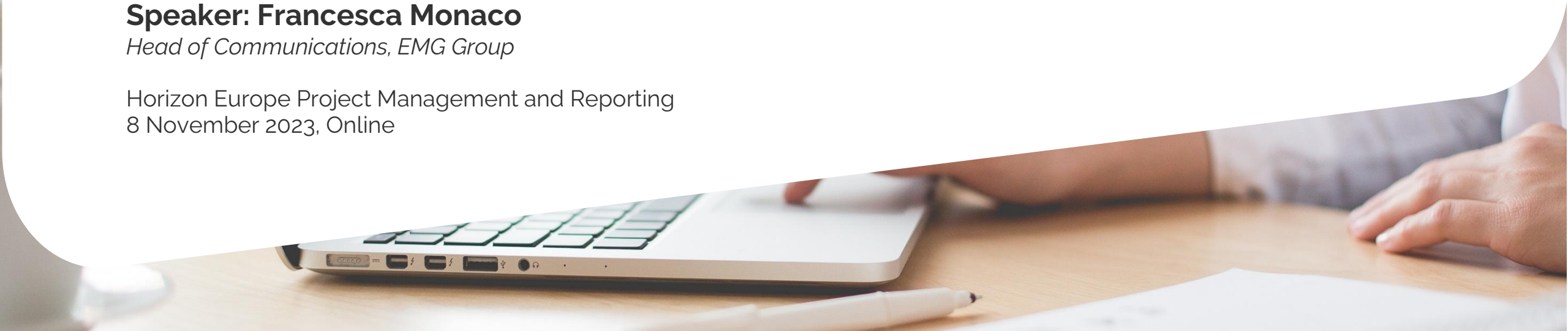# Open Science, Data Management and Exploitation and Dissemination of Results incl. Communication

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Horizon Europe Project Management and Reporting
8 November 2023, Online

Content

1

What the EC says

Results lead to impact

Art 39

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

Beneficiaries shall disseminate their results as soon as it is feasible, in a publicly available format, […].

Communication => Dissemination
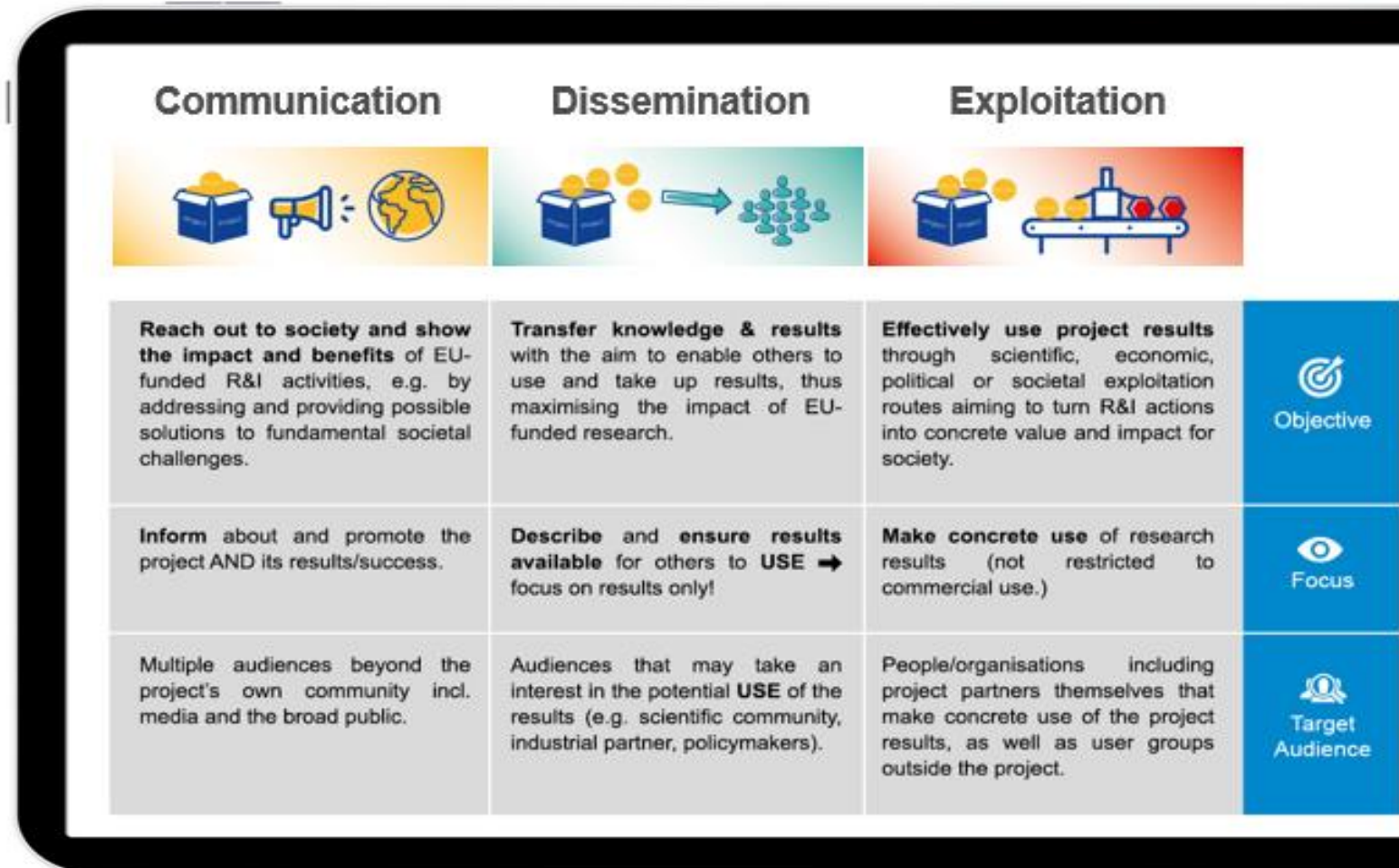
COMM = informing about the project

- Newsletter
- Press release
- Factsheets
- Brochure
- Social media

= informing about results

- Videos, interviews
- Articles
- Conferences, etc.

DISS = Making results available for use

- Scientific publication
- Workshop
- Demo
- Roadmap, etc.

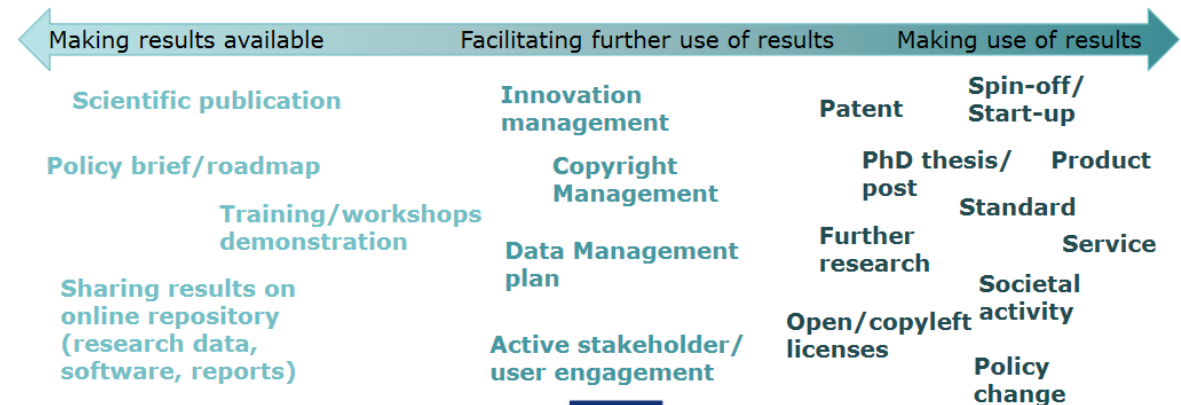| Communication	Dissemination	Exploitation	
Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.	Transfer knowledge & results with the aim to enable others to use and take up results,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

Dissemination => Exploitation
What and how?

- General advancement of knowledge

- Commercial exploitation

- Exploitation of R&I results via standards

- Evidence-based decision-making

- Evidence-based policy-making

- Social innovation

- ?

The **use of 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**.

Making results available → Facilitating further use of results → Making use of results

Scientific publication

Policy brief/roadmap

Training/workshops demonstration

Sharing results on online repository (research data, software, reports)

Innovation management

Copyright Management

Data Management plan

Active stakeholder/ user engagement

Patent

Spin-off/ Start-up

PhD thesis/ post

Product

Standard

Further research

Service

Open/copyleft licenses

Societal activity

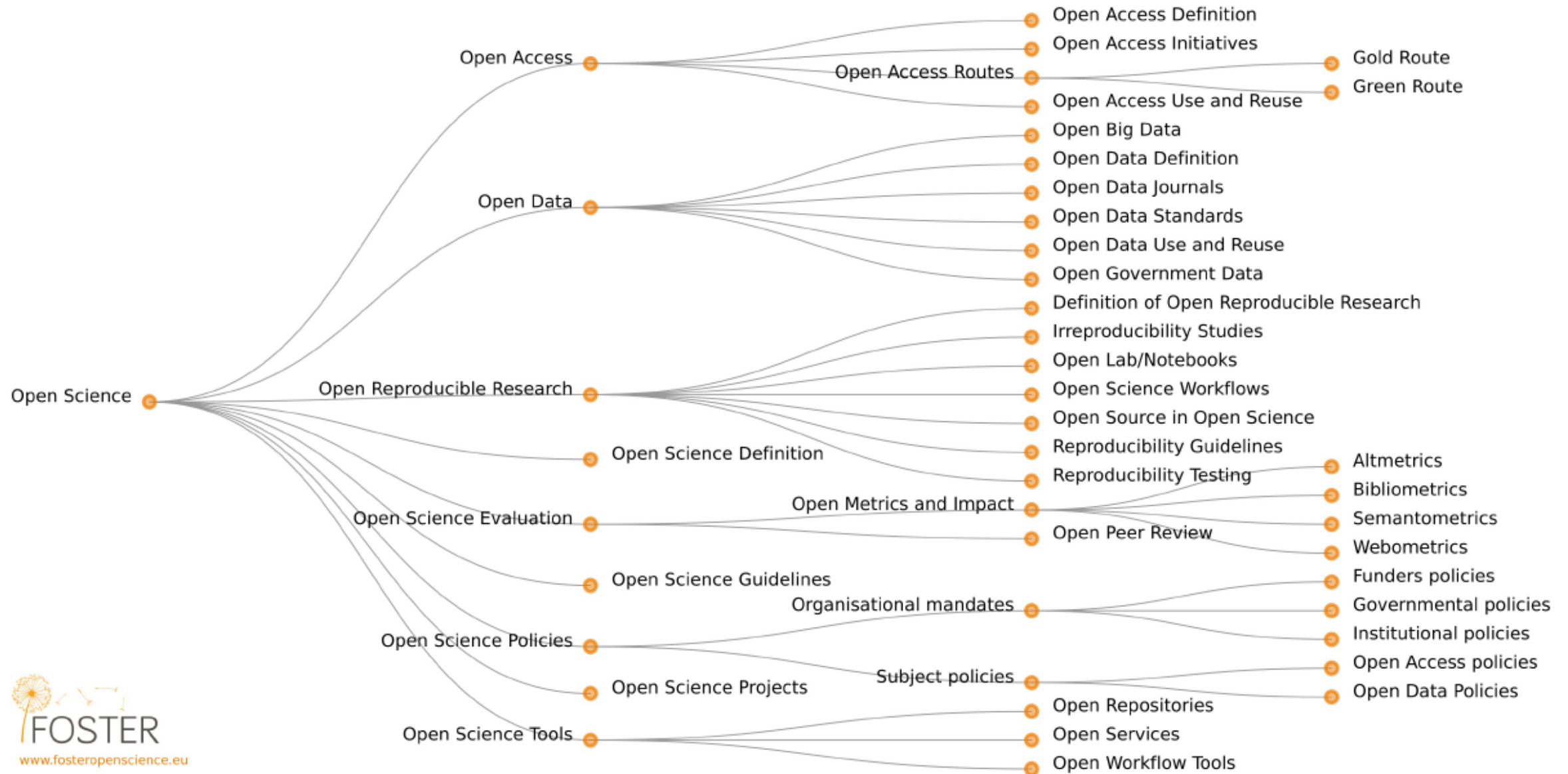Policy change

2

**Open Science and
Data Management Plan**

Open Science

- Approach based on cooperative work and systematic sharing of knowledge and tools **as early and widely as possible**

- **Obligations from GA Art. 17 + Annex 5**
    - Open access to scientific publications
    - Open access to your research data + Data Management Plan
    - Trusted repositories, (Creative Commons) licenses

- **Open science practices**
    - Open access
    - Early and open sharing (via pre-registration, registered reports, preprints)
    - Open peer-review
    - Reproducibility of results
    - Citizen, civil society and end-user engagement (co-design, co-creation, co-assessment)
    - Research data management

- 💡 Make sure that the partner(s) in charge are properly implementing/overseeing and the info is collected (can be in the internal reporting).

Open Science Taxonomy

EM TRAININGS

- Open Access
  - Open Access Definition
  - Open Access Initiatives
  - Open Access Routes
    - Gold Route
    - Green Route
  - Open Access Use and Reuse
- Open Data
  - Open Big Data
  - Open Data Definition
  - Open Data Journals
  - Open Data Standards
  - Open Data Use and Reuse
  - Open Government Data
- Open Reproducible Research
  - Definition of Open Reproducible Research
  - Irreproducibility Studies
  - Open Lab/Notebooks
  - Open Science Workflows
  - Open Source in Open Science
  - Reproducibility Guidelines
  - Reproducibility Testing
- Open Science Definition
- Open Science Evaluation
  - Open Metrics and Impact
    - Altmetrics
    - Bibliometrics
    - Semantometrics
    - Webometrics
  - Open Peer Review
- Open Science Guidelines
- Open Science Policies
  - Organisational mandates
    - Funders policies
    - Governmental policies
    - Institutional policies
    - Open Access policies
    - Open Data Policies
  - Subject policies
- Open Science Projects
- Open Science Tools
  - Open Repositories
  - Open Services
  - Open Workflow Tools

FOSTER
www.fosteropenscience.eu

FOSTER Open Science taxonomy

Zenodo http://doi.org/10.5281/zenodo.2595951

Data Management

The **process** within the research lifecycle that includes the data collection or acquisition, organisation, curation, storage, (long-term) preservation, security, quality assurance, allocation of persistent identifiers (PIDs), provision of metadata in line with disciplinary requirements, licencing, and rules and procedures for sharing of data.

Data Management Plan (DMP)

= your key to good data management
- Describes the data management life cycle
- Deliverable – 1st version by M6
- Living document (!) => deliverable iterations

💡 Make sure the leading partner has a system and gathers all needed information from partners to draw the DMP.

💡 DMP Online – DMP examples

Data Management Plan

What to include?

- **Data set description:** what kind of data is your project generating or reusing? Estimate the size of the data set
- **Standards and metadata:** how do you structure your data and what protocols are you using?
- **Name and persistent identifier for data sets:** unique and persistent identifier and a stable link to directly access the data
- **Curation and preservation methodology:** how will you ensure the integrity of the data sets and for how much time? How will it be preserved and kept?
- **Data sharing methodology:** how can the data sets be accessed? Terms of use and license
- **Research output management other than data and publications**
- **Related costs and personnel:** data collection, documentation, storage, preservation, availability and reuse, person/team in charge

3 The Dissemination Strategy

EM TRAININGS

Plan for Exploitation and Dissemination of Results including communication

= **strategic document** for the beneficiaries helping them to establish the bases for their intellectual property strategy, dissemination and exploitation activities.

- The PEDR **follows the evolution of the project** from the proposal until the submission of the final project report.

- Draft version in the proposal

- **Initial version (deliverable at the beginning of the project – by M6):**
  - Planned measures to maximize the impact of project results
  - Target groups (e.g. scientific community, end users, financial actors, general public) and proposed channels
  - Communication measures for promoting the project and its findings throughout the full lifespan of the project
  - Policy feedback measures to contribute to policy making
  - But also: a comprehensive and feasible strategy for the management of the intellectual property and a convincing justification that exploitation is still in the Union's interest, if it is expected primarily in non-associated third countries

Updated PEDR in iterations of the deliverable throughout the project or in the periodic report (Section 1.4).

PEDR
Drafting one...

- Project actions and results (KER)
- Objectives for PEDR
- Audience
- D&C Tools/Channels
- Exploitation Routes
- Targets
- IP protection
- Dissemination and communication Exploitation
- Monitoring and feedback
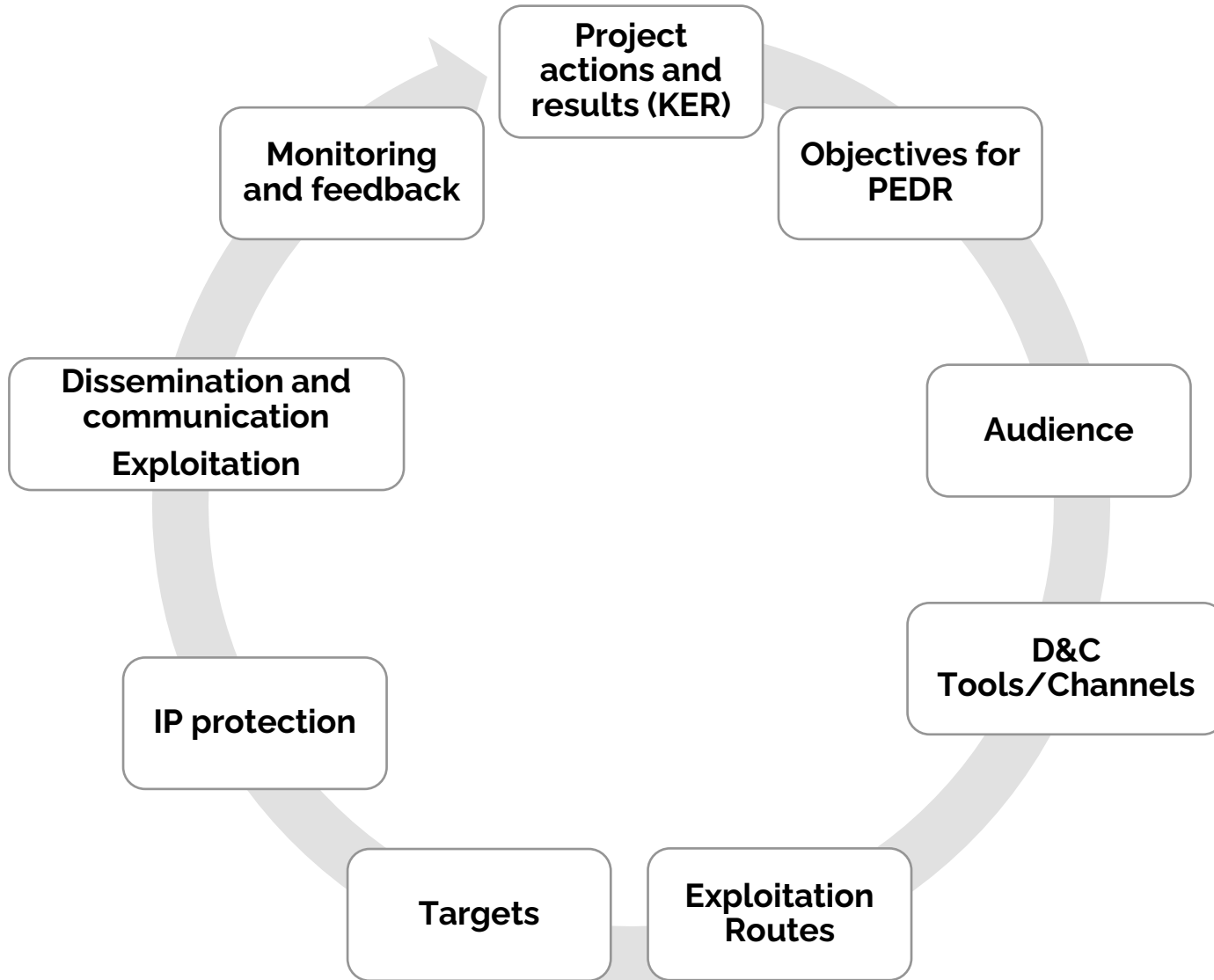
Plan for Exploitation and Dissemination of Results
Table of Content

- **Executive Summary**
  - Project in short
  - Scope of the Dissemination and Communication Plan

- **Dissemination Plan**
  - Dissemination strategy
  - Target audience
  - Stakeholders and Networks
  - Open Science practices
  - Data Management

- **Communication Plan**
  - Tools and channels
  - Dissemination material online and offline
  - Messages
  - Website
  - Partner's websites
  - Social Media
  - Press and Media
  - Intermediaries, influencers
  - Utilizing EC channels
  - Utilizing national platforms

  - Visibility of EU funding
  - Networking and collaboration
  - Event organisation and participation

- **Visual Identity**

- **Implementation Plan**
  - Timeline
  - Budget
  - KPIs
  - Continuity and Document Maintenance
  - Distribution of Tasks
  - Safety measures

- **Reporting and Monitoring**
  - Targets and timeline
  - Reporting table instructions

- **Innovation management**
  - IPR arrangements and Exploitation routes – individual/joint
  - Potential geographical coverage and economic size of the target markets

  - Potential users, main competitors and competitive advantages
  - Analyses on the state of the art
  - Analyses on the intellectual property that is needed and will be brought to the project
  - Facts and figures on the planned exploitable results and their areas of application and intellectual property protection
  - Description of the exploitation roadmap and business model

- **Annexes**

- **Guidelines for partners**
  - Communication Toolkit
  - Reporting table for partners
  - Preliminary list of events
  - Newsletter and press release schedule
  - List of relevant projects and initiatives
  - List of supporting organisations (LoI)
  - Dissemination and communication contact points at partners

4

D&C during project implementation

Monitoring and reporting tips

- Partners report on dissemination activities they conducted

- Partners can provide suggestions for future events to attend in the next 3-6 months

- Partners collect any mentions of the project in the media

- Scientific publications are listed in a separate tab

- The final tab always includes target monitoring

- Regularly check the progress towards the targets (ideally, on a 6-monthly basis)

	Partner organisation	Author/presenter (from the partner)	Others involved (from the consortium)	articles published in the popular press
2	SDU			articles published in the popular press
3	UU			blog post
4	RWTH			Business cards
5	EM			conference participation
6	JR			Conference paper
7	SWU			contact building
8	PU			cooperation and exchange of information
9	VU			direct emails
10	VMU			discussion
11	UNL			exhibitions
12	UNIRI			interview
13				launch of the website/wiki
14				leaflet distribution/ other dissemination materials
15				link on partners´ websites
16				mailing lists
17				media briefings
18				other
19				poster
20				presentation
21				press releases
22				press/media
23				scientific publications
24				RSS feed set up

Tabs: How to fill in the table | **Dissemination activities** | Web and Press Details | Proposed activities | Publications | Exploi ...

Why is this important?

- EC reporting.. and.. Reviews

Dissemination and communication
Internal system

Dissemination reporting

- Each partner fills in activities they performed
- Recommended every 6 months (the latest)

Communication reporting

- Each partner fills in activities they performed
- Recommended every 3 months (the latest)

Press and media details

- All partners to report any mention of the project externally (interviews, cross-references, promotion…)

⚙️ **Dissemination and communication report table**
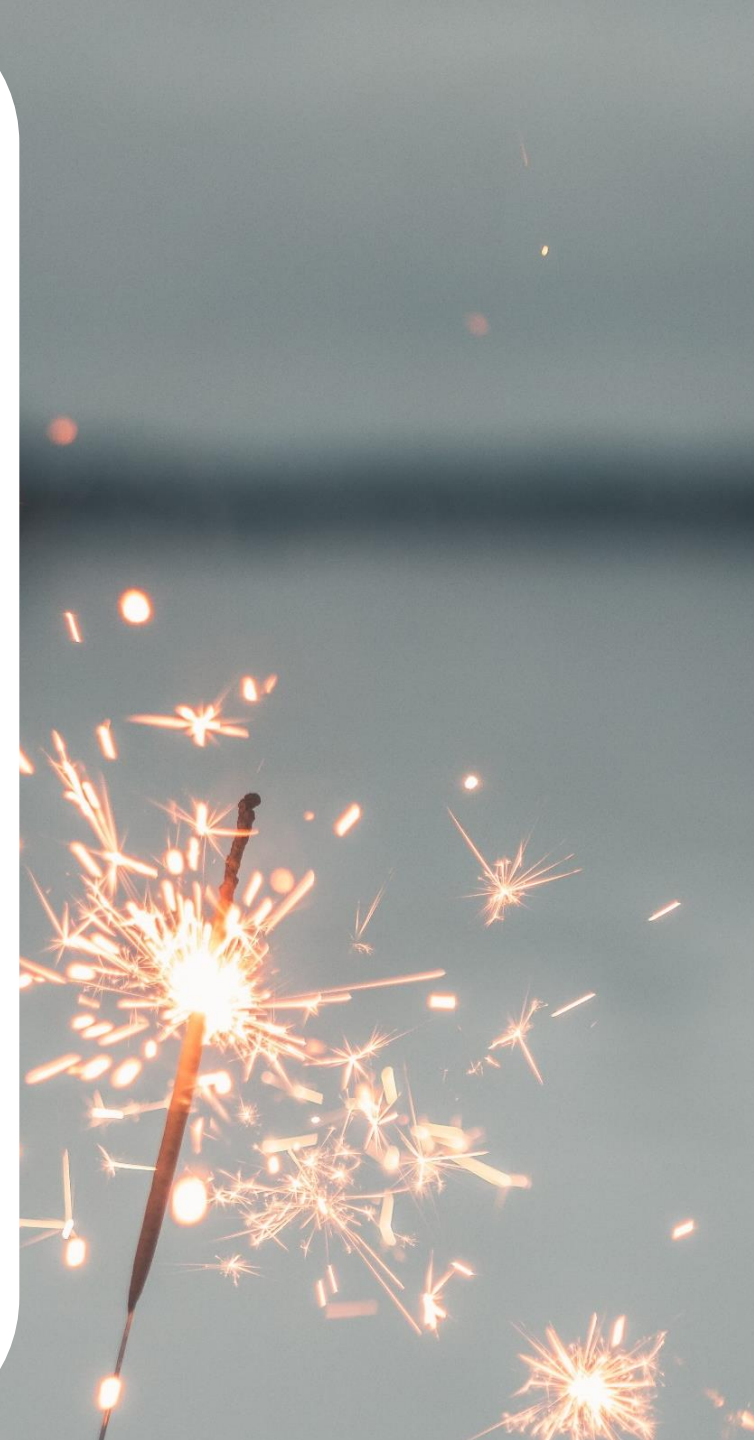
5

Continuous Reporting - D&C

Dissemination activities (1)

Dissemination activities (2)

Communication activities (1)

Communication activities (2)

6

The EC tools to boost dissemination

Open Research Europe

= open access publishing platform for the publication of research coming from H2020 and HE funding

Some characteristics:

- Helps beneficiaries comply with the open access terms of their funding

- Publishing venue to share results and insights rapidly

- Facilitate open, constructive research

- Author-driven model = authors make sure the article is peer-reviewed by independent experts

- All articles are published open access under a CC-BY license

Process:

1. Article submission

2. Publication & data deposition

3. Open peer review & article revision

4. Send to indexers & repositories

Horizon Results Booster
D&E – Business planning – Go to Market

- The Horizon Results Booster a European Commission initiative which aims to maximize the impact of research projects funded by FP7, Horizon 2020 and Horizon Europe.

- General eligibility: **all EU-funded projects are eligible:** Ongoing or completed; Directly funded by FP7, H2020, HE; Indirectly funded by FP7, H2020, HE (e.g., by KICs, art. 185, etc.)

- Three main services are provided:
  - Service 1 - **Portfolio Dissemination and Exploitation Strategy** - develop a portfolio of results and design an effective dissemination and exploitation strategy.
  - Service 2 - **Business Plan Development** - develop an effective business plan and find out how to secure additional funding for implementation of the plan.
  - Service 3 - **Go to Market** - get your research ready for commercialization!

- HRB services can be requested at any given moment by eligible projects. The sooner the better!

- During the application you will be asked to specify the indicative quarter when you prefer the services starting to be delivered (could be up to 1 year after the submission of the application).

- It is preferable to start the HRB service delivery once there is a clear idea of the results of the project. We suggest for example PDES-A and PDES-C (entry point services) to be started around M6.

https://www.horizonresultsbooster.eu/

HORIZON
RESULTS
BOOSTER

Horizon Results Booster
Service eligibility and requirements

EM TRAININGS

Service 1 – Portfolio Dissemination and Exploitation Strategy (PDES)

Module A: *Identification and creation of the portfolio of R&I project results*	Application is open to **both individual projects and project groups** (PGs).
Module B: *Portfolio Dissemination Plan (design and execution)*	Application is open **only** to **PGs**. PGs that applied also to PDES-A can be enlarged before starting PDES-B. A portfolio of results has to be provided at the application stage.

Services flow

Service 1 – Portfolio Dissemination and Exploitation Strategy (PDES)

Module C: *Assisting projects to improve their existing exploitation strategy*	Application is open only to **single projects**. Upload of exploitation plan is optional. **Focus is on 3 Key Exploitable Results (KERs)**.

Service 2 - Business Plan Development (BPD)

Application is open only to **single projects**.
Focus is only on 1 KER.
An Exploitation Plan should be available/Draft Business Plan.

Service 3 - Go-To-Market Support (G2M)

6 different support typologies are available.
Some of them are only for individual projects.
Not all support typologies can be selected (max # of EWDs per project).
A (draft) Business Plan should be available. **Focus is only on 1 KER.**

Innovation Radar
For cutting-edge EU-funded innovations

- The Innovation Radar is a European Commission initiative to identify high potential innovations and innovators in EU-funded research and innovation projects.

- The Innovation Radar platform builds on the information and data gathered by independent experts involved in reviewing ongoing projects funded by the EU. These experts also provided an independent view regarding the **innovations in the projects and their market potential.**

- Innovation Radar is supported by Dealflow.eu which delivers support to high potential innovators identified by Innovation Radar.
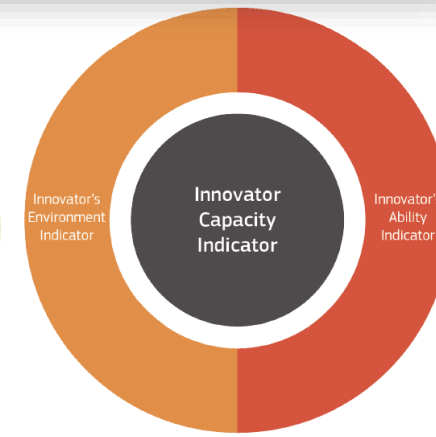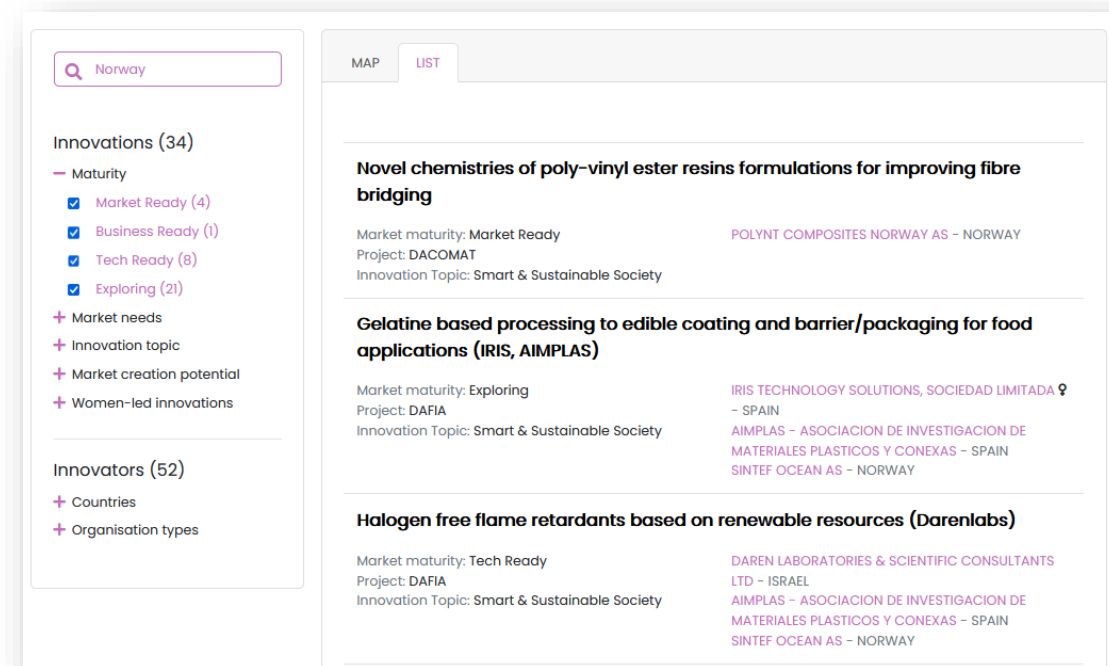
Horizon Results Platform
Promote the exploitation of your results

QUESTIONS?

THANK YOU!

for your attention

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