitions</u>, 1 per demo site), stakeholder workshops (<u>4 workshops</u>, 1 per demo site) and e-learning materials (<u>4 e-learnings</u>).</p>

Draft Dissemination Strategy (2/2)

I. LAUNCH, branding and promotion of INSPIRE & STRATEGIC alliances, widening countries engagement and collaborations with other GE initiatives (M1-M48)

II. SCIENTIFIC knowledge and good practices exchange via CoPs and Knowledge and Support Hubs (M4-M48 and beyond the end of the project)

III. INSTITUTIONALIZATION through sustainability measures and policy dialogue (M8-M48 and beyond the end of the project)

Outputs prepared for scientific and technological advancement as well as market deployment. Market research conclusions and business planning for developing a comprehensive sustainability plan (D7.3). Private & public actors invited to test the validity and sustainability of proposed solutions. Tailored measures used to encourage policy dialogue and convey evidence to policymakers.

Messages/results of interest: easy to access and free of charge training units and support packages; capacity building for development and implementation of GEPs to meet HE eligibility criteria. Evidence for policymakers to continue policy dialogue and advance policymaking in the field.

Target groups: Patent/IP/knowledge transfer and utilisation specialist, Open Innovation industry-research networks, organisation using evidence/knowledge for development and sustainability (UN, WHO, UNESCO, OECD, WWF, WMO); NCPs; Governmental sector / Policy stakeholders (GE in R&I national policy makers, Education & training policy makers, Science & education ministries, Gender equality policy makers, Inclusion/Equalities policy makers, Employment policymakers, Statistical offices e.g. EURO-STAT, SHE Figures, EC.

Tools & Channels: promotion of INSPIRE service portfolio (training units and support packages) via **advertisements**, paid ads on **social media**, **strategic agreements**; **direct mailing**, information spread through existing and new projects, EU, and global-level dissemination platforms; **CoE Network of Strategic Alliances**. Policy-related outputs disseminated via **policy workshops & EU events**. **INSPIRE Q&A ask the Expert** targeted to Policy Makers (T7.5).

How to reach and engage my audience?

- **Quality** content
- **Diversity** of content
- **Paid ads**
- **Conventional/non-conventional** measures
- **Team up** with other H2020 projects
- **Make use of EC's tools**

💡 Engage with (EU) influencers



International Day of Women and Girls in Science 2022

On the International Day of Women and Girls in Science 2022, the EU Sister projects: CALIPER, GEARING ROLES, Gender-SMART, SUPERA, LeTSGEPs, RESET, SPEAR, CASPER, ACT, GenPORT, MINDtheGEPs, ATHENA, GRANteD, EQUAL4EUROPE, Gender STI are joining forces and sharing positive stories to encourage other women and especially young girls, to become engaged with Research & Innovation.

#DreamItBeIt

If you are a women researcher join us using our # and tell us

- What is your professional background?
- What did inspire you to pursue this career?
- Who was your role model?

#EUSisterProjects



All the projects are funded by European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 873134, 824546, 787829, 873072, 101006560, 824544, 872113, 788204, 321485, 101006543, 101006416, 824574, 824536, 872499, 872427

THE UNEQUAL EFFECTS OF THE COVID-19 PANDEMIC ON PORTUGUESE WOMEN ACADEMICS



#WOMENINSCIENCE
#EU2021PT



Communicate through collaborations

Building synergies and joint actions with sister projects is a practice highly supported by any EU programme.

WHY

- Reach a broader audience
- Enhance your visibility
- Gain new followers

HOW

- Online campaigns
- Workshops
- Events
- Blog posts
- Academic publications

Should a project have social media presence?



LinkedIn

- Professional networking
- Longer posts, articles, pictures, videos, links



Facebook

- Personal connections
- Long posts (but..), pictures, albums of pictures, videos, “feelings”, create events.



Twitter

- Citizen journalism
- Short posts, pictures, videos, links, mentions, emojis, link shorteners
- Brief messages



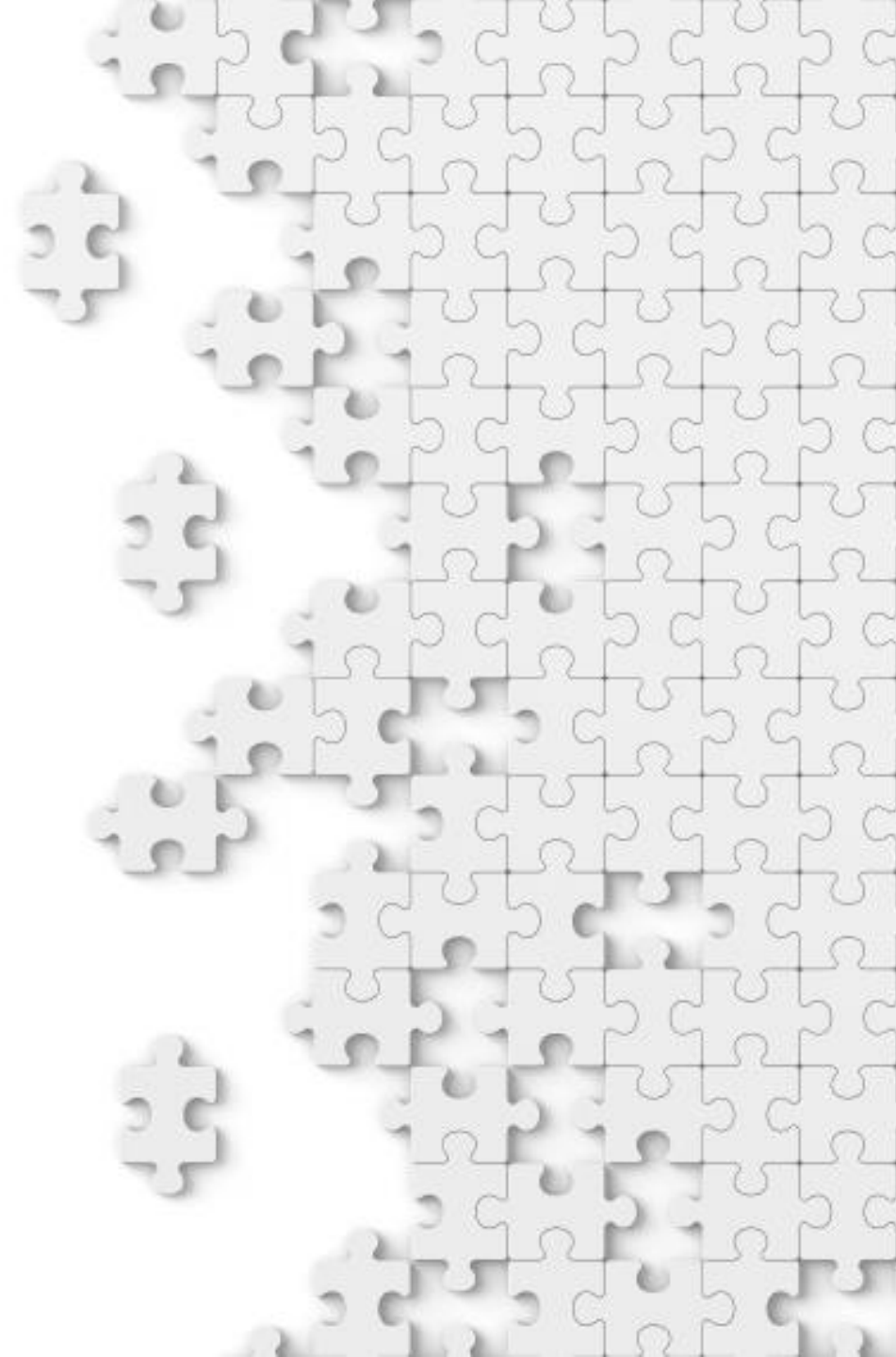
Instagram

- Strong visual identity
- Instagram stories

Policy Feedback

- Describe possible **feedback** to policy measures generated by the project;
- If relevant, describe how you contribute to designing, monitoring, reviewing and rectifying (if necessary) **existing policy** and **programmatic measures** or shaping and supporting the implementation of **new policy initiatives and decisions**.
- Focus will be on **the timely knowledge diffusion towards the concerned stakeholders**.

💡 We will NOT produce and deliver policies; only policy recommendations.

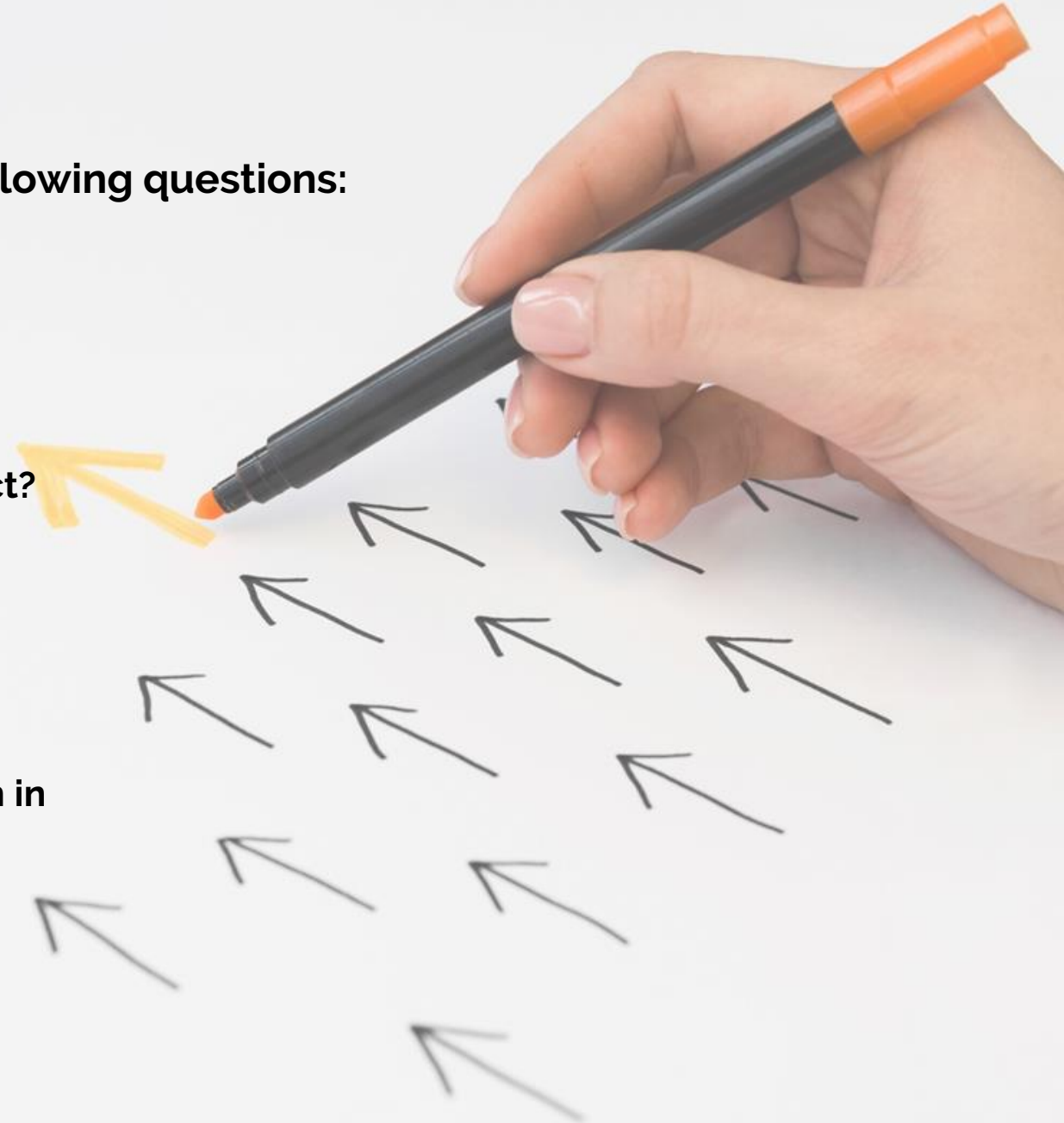


Impact Canvas

2.3 Summary

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

- What are the specific needs that triggered this project?
- What do you expect to generate by the end of the project?
- What dissemination, exploitation and communication measures will you apply to the results?
- Who will use or further up-take the results of the project?
Who will benefit from the results of the project?
- What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?
- 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: KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS	EXPECTED RESULTS	D&E&C MEASURES
<p>Lack of bioeconomy strategies in CEE2ACT target countries, despite existing initiatives (Ministerial led) in the region. The development of bottom-up and inclusive approach to develop bioeconomy strategies at national level is vital for making Europe a circular, climate neutral and sustainable economy, achieving this will require bringing together all relevant stakeholders (listed in target groups) to identify regulatory barriers, and local gaps, and to enable capacity building and innovative governance models, while also informing a supportive policy framework.</p>	<ul style="list-style-type: none"> * Development of National-level roadmap for the bioeconomy strategies in CEE2ACT target countries *National Bioeconomy Hubs as a permanent interface supported by a set of e-solutions (inventories, e-learning, self-assessment and B2B matchmaking tool) and methodology for developing bottom-up bioeconomy strategies. * CEE2ACT MoU signed by NBHs members *Updating and tailor-made support of policy and roadmaps for national bioeconomy strategies. *Recommendations for the EU, national, and local policy-makers and bodies 	<p>Dissemination to scientific community through open access scientific publications and conference presentations. Dissemination to industry through good practices and presentations at industry events and fairs, in-person local workshops, and online events. Education and training to policy makers through e-solutions, workshop sessions, for continuing education and new workforce training. Exploitation through further research by project partners, exploitation plan and sustainability strategy to ensure continuation. An IPR strategy to manage rights within the consortium. Feedback to policy: Workshop series (described in table 1), and targeted events at national level and in Brussels to engage policymakers at European level as well as other multipliers of CEE2ACT target group Communication to general public: Participation in civil society fairs and events, social and traditional media campaigns to activate multipliers, website.</p>
TARGET GROUPS	OUTCOMES	IMPACTS
<p>CEE2ACT target groups: Policy and decision makers, public administrators, bio-based value chains actors (primary sector, industrial and waste sector), investors, SMEs, research institutions, academia, environmental organizations, NGOs and CSOs and NBHs members.</p>	<ul style="list-style-type: none"> * Wide use of the published results beyond the CEE2ACT target countries; baseline assessments, stakeholder engagement and knowledge transfer strategy and programme, e-solutions, and roadmaps. *Replication of CEE2ACT bottom-up approaches in other countries lacking bioeconomy strategies. *Enabling CEE2ACT target groups to efficiently collaborate in a bottom-up approach to develop national bioeconomy strategies or action plans. 	<p><u>Policy:</u> Development of the National Bioeconomy Hubs in the countries without Bioeconomy Strategies, which will act as “Innovative governance models enabling sustainability and resilience notably to achieve better informed decision-making processes, societal engagement and innovation.</p> <p><u>Scientific:</u> Better understanding of the enriching use of mixing social sciences, environmental sciences, and economic sciences for assessment of local contexts. Relevant scientific data collection in CEE2ACT target countries.</p> <p><u>Societal:</u> Increased bioeconomy literacy and entrepreneurship skills both at a national level beyond, a more gender-inclusive decision-making process, Increased awareness on the importance on green transition and stakeholder engagement in the process of co-creating bioeconomy roadmaps.</p> <p><u>Environmental:</u> new and deepened cooperation for bioeconomy policy development in CEE2ACT countries, favouring green transition and climate neutrality. <u>New norm:</u> applying bottom-up approach and co-creation methods in the creation of national bioeconomy strategies.</p>

Dissemination and Communication in the Proposal: Section 3

Operational level

Within implementation

3.1 Work plan and resources

- Good practice: conceive a standalone Dissemination and Communication Work Package
- Person months for all partners to contribute to D&C activities (budget for WP leader and WP overall)
- Do not forget resources needed for participation in conferences (access fees, travel costs, etc.), open access, etc.

3.2 Capacity of participants and consortium as a whole

- Consider including a professional organization that can help you with D&C
- Mention industrial/commercial partners in the project to highlight how their involvement will boost the exploitation of your results

💡 A complete exploitation, dissemination and communication plan must be submitted during the first 6 months of the project!



New Tools and Procedures

New Tools and Procedures

Horizon Europe

- Continuous reporting **beyond the end** of the project on D&E activities and **adapting the reporting templates**
- **Enhanced guidance** and support to applicants offered by the EC on dissemination and exploitation strategy.
- **Enhanced D&E support** to projects based on the reported needs
- Fostering synergies
- Strengthening feedback to **policy**

Tools

- [Horizon Impact Award contest](#)
- [Open Research Europe platform](#)
- [Dissemination](#) & [Exploitation](#) boosters
- Horizon Result Platform TV (under development)
- [Horizon Result Booster](#) by META Group
- [IP Booster](#) by META Group
- [Horizon IP Scan](#)



HORIZON RESULTS PLATFORM

MAKING RESULTS MATTER

Follow up on R&I results after the end of the project

- If, despite the best effort for exploitation, no uptake happens within 1 year, then the project must use the **Horizon Results Platform** to make exploitable results visible (unless obligation is waived)
- The Horizon Results Platform is free, is part of the F&T portal, available to all beneficiaries and is **based on results (KERs)**, not on projects.
- **A structured questionnaire** available to beneficiaries to report on the progress, their needs and obstacles on their path for exploitation.

The screenshot shows the 'My Project(s)' page in the Horizon Results Platform. A table lists several projects, including 'HIGHTECS'. The 'Actions' dropdown menu for the 'HIGHTECS' project is open, and 'Project Results' is highlighted with a red box and an arrow.

ACRONYM	CALL	PROGRAM	PROJECT	PHASE	ACTIONS
901241 wilk_cosmeGA	COS9-ENTEDU-2014-4-06	COSME	901241		Actions
ADABTS	FP7-SEC-2007-1	FP7	218197	Active	Actions
HIGHTECS	SP1-JTI-CS-2009-01	FP7	255749	Active	Actions
M-ERA.NET 2	H2020-NMP-ERA-NET-2015	H2020	903732		Actions

The screenshot shows the 'HIGHTECS' page in the Horizon Results Platform. A '+ Create result' button is highlighted with a red box. Below it, a table lists three results.

ID	TITLE	STATUS	CREATION DATE	ACTIONS
2632	NGPaaS Architecture	Published	Sep 5, 2019, 5:10:59 PM	Actions
2818	Testing-new-publication-workflow	Published	Nov 4, 2019, 4:54:35 PM	Actions
2878	test	Draft	Nov 18, 2019, 12:06:38 PM	Actions

Final tips



- **Strong visual identity**
- **Understandable and precise messages**
- **Specific figures, tailored plans with end-user engagement**
- **Proactive team (coordinator, partners, communication departments)**
- **Cooperation with other projects and initiatives**
- **Out-of-the-box ideas and tools**



QUESTIONS?

Thank
you

for your attention

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