



Europa Media Trainings

Open Science, Data management and Exploitation and Dissemination of Results inc. Communication (PEDR)

Krisztina Toth

Managing Director, Europa Media Trainings Ltd.
EMG Group

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**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, [...].

Results

Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected.*

Project results can be reusable and exploitable (e.g. inventions, prototypes, services) as such, or elements (knowledge, technology, processes, networks) that have potential to contribute for further work on research or innovation

Key exploitable results are the outputs generated during the project which can be used and create impact, either by the project partners or by other stakeholders

* http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html



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.

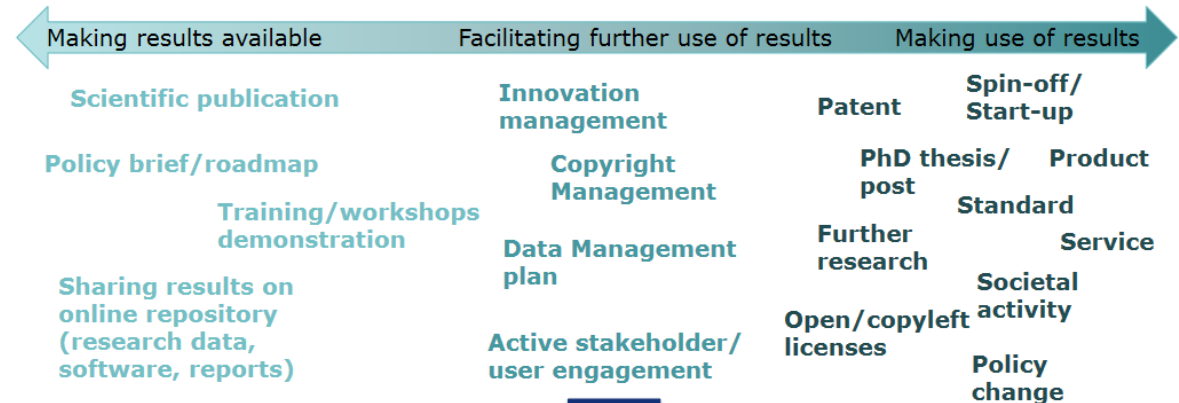
Communication	Dissemination	Exploitation	
			
Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.	Transfer knowledge & results with the aim to enable others to use and take up results, 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.**



Open science and DMP

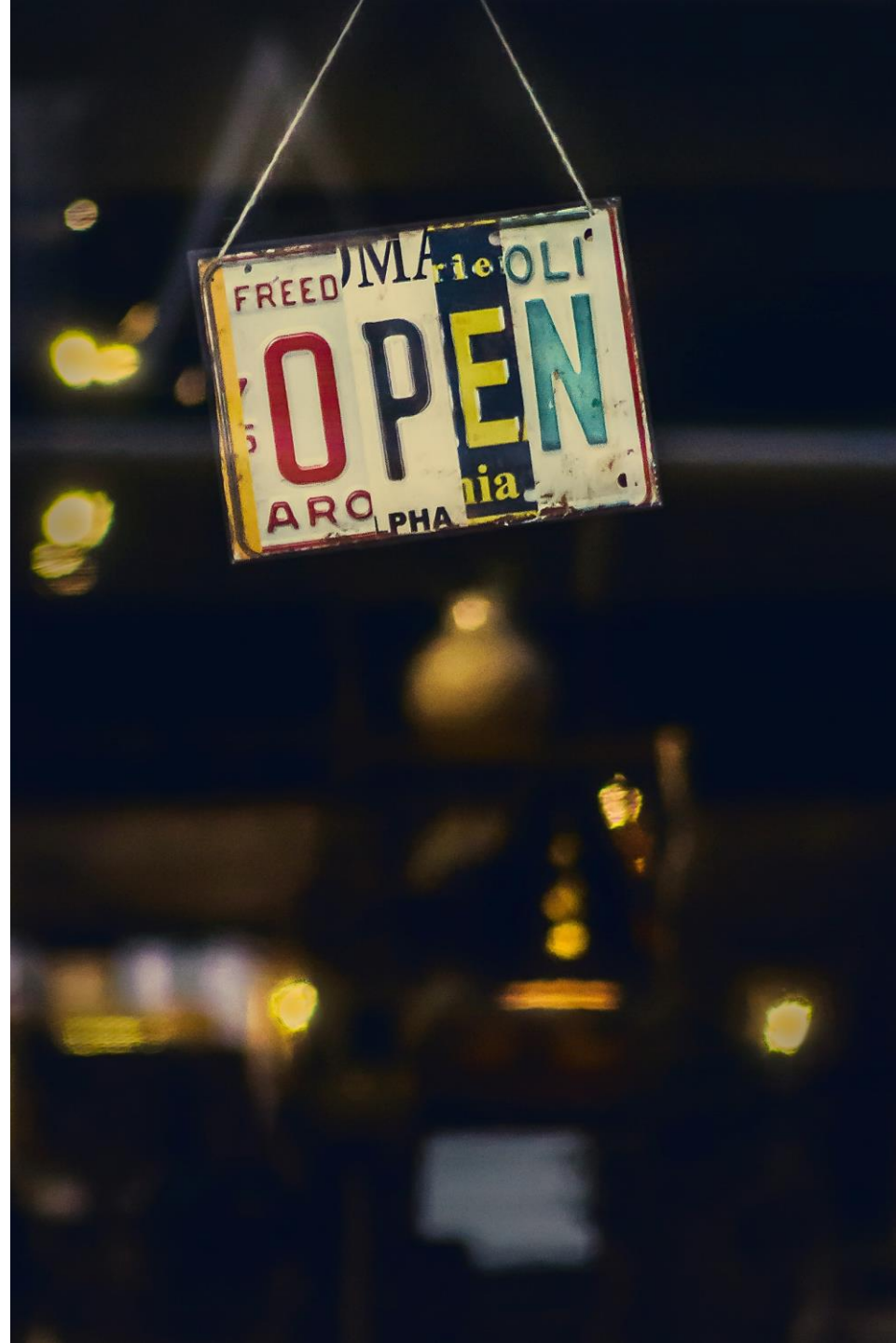


Open science

= 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).



Legal obligations

GA Art 17 + Annex 5

Open Access to scientific publications

The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:

- **at the latest at the time of publication, a copy of the published version or the final peer-reviewed manuscript accepted for publication**, is deposited in a trusted repository for scientific publications
- **immediate open access is provided to the deposited publication via the repository**, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights
- **information is given via the repository about any research output or any other tools and instruments** needed to validate the conclusions of the scientific publication.

Metadata of deposited publications must be open under a Creative Commons Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles.



Legal obligations

GA Art 17 + Annex 5

Research Data Management

The beneficiaries must manage the digital research data generated in the action ('data') responsibly, in line with the FAIR principles and by taking all of the following actions:

- **establish a data management plan ('DMP')** (and regularly update it)
- as soon as possible and within the deadlines set out in the DMP, **deposit the data in a trusted repository**
- as soon as possible and within the deadlines set out in the DMP, **ensure open access — via the repository — to the deposited data**, under the latest available version of the Creative Commons Attribution International Public License (CC BY) or Creative Commons Public Domain Dedication (CC0) or a licence with equivalent rights
- **provide information via the repository about any research output or any other tools and instruments** needed to re-use or validate the data.

Metadata of deposited data must be open under a Creative Commons Public Domain Dedication (CC 0) or equivalent (to the extent legitimate interests or constraints are safeguarded), in line with the FAIR principles.

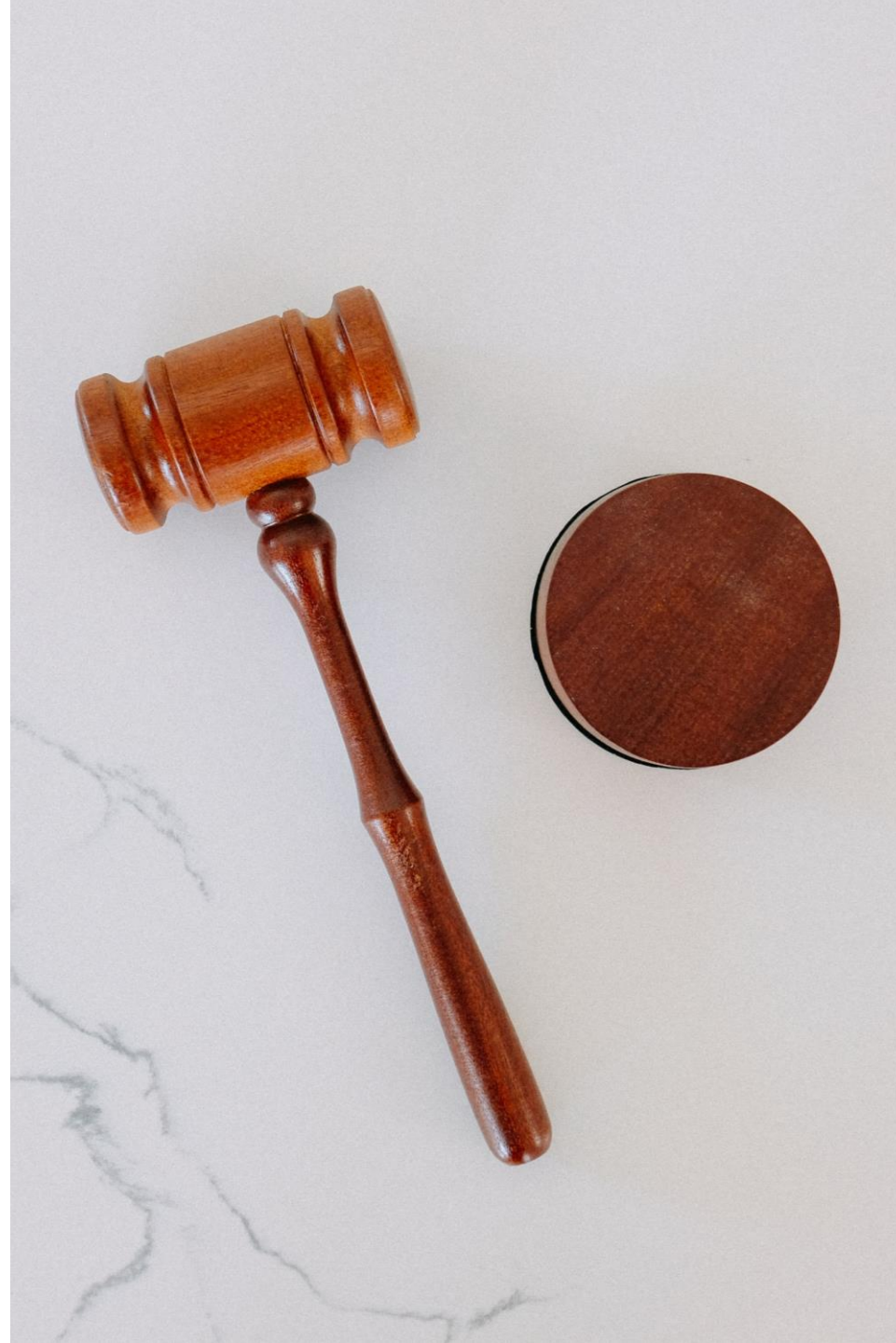


Legal obligations

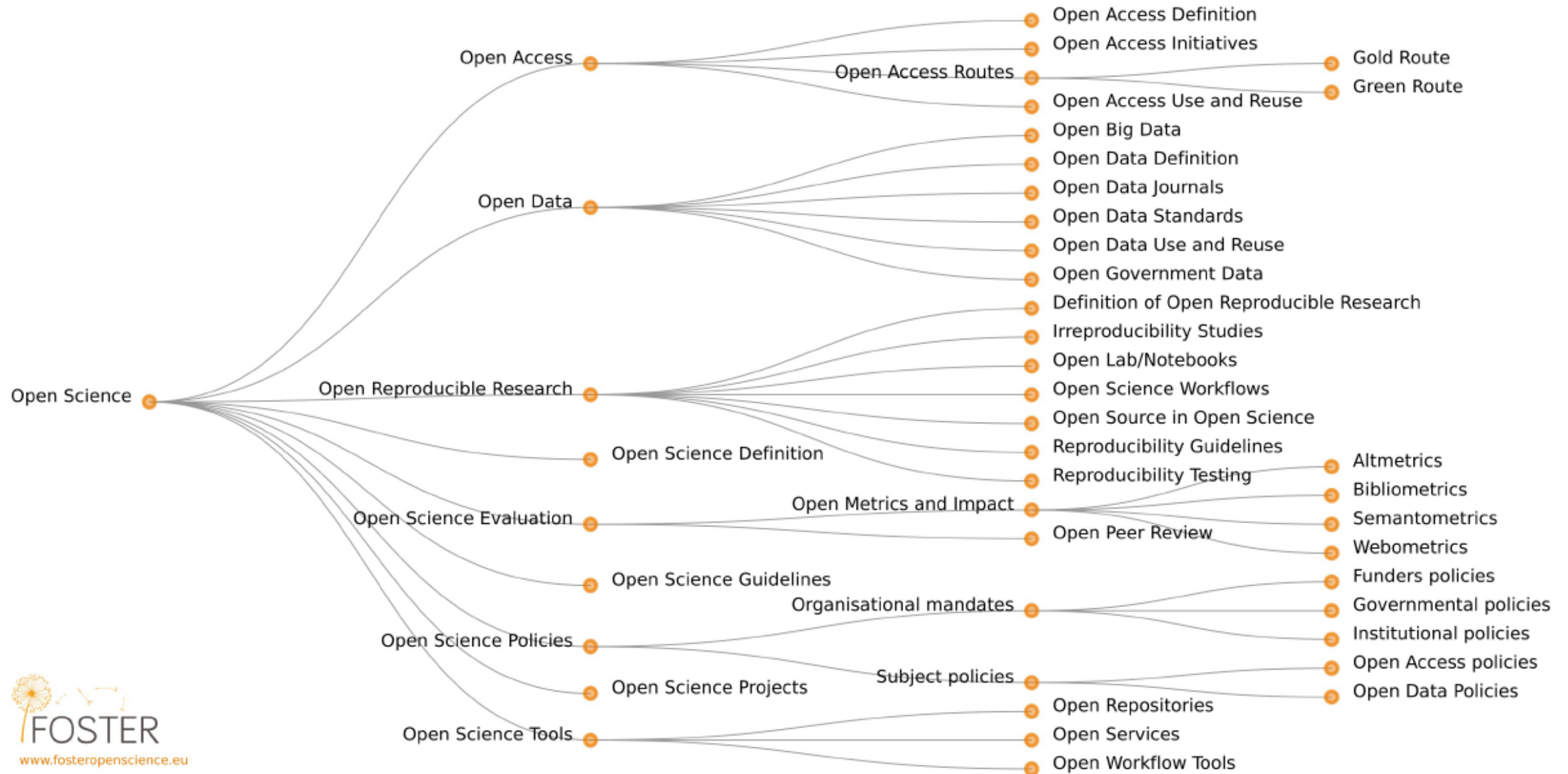
GA Art 17 + Annex 5

Additional practices

- **Where the call conditions impose additional obligations** regarding open science practices
- **Where the call conditions impose additional obligations regarding the validation of scientific publications**, the beneficiaries must provide (digital or physical) access to data or other results needed for validation of the conclusions of scientific publications
- **Where the call conditions impose additional open science obligations in case of a public emergency**, the beneficiaries must (if requested by the granting authority) immediately deposit any research output in a repository and provide open access to it under a CC BY licence, a Public Domain Dedication (CC 0) or equivalent. As an exception, if the access would be against the beneficiaries' legitimate interests, the beneficiaries must grant non-exclusive licenses —under fair and reasonable condition. **This provision applies up to 4 years after the end of the action.**



Open Science Taxonomy



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



The dissemination strategy



Plan for Exploitation and Dissemination of Results including communication

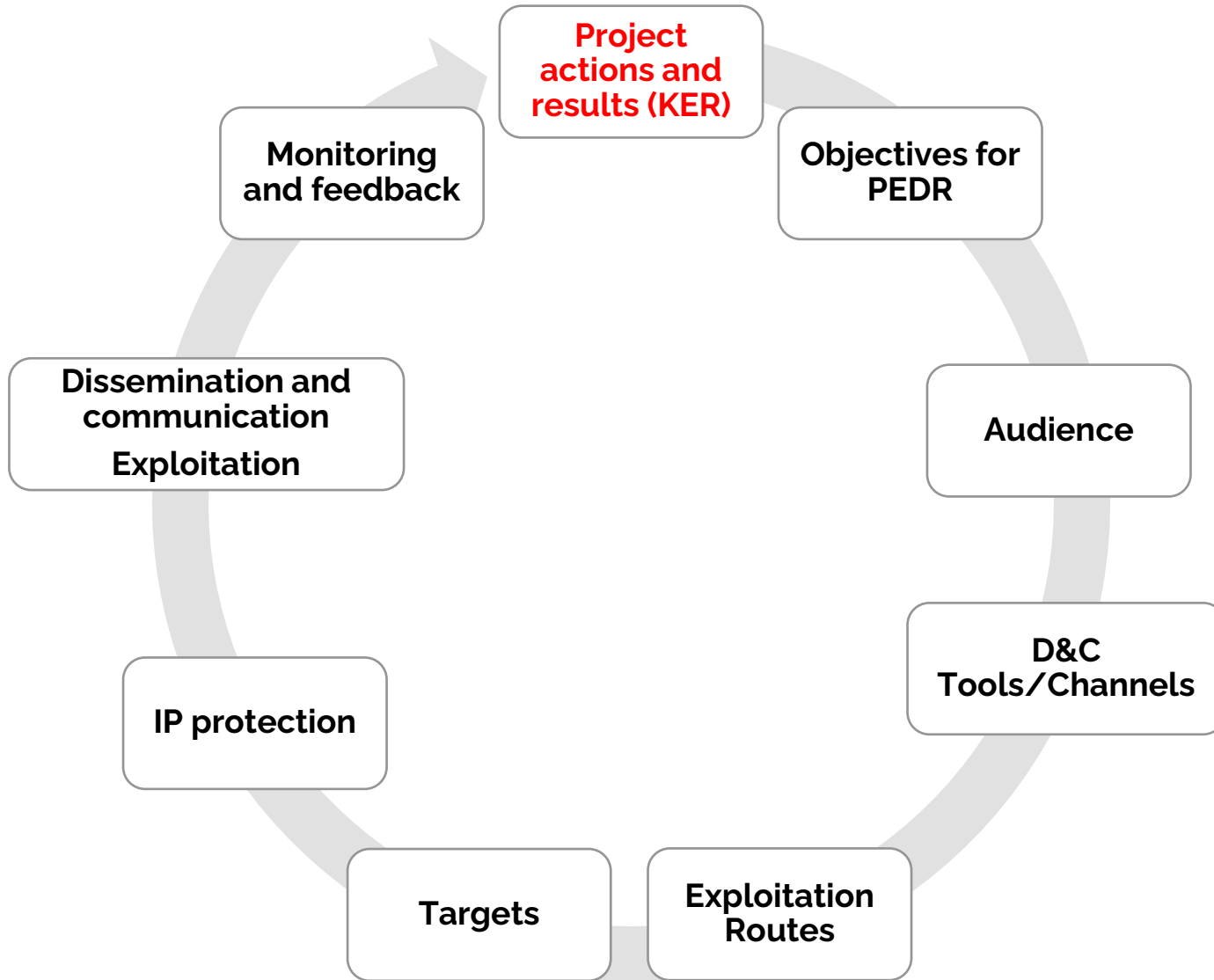
= **strategic document** for the beneficiaries helping them to establish the bases for their intellectual property strategy, dissemination and exploitation activities.

- 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...



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

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 setup

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**



Continuous reporting – D&C

Dissemination activities (1)

Grant Management Project Continuous Report ntothkis (EXTERNAL)

Project Summary	Researchers involved in the project	Deliverables	Milestones	Critical Risks	Publications	Results	Dissemination activities	Communications Activities	Standards	Intellectual property rights (IPR)	Datasets	Impact	Impact Continuati...	Other Results

Dissemination Activities SAVE

There is no dissemination activity for this project yet

List the dissemination activities carried out in the context of the project.
 Include dissemination activities mentioned in the proposal and new ones.

[+ Add Dissemination Activity](#)

Dissemination Activity Name	What? Type of dissemination activity	Who? Target audience Reached	Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	Status of the dissemination activity	Actions

Validate

Dissemination activities (2)

Edit dissemination activity □ ×

Dissemination activity name *

What?
Type of dissemination activity *

Who?
Target audience Reached *

- Research communities
- Industry, business partners
- Innovators
- Investors
- International organisation (UN body, OECD, etc.)
- EU Institutions
- National authorities
- Regional authorities
- Local authorities
- Civil society
- Citizens
- Specific end user communities
- Other

Why?
Description of the objective(s) with reference to a specific project output (max 200 characters) *

Status of the dissemination activity *

* mandatory fields

Communication activities (1)

Grant Management		Project Continuous Report													ntothkis (EXTERNAL)		
		Project Summary	Researchers involved in the project	Deliverables	Milestones	Critical Risks	Publications	Results	Disseminat... activities	Communic... Activities	Standards	Intellectual property rights (IPR)	Datasets	Impact	Impact Continuati...	Other Results	

Communications Activities

SAVE

There are no communication activities for this project yet

Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

List the communication activities carried out in the context of the project. Use the same labels used in your DEC plan.

No communication activities added


[Add Communication Activity](#)



Validate

Communication activities (2)


Add Communication Activity □ ×

Communication Activity Name*  test 2

Description*
insert mandatory description



Who? Target audience* REGIONAL_AUTHORITIES

How? Communication channel* SOCIAL_MEDIA

Outcome*  fill in with expected outcome

Status* ONGOING

* mandatory fields

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

Service eligibility and requirements

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.

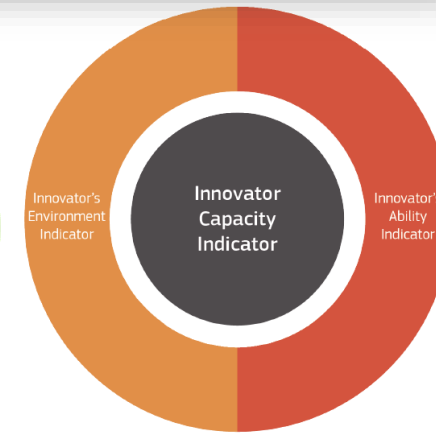
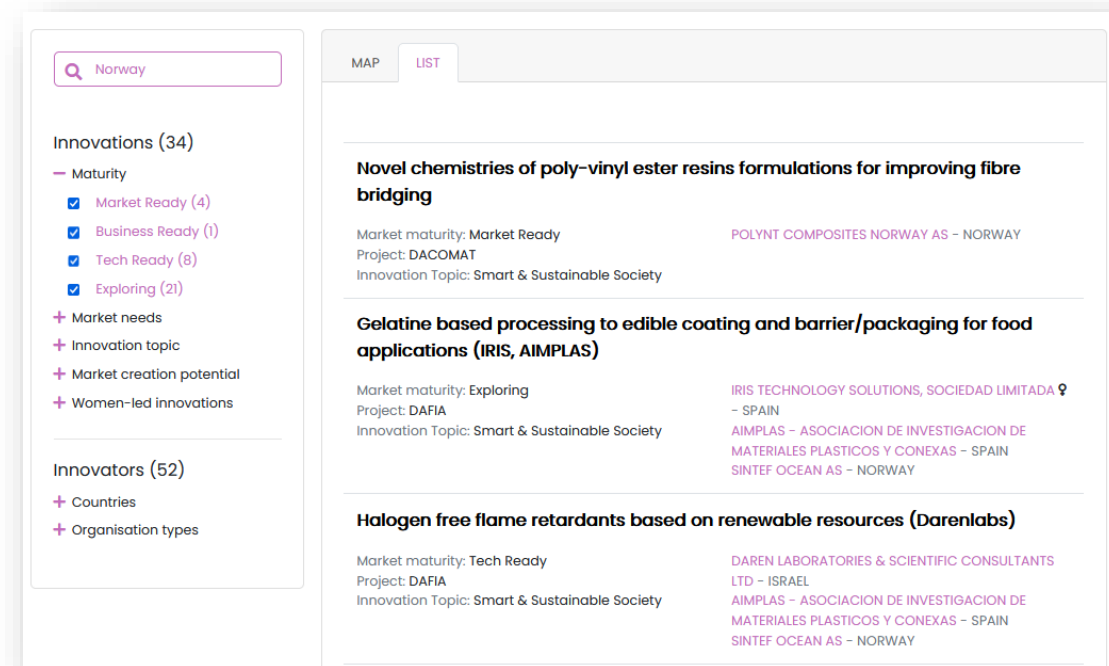
Service 3 - Go-To-Market Support (G2M)

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

Filter by

Search in keywords, organisation, project name

Match whole words only


Country

Norway

Project result search (129)

Sort by

FILTER(S): **Country: Norway**



The INTCATCH real-time water monitoring on-site service

INTCATCH - Development and application of Novel, Integrated Tools for monitoring and managing Catchments

My Project(s)


Download excel list

ACRONYM	CALL	PROGRAM	PROJECT	PHASE	ACTIONS
901241 wllk_cosmeGA	COS-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

Project result search (129)

Sort by

FILTER(S): **Country: Norway**



The INTCATCH real-time water monitoring on-site service

INTCATCH - Development and application of Novel, Integrated Tools for monitoring and managing Catchments

Policy related results

- Results likely to influence policy
- Results by contribution to UN SDGs

On the path to innovation

- Looking for funding, loans, or investments
- Looking for help on the way to market

Advancing the research and technology

- Looking for technical or infrastructure help or fellowship
- Looking for collaboration

A black clothespin is attached to a white card, which is hanging from a string. The card has the word "QUESTIONS?" written on it in bold, orange, uppercase letters. The background is a plain, light gray wall.

QUESTIONS?

Thank
you

for your attention

Krisztina Toth
krisztina.toth@europamedia.org

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