



Europa Media Trainings

# D&C&E Management Case Studies

**Francesca Monaco**  
Head of Communications  
EMG Group

**Iasmina Cioroianu**  
Project Manager, Europa Media Non-profit  
EMG Group

**Dissemination, Exploitation and Innovation in Horizon Europe proposals and running projects**  
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**D&C efforts  
increase**



# Dissemination & Communication efforts

- Time for an EC review meeting...
- One of your reviewers is a communication expert and they were NOT 100% satisfied with your project's dissemination & communication activities and Key Performance Indicators (KPIs)
- They request you to review your dissemination & communication activities and increase your KPIs



**How would you handle this? What would this mean from a project management perspective?**





# Stakeholder event KPI





# Stakeholder event KPI

- The D&C leader, with the help of the consortium, is leading the organization of an event to engage stakeholders:
  - Organising an event;
  - Invite stakeholders who would attend;
  - Fill in a specific survey with stakeholders to be analysed.
- The KPI was to have 150 people attending and filling in the survey.
- However, the KPI is nowhere to be reached, as only 15 attendees filled in the survey.
- Organizing this event is an important milestone in your project, on which further tasks depend.



**What do you think about this? How could you handle this?**



# Conflicting exploitation interests



# Conflicting exploitation interests

- As a KPI, you, the university partner in charge, have to publish a peer-reviewed article on a technology you are developing in your project.
- You have developed this technology jointly with an industry partner (i.e. a private company).
- You have prepared the first version and shared it with the industry partner, but they asked you to delete any specifications of the technological solution you are developing together.
- You did that and submitted the paper for peer-review, which was rejected because it lacked those technical specifications.
- The industry partner refuses to give away and make those public as they want to commercialize and patent that technology. If any info is disclosed publicly, that would not be possible anymore.



**How would you sort out this issue?**





**Ownership of  
unforeseen  
result**





# Ownership of unforeseen result - dispute

- We are at M34 two months before the end of the project.
- The coordinator (You) just wanted to start the preparation for the final periodic report.
- Four main results were expected in the project, while an additional one was also created with significant market value (Result = Foreground).
- Two partners cannot agree on who can exploit this result.
- These partners are asking for the support and the guidance of the Coordinator because they are not willing to submit their final Financial Statement and provide any contribution to the final periodic report until this issue is solved.



**How would you sort out this issue?**





A black clothespin is attached to a thin, dark string that runs diagonally across the frame. The clothespin is holding a 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-colored wall.

**QUESTIONS?**



Thank  
you

*for your attention*

Iasmina Cioroianu

[iasmina.cioroianu@europamedia.org](mailto:iasmina.cioroianu@europamedia.org)

Francesca Monaco

[francesca.monaco@europamedia.org](mailto:francesca.monaco@europamedia.org)



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