ETI TRAININGS

MEASURES TO MAXIMISE IMPACT

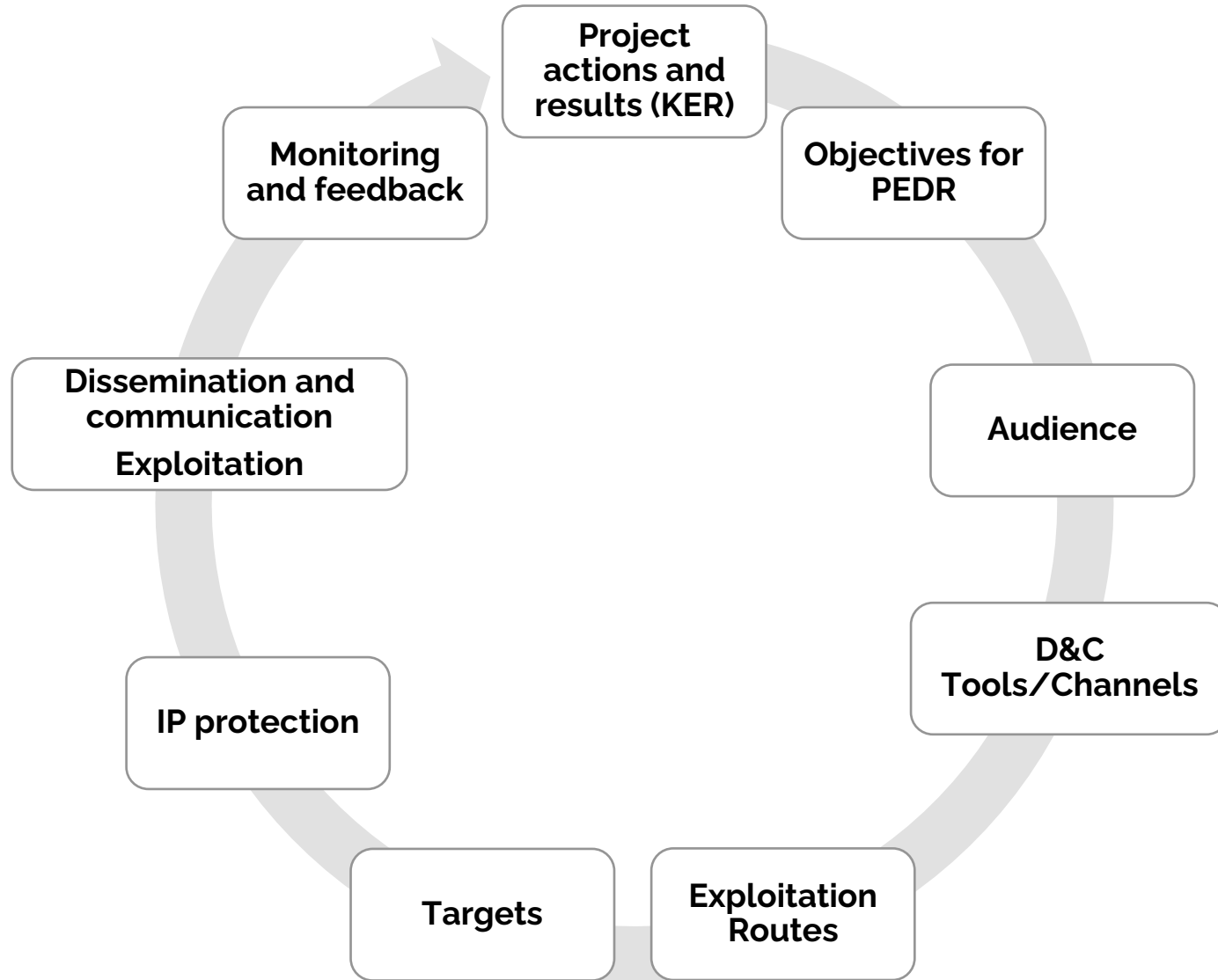*Hands-on tips for 2.2 section*

Gabriella Lovasz
Managing Director
Europa Media

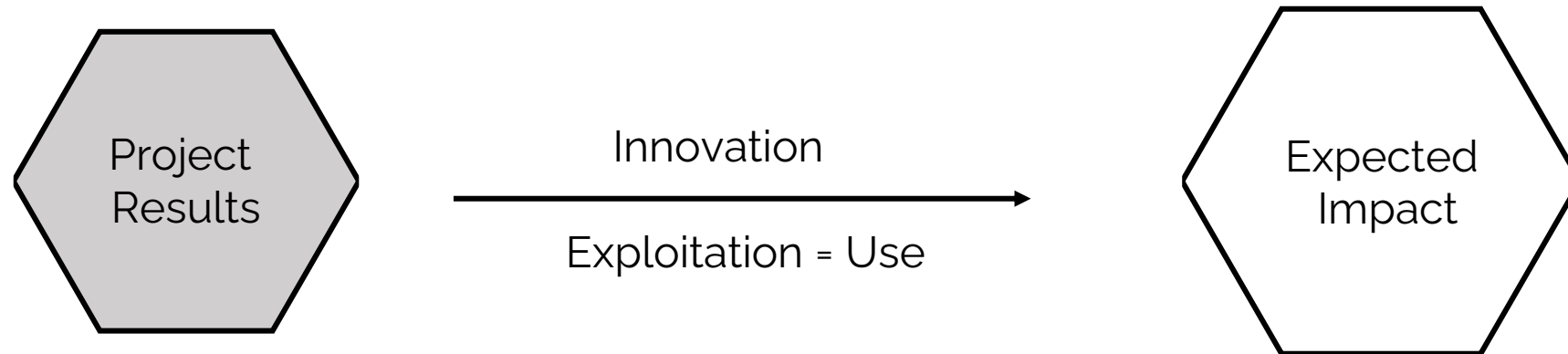Horizon Europe Proposal Writing
7 November 2023
Webinar

Strategic level:
Drafting your PEDR

- 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

Strategic level:
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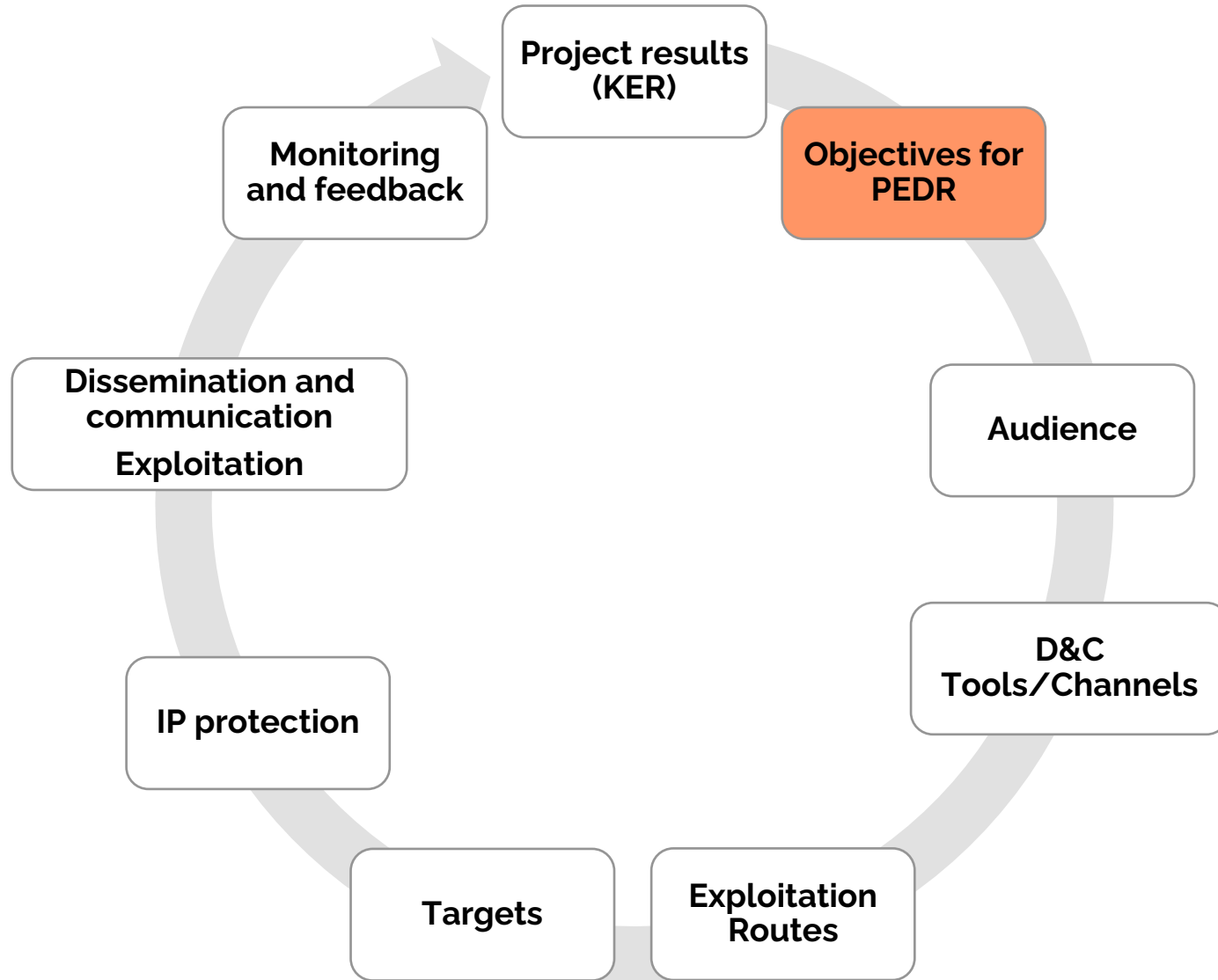
Objectives
What is the impact/reaction/change expected in the audience?
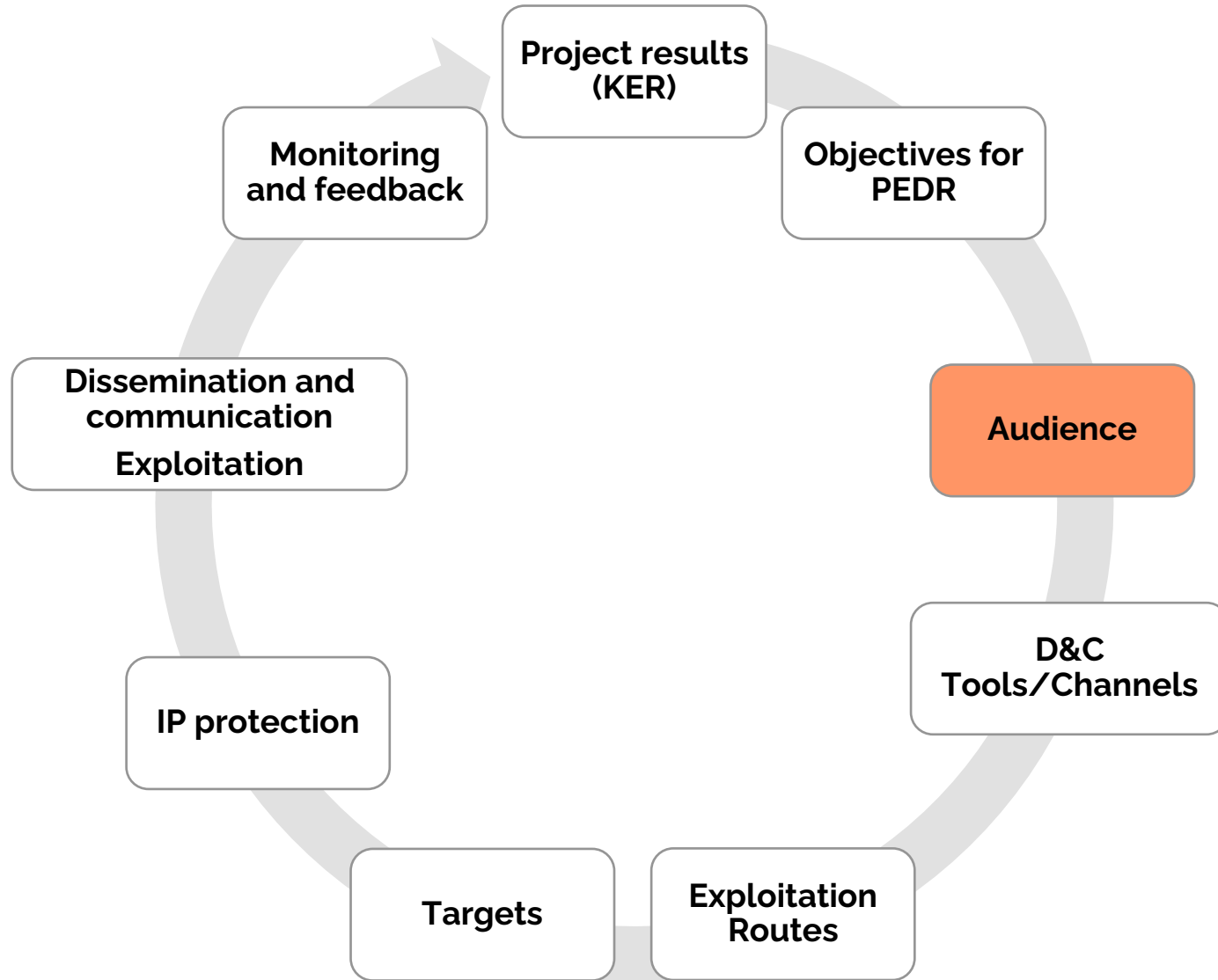
Dissemination
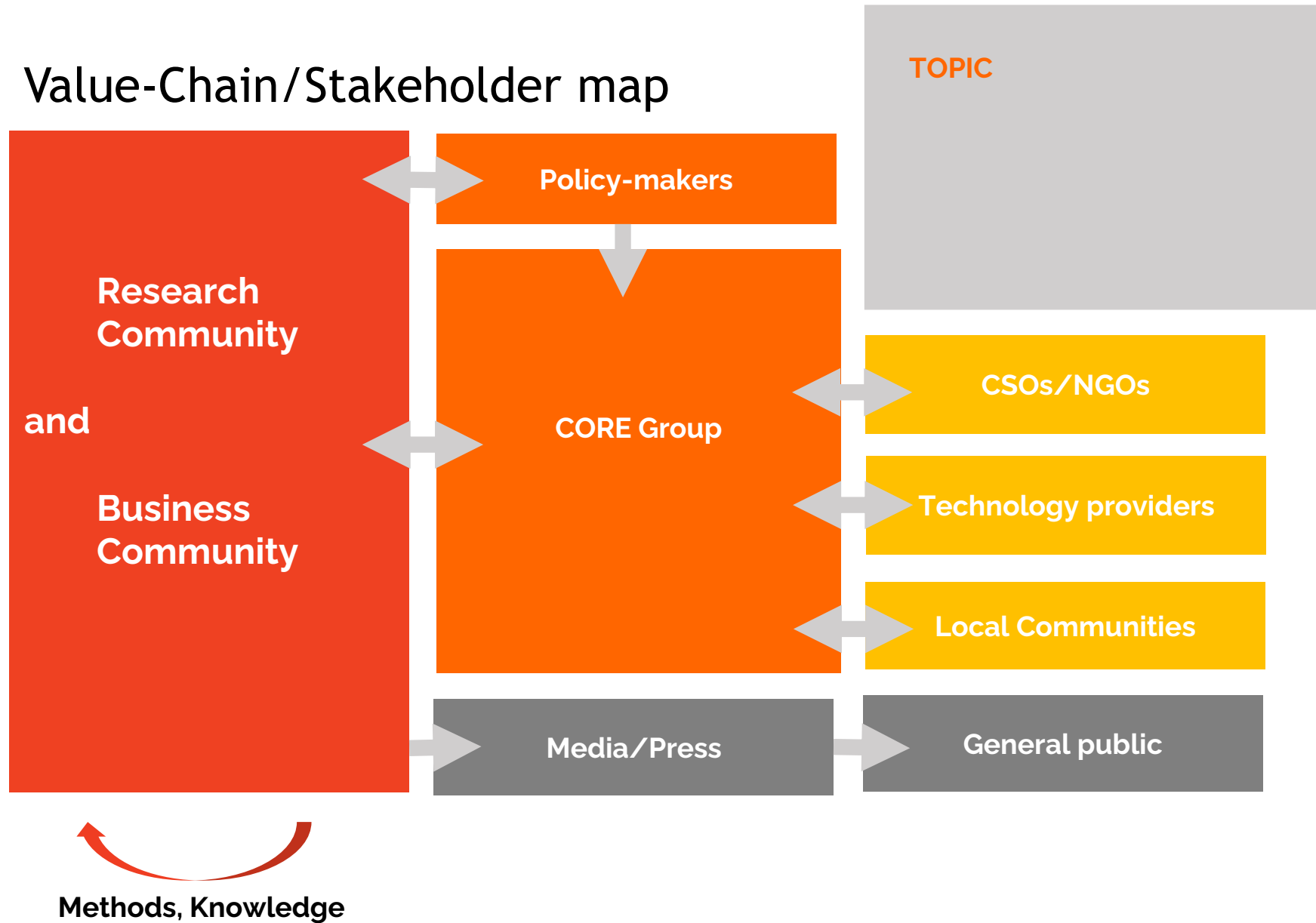The main **objectives** of **dissemination** in MY-GATEWAY are:

- 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.

Strategic level:
Drafting your PEDR

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Value-Chain/Stakeholder map

TOPIC

Research Community

and

Business Community

Policy-makers

CORE Group

CSOs/NGOs

Technology providers

Local Communities

Media/Press

General public

Methods, Knowledge

Stakeholder map

Research Community

agriculture
bio-energy
rural development
food science
forestry
chemistry

and

Business Community

bio-based industry
clusters
farmer associations
forestry organisations
biomass companies

Policy-makers

CORE Group

HORIZON-CL6-2021-CIRCBIO-01-08: **Mainstreaming inclusive small-scale bio-based solutions in European rural areas**

CSOs/NGOs supporting farmers and rural actors

Bio-based innovators

Rural Communities

Media/Press

General public

Methods, Knowledge

A generalised map of a bio-based value chain
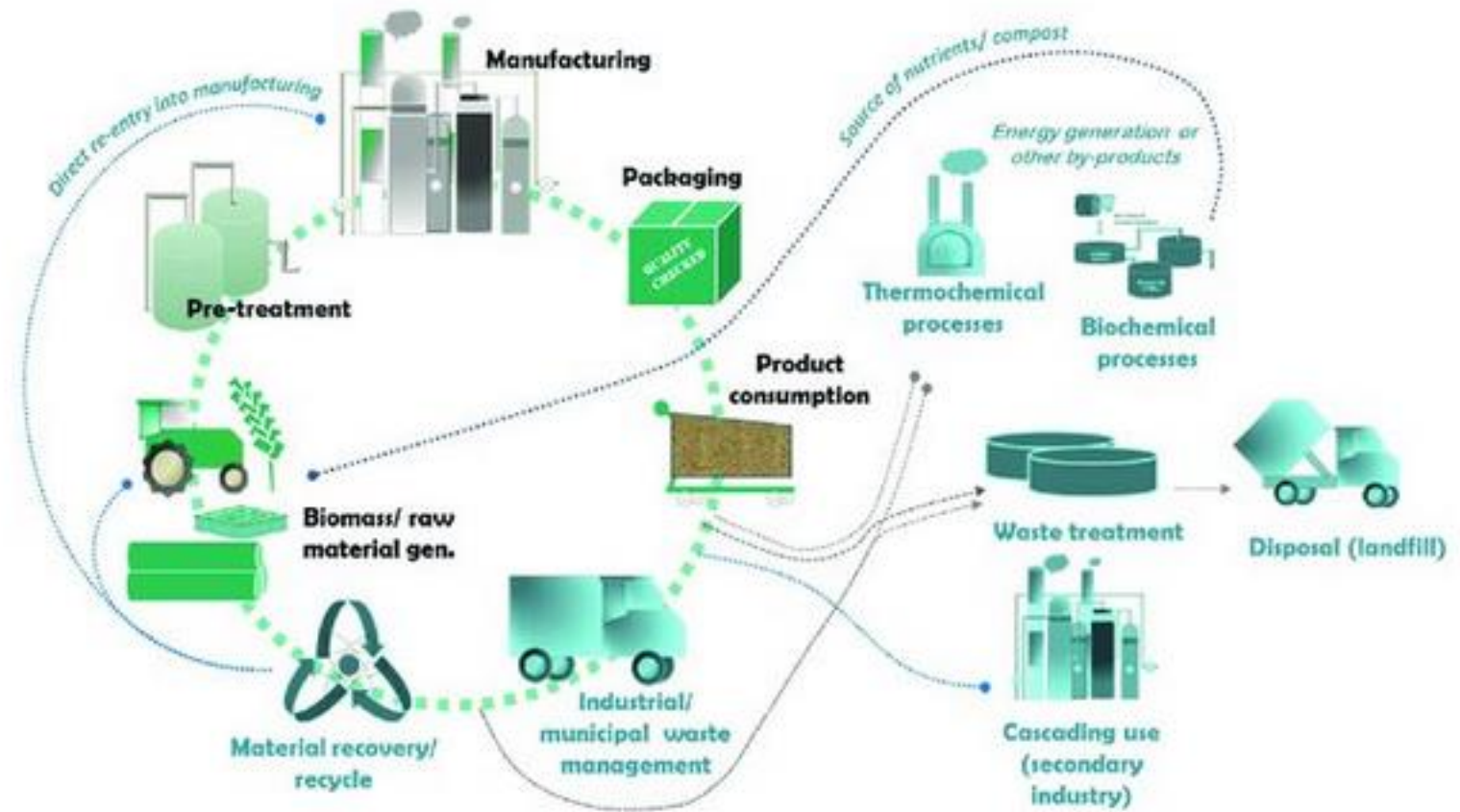
Potential users

- Use of the results by third parties will be 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?
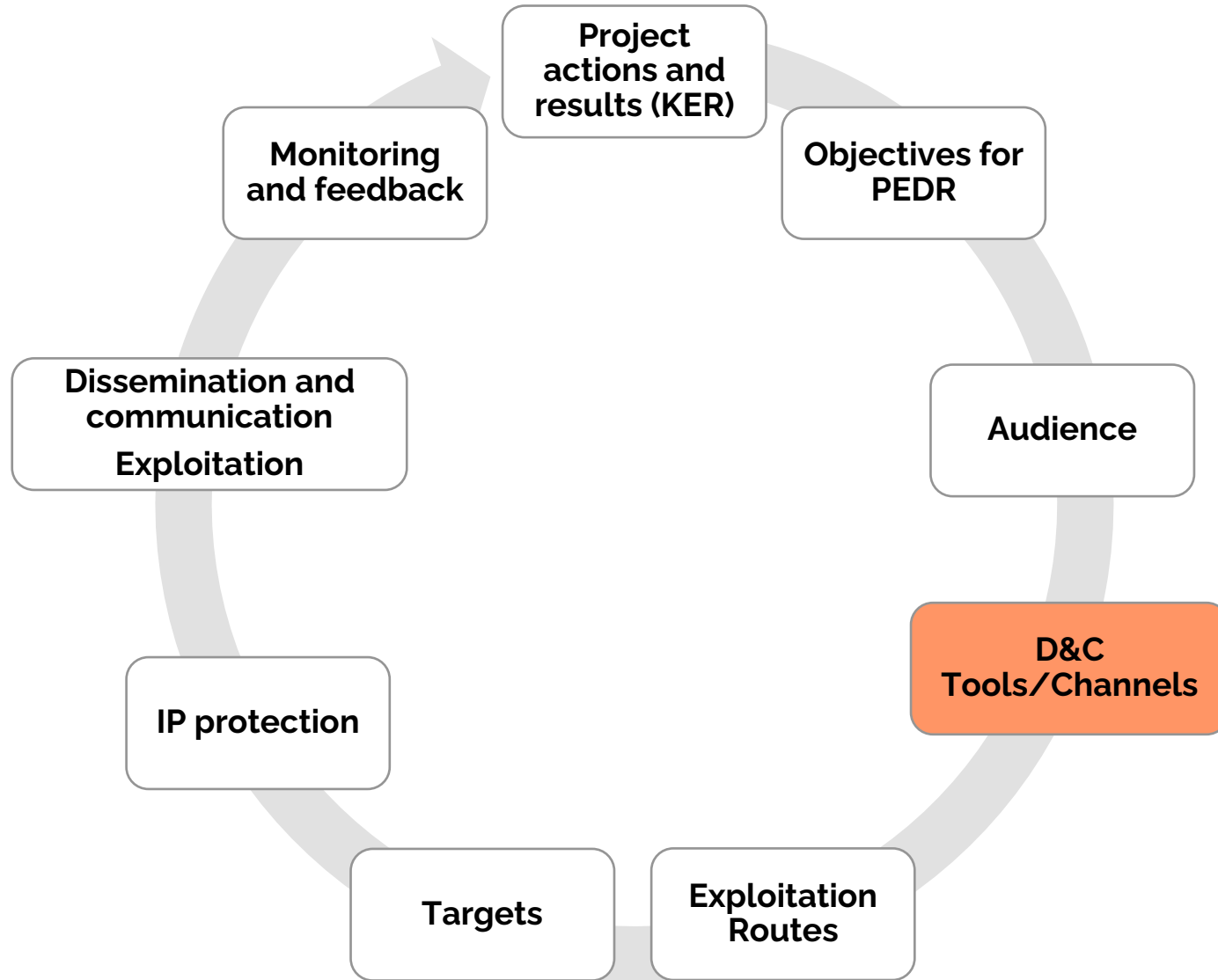
- Keep in mind the expected impact!

THE BENEFITS CAN BE

- SOCIETAL
- RESEARCH
- ENVIRONMENTAL
- TECHNICAL
- EDUCATIONAL
- FINANCIAL/COMMERCIAL

Strategic level:
Drafting your PEDR

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- Exploitation Routes

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*

Communication

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*

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,

Event participation;
**Horizon Europe Boosters;
Horizon Results Platform**

- **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.
- **Dissemination material**
  Based on the visual identity, EM will create dissemination material, including flyers, posters and other potential gadgets (e.g. stickers, USB pens, block notes, t-shirts, bottles, postcards, etc.) or other material which partners may require for their dissemination actions.

Tools
What is the best channel/tool to reach the intended audience?

Throughout project's lifetime, the Dissemination, Communication and Exploitation's Work Package Leader (EM) - with the contribution of all other partners - will work on **creating synergies with other relevant projects and initiatives** related to EU security, disinformation, hybrid attacks, of which a preliminary list is available in section 1.3. Moreover, PROTECTER will develop joint activities and communication with other projects that will be funded under BES-01 calls.

Additionally, the consortium recognizes the need to explore the **public perception** on the topics related to security, stability as well as recognition of true and false facts. Ensuring that evidence on the impact of disinformation campaigns on internal and external security reaches the general public and is correctly understood, poses a challenge for all stakeholders involved. That is why PROTECTER puts special emphasis on creating engaging content in order to help citizens think critically and holistically as well as on engaging them into open dialogues and debates on the issues related to security challenges. **A specific Task 8.3 has been designed for engaging local communities and active citizens** including tailored online and face-to-face activities (such as Security Hackathons and open dialogues, data visualization, video explainers and targeted awareness campaigns including calls to action). Partners aim to establish a two-way learning and feedback process, shifting away from purely one-way informative
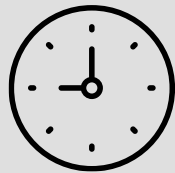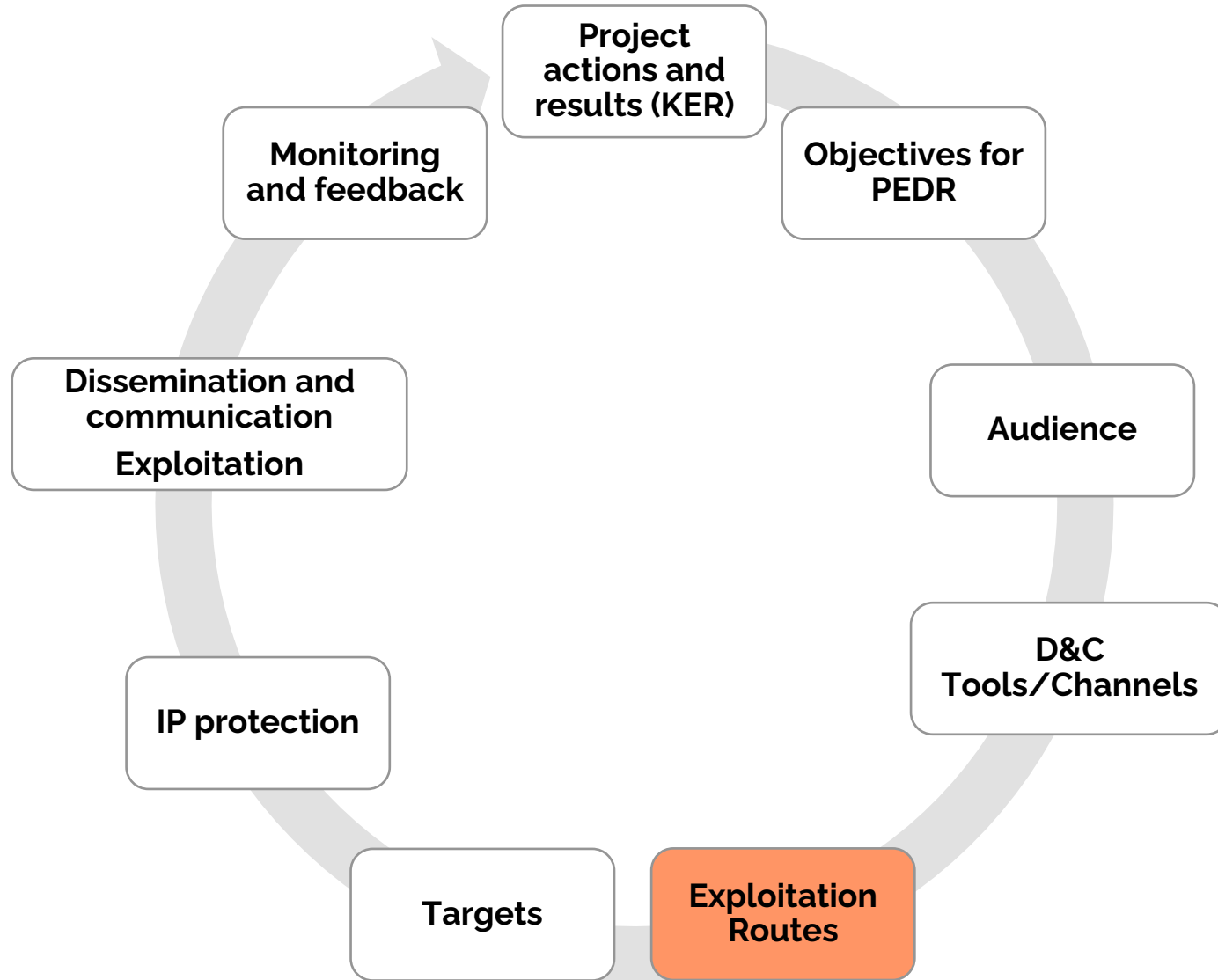
Timeline
How is your strategy changing over the project's lifetime?

Strategic level:
Drafting your PEDR

Project actions and results (KER)

Objectives for PEDR

Monitoring and feedback

Dissemination and communication
Exploitation

Audience

D&C Tools/Channels

IP protection

Targets

Exploitation Routes

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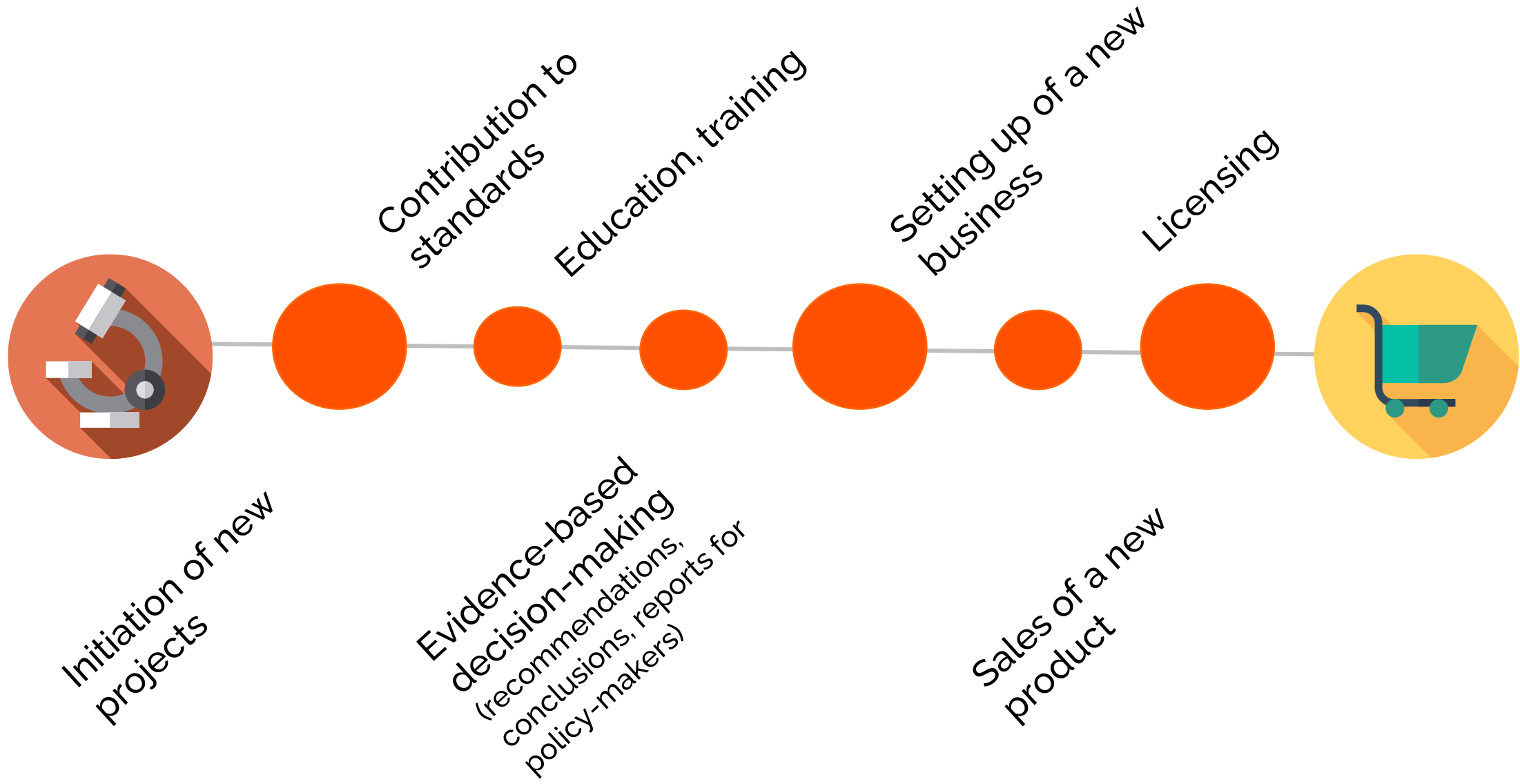
? This is a legal obligation coming from the Grant Agreement – do you know its 'name' and time limitation?

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

Initiation of new projects

Contribution to standards

Evidence-based decision-making (recommendations, conclusions, reports for policy-makers)

Education, training

Setting up of a new business

Sales of a new product

Licensing

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.)
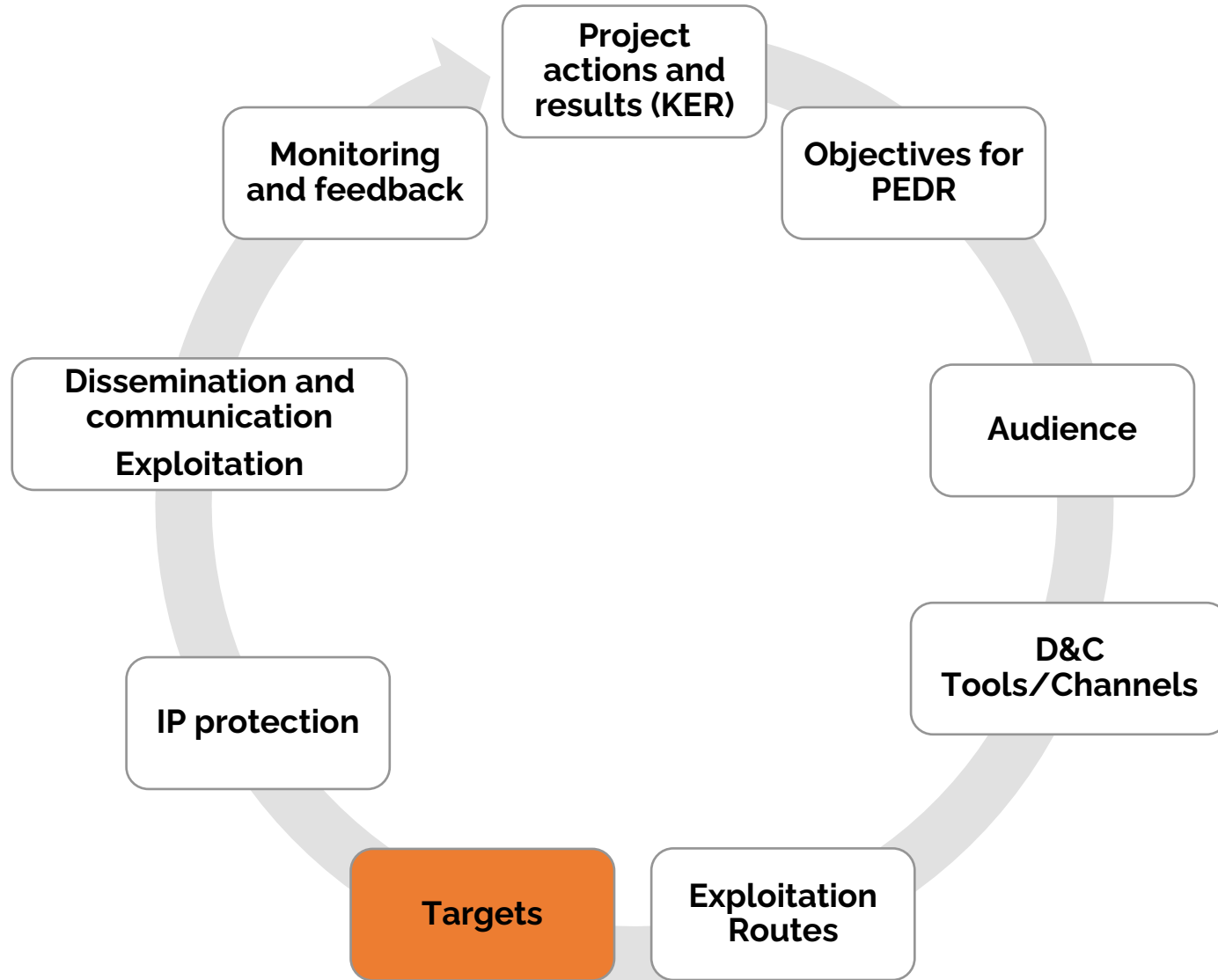
Individual exploitation plans

- Why have your partners accepted to be in the proposal?

- What's in it for them?

- What are the key results of interest for them?

Strategic level:
Drafting your PEDR

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- Targets

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.

Reporting: Dissemination and Communication activities
in Horizon Europe

3.2 Dissemination activities

Table 3.8: Dissemination activities – (mentioned in the proposal and new ones)

Activity name	What? Type of dissemination activity	Who? Target audience reached	Why? Description of the objective(s) with reference to a specific project output	Status of the dissemination activity
	Meetings	Policy-makers and authorities, international	200 characters max	Choose an item.

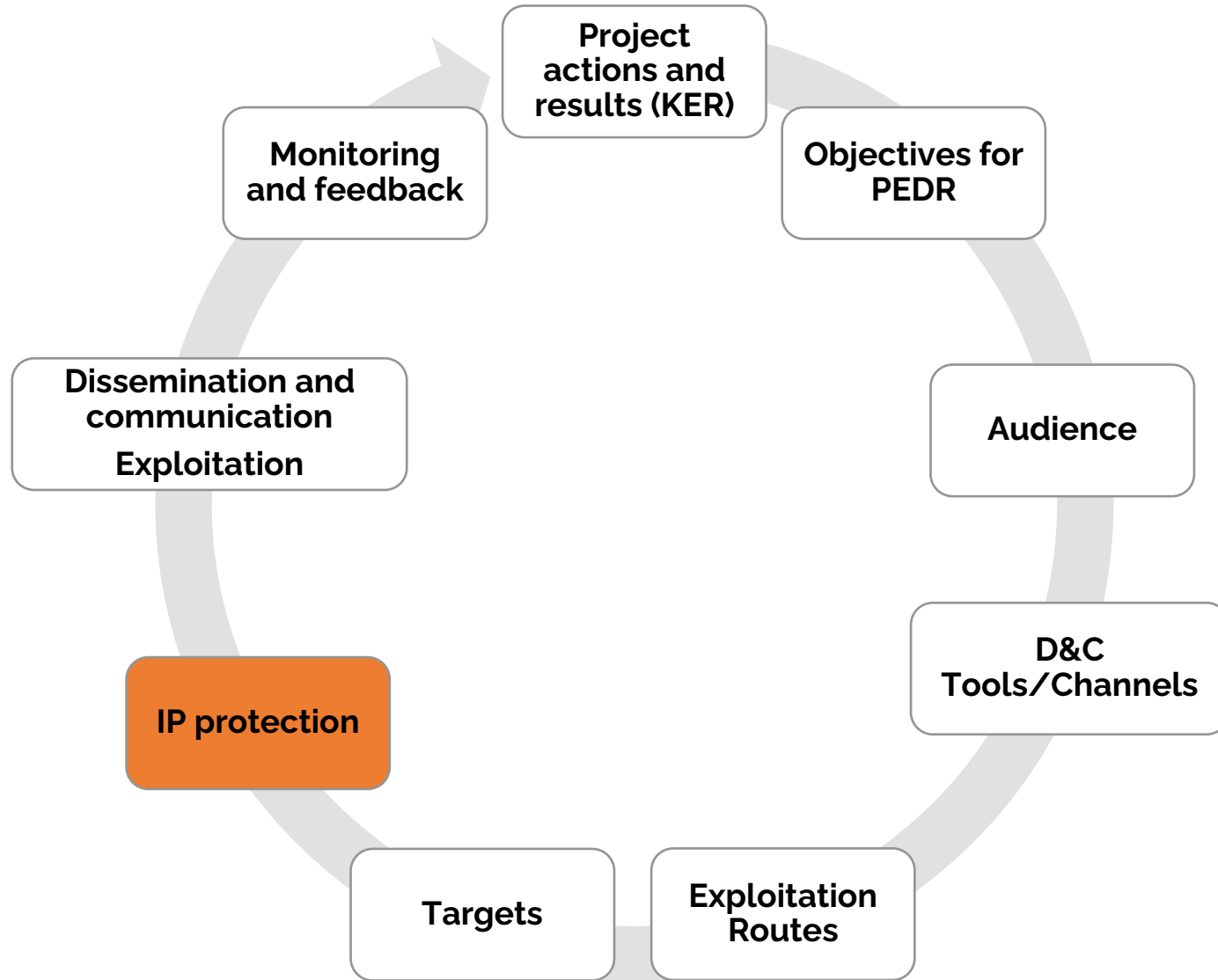## 3.3 Communication activities

Communication activity (short label, as described in the DEC plan)	Description of implemented activity (free text)	Target audience (Who?)	Communication channel (How?)	Outcome of the activity (IMPACT**)	Status of the communication activity
		Choose an item.	Choose an item.	(free text)	Choose an item.

** We would advise to give clear guidance of what we expect. It would be very specific Key performance indicators similar to what is suggested by DG COMM for our corporate communication https://myintracomm.ec.europa.eu/corp/comm/Evaluation/SiteAssets/Pages/Do-You-Need-Methodological-Guidance/Communication%20Network%20indicators%20.pdf

Instead of a text in part B, the Dissemination and Communication are now in a table.
In a semi-structured format for dissemination in order to extract data

NEW

European Commission

Strategic level:
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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?

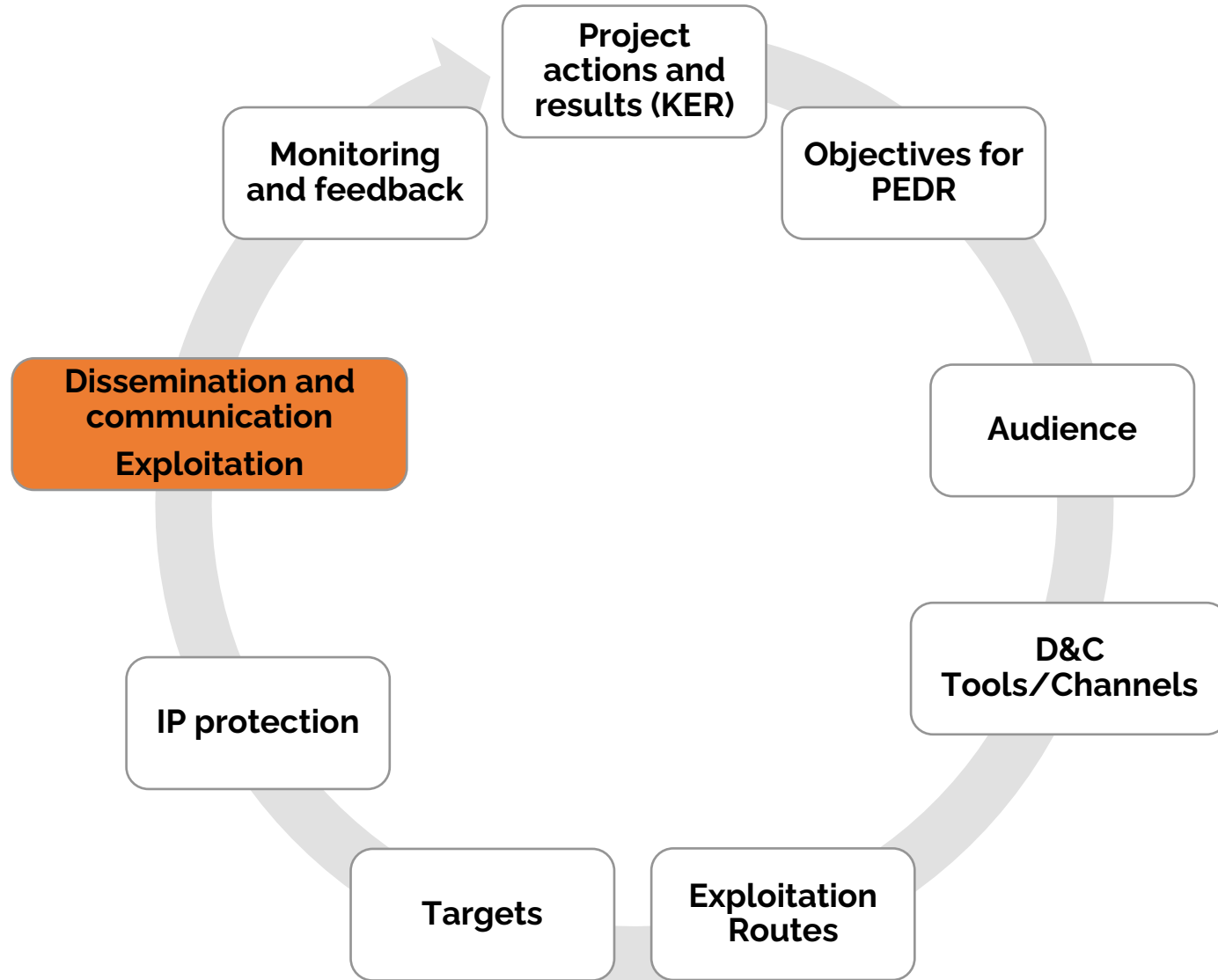| Assets linked with IP	Intellectual Property Rights (protection)
Invention Software Report Design Database Book Work of art Video Roadmap…	Patent Copyright (Software, written work, engineering drawing, etc.) Design rights (functional or aesthetic) Database rights (organising and querying and retreiving data) Trade mark Utility model Trade secret Plant varieties…

Reporting: Results Ownership List

in Horizon Europe

Table 3.2 Results ownership List						
Single or Joint ownership of result Indicate the number of owners	Result owner(s)	Owner country of establishment	Will the owner(s) exploit the result?	If relevant, in which form will the result be made available to other consortium member(s) and/or third party(ies)	Does the exploitation of the results require access to background of one or several consortium members?(*) If yes a compulsory question opens below	Does the exploitation of the results require access to third party IPR? ** If yes a compulsory question opens below
[1,2,….]	[Entity or Individual] Entity: Drop down option with project partners + 'Other'. 'Other' opens a field asking for name, address, country, and an identifier such as VAT number. Individual: Drop down option with 'researchers in project (pre-filed)' + 'Other'. 'Other' opens a field asking for name, address, country, and an identifier like ORCID, Researcher Id.	Pre-field for project partners	Yes/No	Choose an item.	Yes/No	Yes/ no/ not known

New obligation under HE, it was identified as being an obstacle for the uptake of research results

European Commission

Strategic level:
Drafting your PEDR

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- Exploitation Routes
- Targets
- IP protection
- Dissemination and communication Exploitation
- Monitoring and feedback

How to reach and engage my audience?

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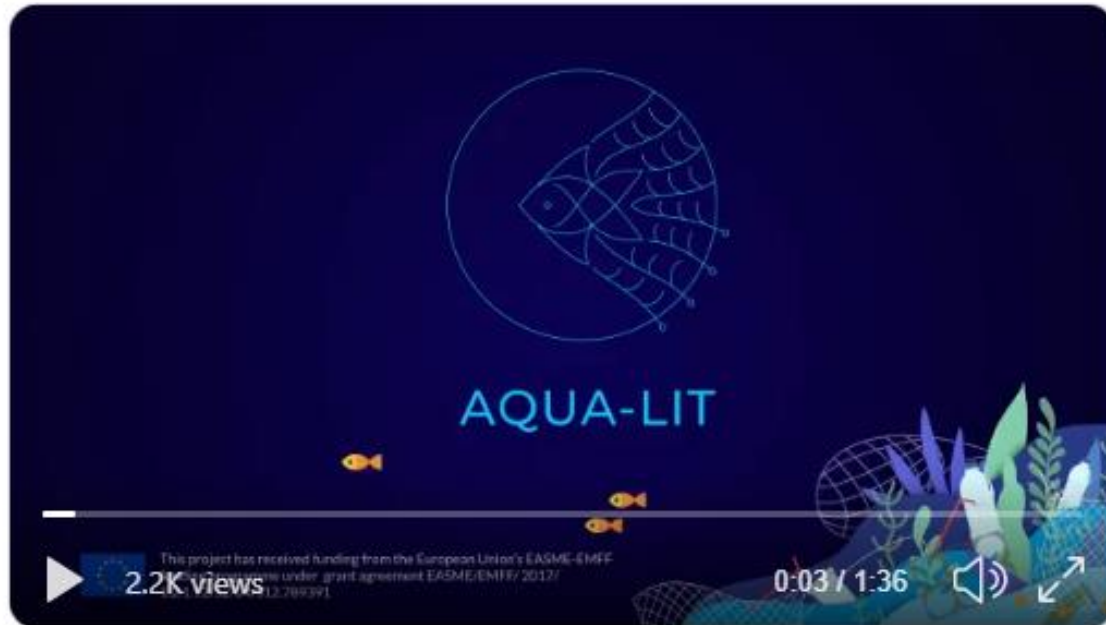- Engage with influencers
- Make use of EC's tools
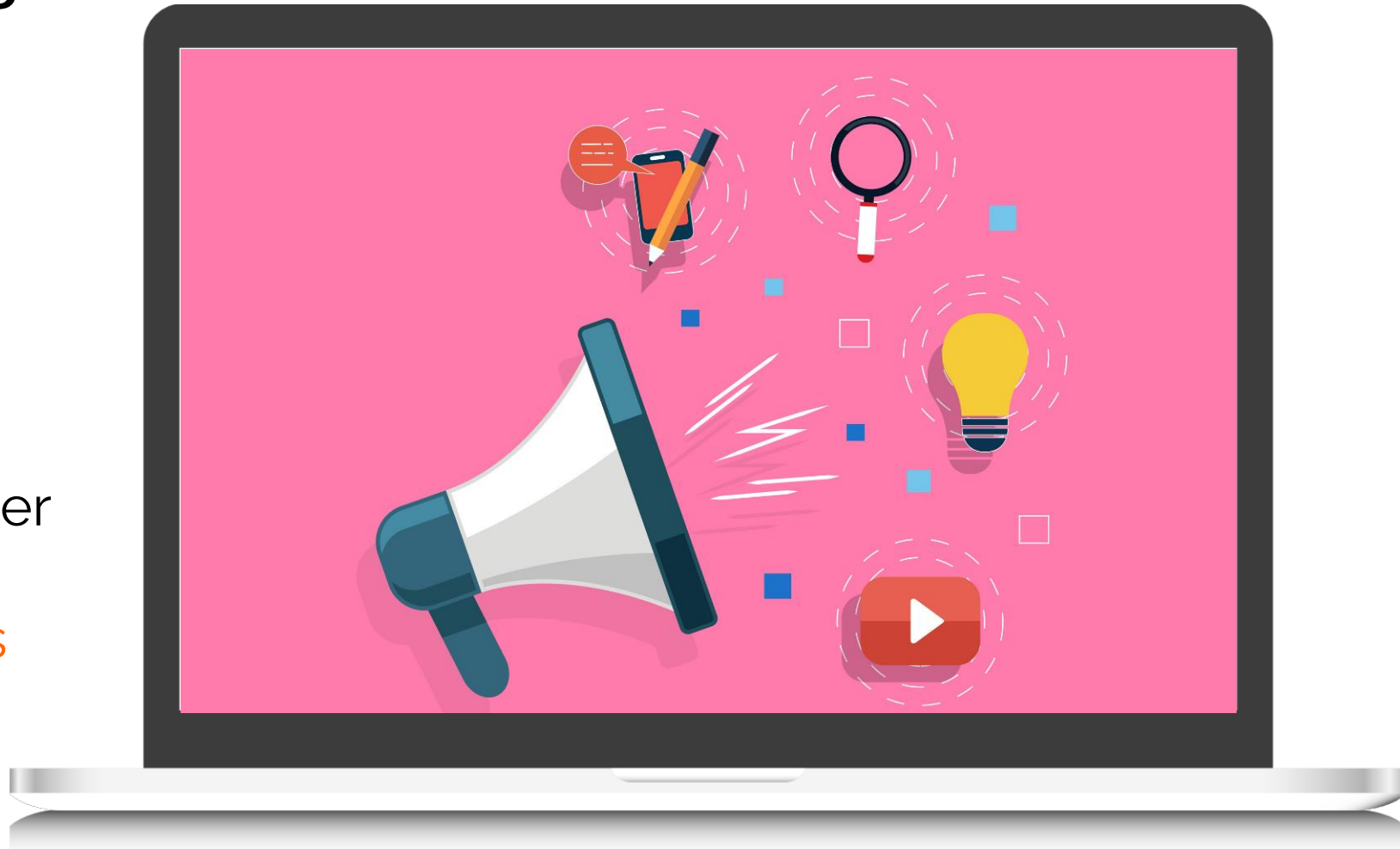
Successful dissemination

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.

AQUA-LIT

This project has received funding from the European Union's EASME-EMFF under grant agreement EASME/EMFF/2017/

2.2K views   0:03 / 1:36
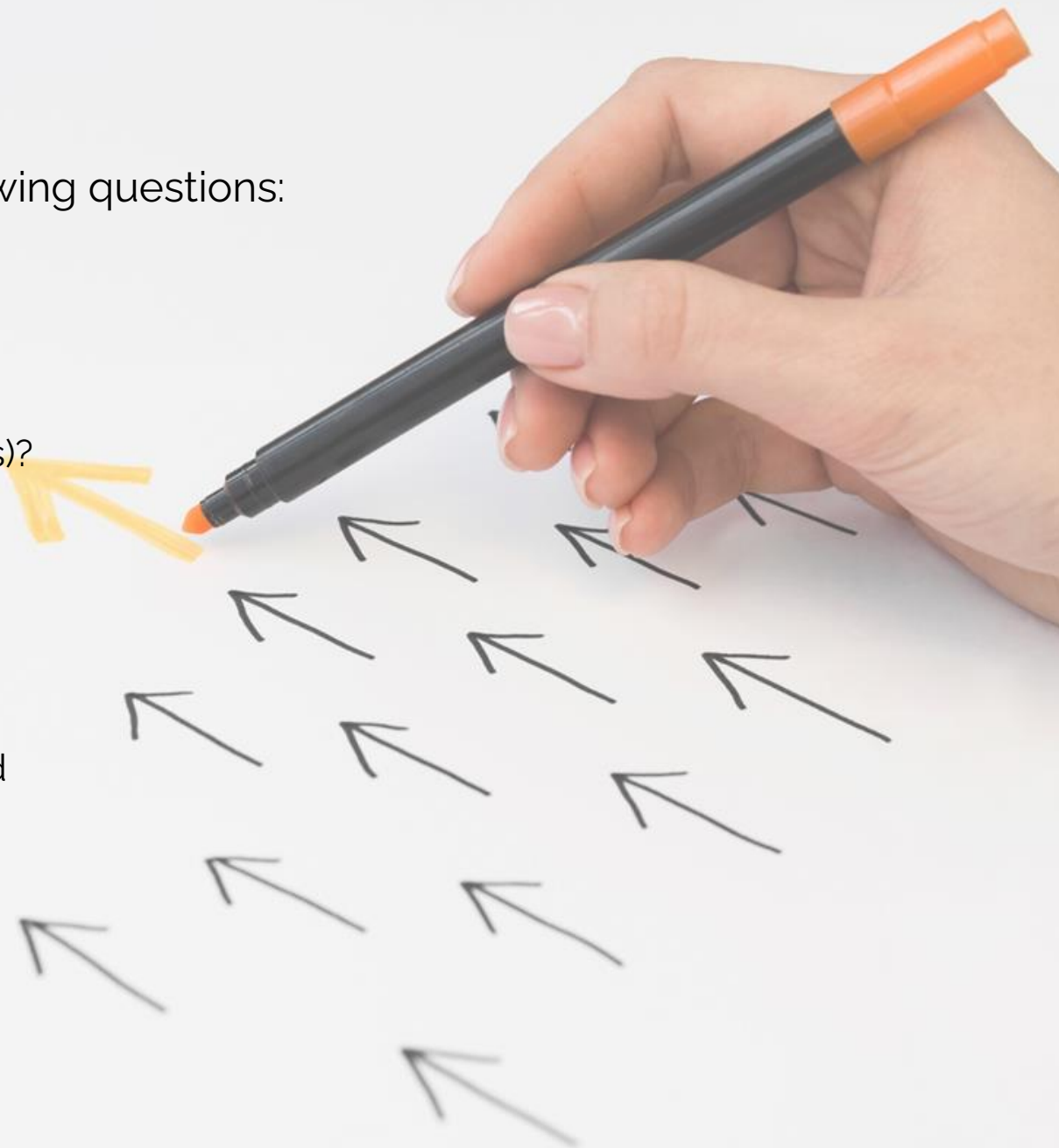
💬 1   🔁 59   ❤ 95   ⬆

- 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

2.3 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
Better understanding is needed on the use of AI-based educational technologies in schools. 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.	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.	Sharing evidence and best practices through online channels (websites, educational platforms, edutech sites, social media) and offline channels (events, workshops, meetings) Intermediaries will be informed (e.g. EUN, ESF) The new pedagogical framework and digitally enhanced tools will be used in schools.	School principals (schools) Teachers (through teacher associations) Educational authorities	Facilitated regulation of scientific-inquiry-based learning for every student in today's educational systems.	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.

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.

To take away
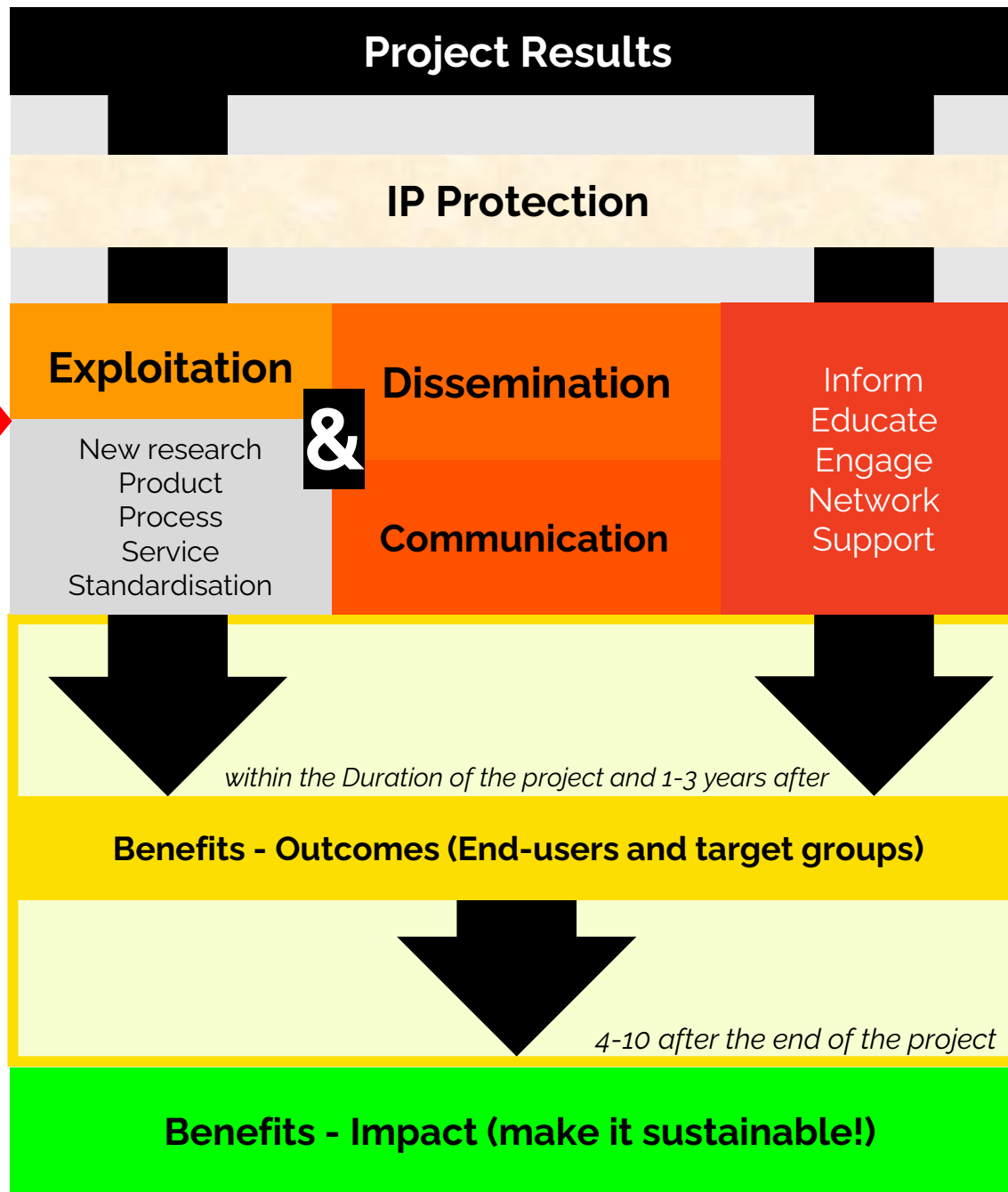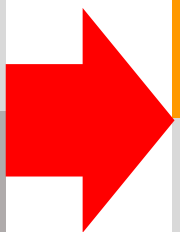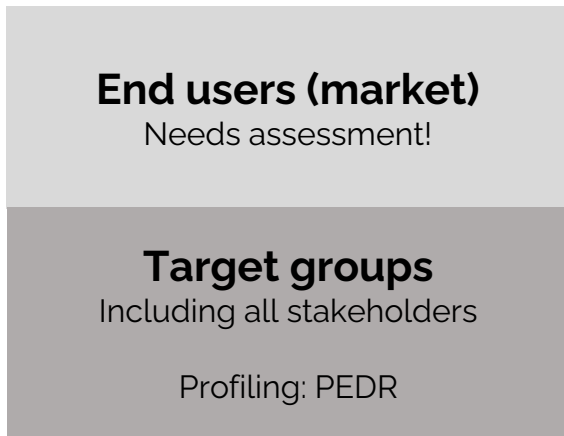
In summary:
1) Analyse your target groups

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

End users (market)
Needs assessment!

Target groups
Including all stakeholders

Profiling: PEDR

Project Results

IP Protection

Exploitation
New research
Product
Process
Service
Standardisation

&

Dissemination

Communication

Inform
Educate
Engage
Network
Support

within the Duration of the project and 1-3 years after

Benefits - Outcomes (End-users and target groups)

4-10 after the end of the project

Benefits - Impact (make it sustainable!)

Thank you
for your attention

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