Dissemination, Exploitation and Innovation in Horizon Europe proposals and running projects

28 November 2023
Webinar

AGENDA

08:45 – 09:00	**Entering Zoom**
09:00 – 09:15	**Event Opening and introduction to the course**
09:15 – 10:30	**Measures to maximise impact – Hands-on tips for 2.2 section**

- Dissemination, Communication and Exploitation
- Novelties in HE (Reporting/Monitoring)
- Methods, tables, graphs
- Different approaches for describing exploitation and dissemination strategies
- IP strategies, IPR management
- Showcase of real examples

(10:30 – 10:45 Coffee break)

10:45 – 12:00	**Workshop: preparing a draft PEDR**

Participants will analyse the target groups, set objectives, prepare a timeline, select channels and tools for dissemination and communication, agree on joint ownership principles and develop potential exploitation options – everything you need to have a solid draft PEDR at proposal stage.

(12:00 – 12:45 Lunch break)

12:45 – 13:30	**IP, Exploitation and Innovation management in running projects.**

Introduction to the innovation management activities in Horizon Europe projects including best practices to make the most out of your project results. During this presentation we will discuss how innovation management is linked to the daily management and the reporting activities; how to follow IP development, capture and manage results; how to assess novelty elements and how to decide on the best exploitation route?

(13:30 – 13:45 Coffee break)

13:45 – 14:30	**Open Science, Data management (DMP) and Exploitation and Dissemination of Results inc. Communication (PEDR)**

The first deliverables you need to prepare by M6 is the DMP and the PEDR based on the draft strategies included in the proposal. These are strategic, live documents, introducing all the key research data management, dissemination, exploitation and communication activities and measures planned to support the achievement of the expected outcomes and the long-term impact of the project, taking into consideration the open science principles. In this presentation, our trainers will give you several practice-based tips on how to build your DMP and PEDR.

(14:30 – 14:45 Coffee break)

14:45 – 15:30	**Workshop: Management case studies**

- How to support your KIP with the dissemination strategy
- How to monitor the implementation
- What to do with IP conflicts?
- What should be done when the PEDR strategy is not successful?
- How to achieve synergies and good collaboration on EU level?
- How to use the innovation ecosystem players to maximise impact?

15:30	Remaining questions, end of course