EMG GROUP

EM TRAININGS

Europa Media Trainings

Golden tips for successful communication and dissemination

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→ Contractual obligations and first steps

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→ PEDR, Monitoring, Reporting

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1. GAP and Project launch

Understand your role and duties

- Project Coordinator

- WP leader for Dissemination, Exploitation and Communication (DEC)

- Partner contributing to the DEC WP

- Member involved in the DEC Committee

- **COMMS manager** (at one of the above)

Before and during the kick-off meeting

- Introducing the GA (contractual) obligations
- Commission's perspective on C&D
- Learning about the "sister projects"
- Deciding (voting?(!)) on the logo
- Informing about the DEC KPIs in the GA
- Preliminary discussion on PEDR in HE (M6)
- Clarifying roles, responsibilities and resources available for DEC for all partners
- Discussing/introducing the internal monitoring processes
- *Launching the social media channels*
- *Publishing a press release*
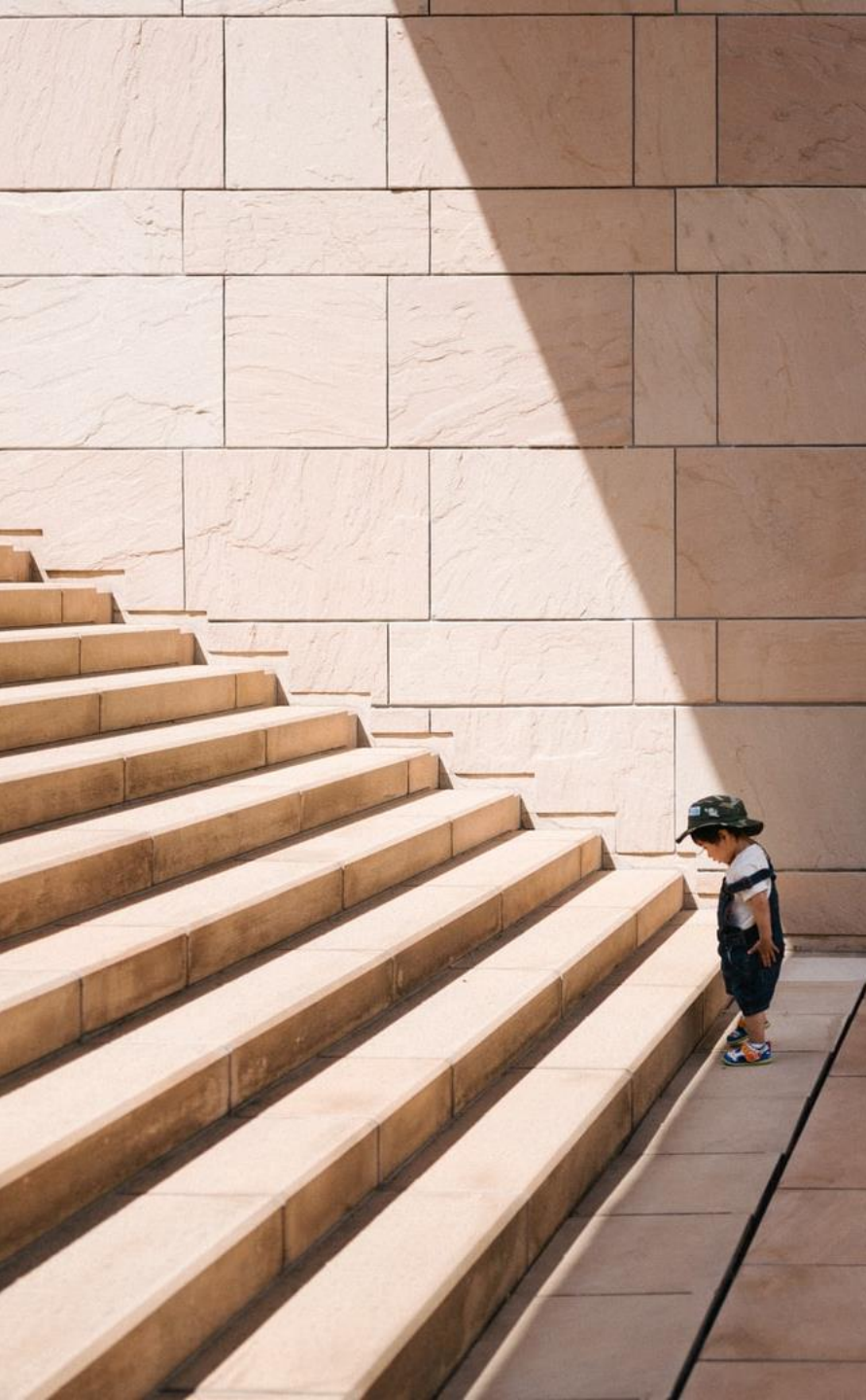
PRESS RELEASE

CEE2ACT launched to support 10 Central and Eastern European countries in developing circular bioeconomy strategies

15 September 2022

On 13-14 September 2022, representatives of 17 European organisations from 17 countries gathered in Budapest at the kick-off meeting of the CEE2ACT project, funded under the European Union's Horizon Europe Research and Innovation programme.

The European Green Deal has set Europe on its path to being the first climate-neutral continent by 2050 and achieving a green transition that is just, fair and inclusive. One of the seven core pathways to deliver this climate neutrality is the bioeconomy. The 2018 update to the EU bioeconomy strategy highlighted the relevance of developing national bioeconomy strategies and action plans to deploy a sustainable and circular bioeconomy across Europe, considering economic, social and environmental aspects.

To date, there are still Member States, including many from Central and Eastern Europe (CEE) that do not have a national bioeconomy strategy and action plan despite their high biomass resource base and new bioeconomy potential. However, there are relevant regional initiatives supporting bioeconomy in Central and Eastern European countries.

The objective of CEE2ACT is to empower countries in **Central Eastern Europe (Hungary, Bulgaria, Croatia, Czechia, Poland, Romania, Slovakia, Slovenia,) and beyond (Greece, Republic of Serbia)** to develop circular bioeconomy strategies and action plans, through knowledge transfer and innovative governance models, to achieve better-informed decision-making processes, societal engagement, and innovation, building on the practice of experienced countries (Austria, Belgium, Finland, Germany, Netherlands, Spain, Sweden).

Knowledge transfer and inspiration in creative formats that address the motivations, needs and knowledge gaps of each CEE2ACT target country will be realised through **CEE2ACT National Bioeconomy Hubs.** A bottom-up approach will be applied throughout the project activities, tackling specific knowledge gaps and shortcomings of the top-down conventional approach, building closer interconnections between actors across **public institutions, private sector, industry, energy, SMEs, feedstock providers (e.g., waste, side streams, farmers, foresters, fishermen,) academia and research, NGOs, and Civil Society Organisations** in the target countries.

To achieve this, a baseline assessment will be carried out, and stakeholder engagement activities will be implemented ensuring the active participation of all relevant stakeholders. Digital solutions for sustainable governance will be created, supporting

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101060280

AGEMERA
@agemera_eu

📢Attention: a new #HorizonEurope project is taking off! 🙌

AGEMERA is a recently launched 3️⃣-year project that aims to unlock Europe's Critical Raw Materials' potential. 🔍The kick-off event started today in Oulu 🇫🇮.

👉 Stay tuned - updates about AGEMERA will follow soon! 👈

AGEMERA Kick-off Meeting

📍 Oulu, Finland
📅 4-7 October 2022

GEONARDO and 9 others

Europa Media
@EuropaMedia

We are glad to present you our 🆕🇪🇺 #HorizonEU project @BcomingEU
@Cirad is our project's coordinator & together with other 13 partners we aim to limit the emergence of infectious diseases by investing on #biodiversity #conservation strategies in 🌍🌎🌏

🔗 europamedia.org/blog/post/41/b...

INRAE and 8 others

Table 10 Communication tools/channels and KPIs

TOOL/CHANNEL	KPI	M24	M48
Website	Number of views	10,000	20,000
Social Media	Number of followers (total for all accounts)	1,000	2,000
Articles (blog posts, policy briefs, scientific articles)	Number of articles	At least 20	At least 35
Dissemination materials (flyers and brochures)	Number of materials distributed	250	500
Events	Number of events and conferences attended (including events organized by FLOW)	50	100
Final Conference	Number of attendees	At least 100	
Synergies with F2F and GD projects and initiatives	Number of joint activities organized	At least 10	At least 20
Multimedia (podcasts, videos)	Number of multimedia materials produced	At least 7	At least 14
Newsletter	Number of newsletters issued	At least 4	At least 10

Staff effort per participant

Grant Preparation (Work packages - Effort screen) — Enter the info.

Participant	WP1	WP2	WP3	WP4	WP5	WP6	WP7	WP8	Total Person-Months
1 - UO	18.00	27.00		9.00	6.00	3.00	42.00		105.00
2 - UL		45.00			2.00	1.00	1.00		49.00
3 - UZG	12.00		45.00	20.00	8.00	5.00	1.00		91.00
4 - UNZA	10.00	7.00	10.00	5.00	7.00	1.00	1.00		41.00
5 - TT	9.00	24.00		12.00	6.00	24.00	1.00		76.00
6 - BAS	16.00	2.00	3.00		4.00	1.00	1.00		27.00
7 - CSIC	16.00		16.00	3.00	2.00	1.00	1.00		39.00
8 - TUBAF	12.00	48.00			9.00	5.00	1.00		75.00
9 - CUP	2.00	6.00	8.00	20.00	8.00	2.00	1.00		47.00
10 - LITH	18.00		22.00	12.00	6.00	1.00	1.00		60.00
11 - RAD			43.00	36.00	4.00	4.00	1.00		88.00
12 - MUON			36.00	38.00	2.00	2.00	1.00		79.00
13 - OPT			2.00	37.00	4.00	1.00	1.00		45.00
14 - GEO		3.00			24.00	4.00	1.00		32.00
15 - LAT	1.00	1.00	4.00	2.00	1.00	1.00	1.00		11.00
16 - RBJ	1.00	1.00	7.00	5.00	3.00	3.00	1.00		21.00
17 - RBP	1.00	1.00	7.00	5.00	3.00	3.00	1.00		21.00
18 - MATSA	1.00	1.00	4.00	3.00	1.00	1.00	1.00		12.00
19 - ASSAR	14.00	5.00	6.00	4.00	2.00	3.00	1.00		35.00

Contractual obligations (1/4)

Rules for Participation

- **Article 39:** Exploitation and Dissemination
- **Article 40:** Transfer and Licensing
- **Article 41:** Access Rights

Horizon Europe Model Grant Agreement

- **Article 16:** Intellectual Property Rights (IPR) – Background and Results – Access Rights and Rights of Use
- **Article 17:** Communication, Dissemination & Visibility
- **Annex 5** "Specific Rules"

Remember - Pathway to Impact

*"**Logical steps towards the achievement of the expected impacts** of the project over time, in particular beyond the duration of a project. A pathway begins with the **projects' results**, to their **dissemination**, **exploitation** and **communication**, contributing to the **expected outcomes** in the work programme topic, and ultimately to the **wider scientific, economic and societal impacts** of the work programme **destination.**"*

Contractual obligations (2/4)

ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

17.1   Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

17.4   Specific communication, dissemination and visibility rules

Specific communication, dissemination and visibility rules (if any) are set out in Annex 5.

Contractual obligations (3/4)

17.2 Visibility – European flag and funding statement

 This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101058178.

17.3 Quality of information – Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.

Contractual obligations (4/4)
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 Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles.

2. Implementation

Plan for the Exploitation and Dissemination of Results (PEDR)

What is the "Plan for Dissemination and Exploitation incl. Communication Activities" all about?

- An overall strategy for the communication, dissemination and exploitation of planned and future project results. Drafted at the proposal stage and regularly updated and potentially adjusted throughout the course of the project.

- One of the first **deliverables** to be submitted **by month 6** of the project.

The following should be considered for setting up the D&E Plan:

- ✓ Identify the problem/needs to address
- ✓ Check what the current offer is (i.e. competitive solutions/technologies)
- ✓ Specify the added value of your research/technology/methodology?
- ✓ Identify the Key Exploitable Result(s) (KER)
- ✓ Explain what the outcome is (do not mix it with the expected impact)
- ✓ Identify the target groups (early adopters)
- ✓ Describe some dissemination measures and channels to reach out to your target audience
- ✓ Describe some exploitation measures
- ✓ Have a clear IP management plan and define the ownership of the results of the project + how your results can feed back to policy making and how they contribute to EU priorities

Dissemination and Communication in the Proposal
DRAFT PEDR

Strategic level

Section 2.2 – Measures to maximise impact

Dissemination, exploitation and communication

[e.g. 5 pages]

Operational level (will be binding!)

Work Package on Dissemination and Communication (and Exploitation)

- Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (e.g. scientific community, end users, financial actors, public at large).

  ⚠ *Please remember that this plan is an admissibility condition, unless the work programme topic explicitly states otherwise. In case your proposal is selected for funding, a more detailed 'plan for dissemination and exploitation including communication activities' will need to be provided as a mandatory project deliverable within 6 months after signature date. This plan shall be periodically updated in alignment with the project's progress.*

From Communication towards Dissemination
DRAFT PEDR

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 publications
- Workshops
- Demonstrators
- Roadmaps, etc.

⚠️ _Communication[5,6] measures should promote the project throughout the full lifespan of the project. The aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens. Activities must be strategically planned, with clear objectives, start at the outset and continue through the lifetime of the project. The description of the communication activities needs to state the main messages as well as the tools and channels that will be used to reach out to each of the chosen target groups._

5 See participant portal FAQ on how to address communication activities
6 For further guidance on communicating EU research and innovation for project participants, please refer to the Online Manual on the Funding & Tenders Portal for project participants.

Strategic level:
PEDR BY M6

- Project actions and results (KER)
- Objectives for PEDR
- Monitoring and feedback
- Audience
- Dissemination and communication Exploitation
- D&C Tools/Channels
- IP protection
- Exploitation Routes
- Targets
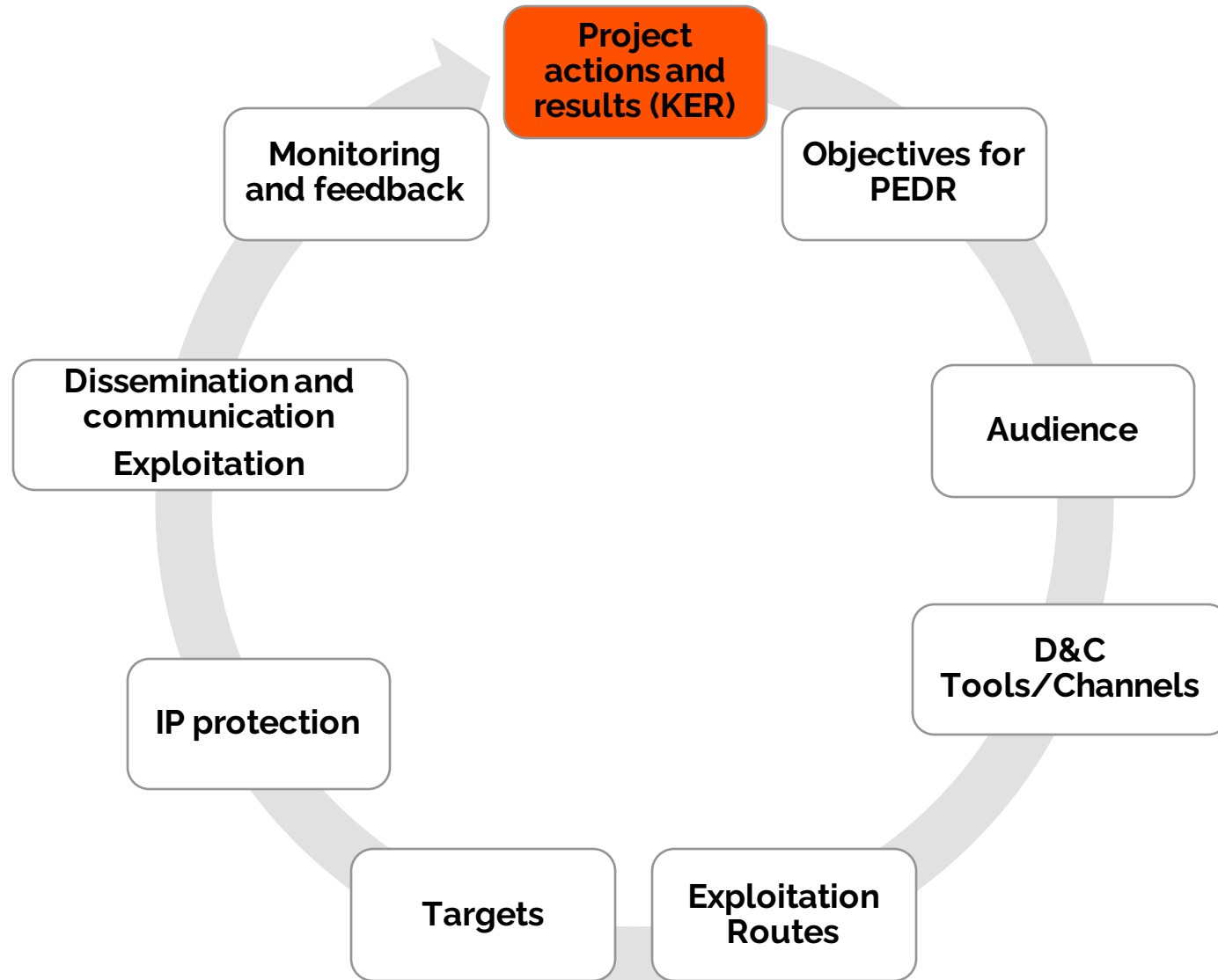
How to reach and engage my audience?

- Quality content
- Diversity of content
- Paid ads
- Conventional/non-conventional measures
- Team up with other H2020/HE projects
- Make use of EC's tools

💡 Engage with (EU) influencers
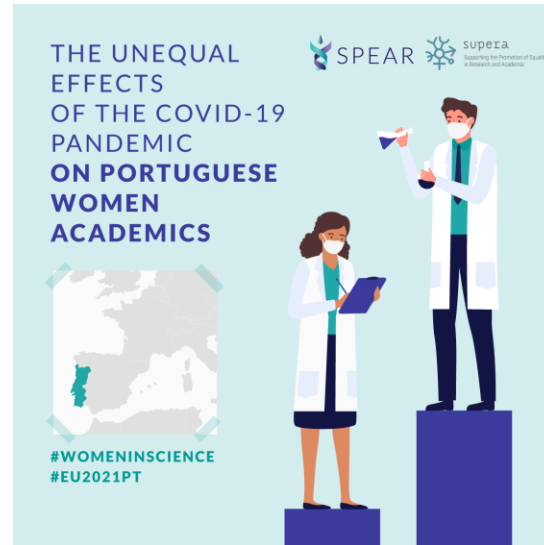
Communicate through collaborations (1/2)

Building synergies and joint actions with sister projects is a practice highly supported by H2020 & HorizonEU.

WHY
- Reach a broader audience
- Enhance your visibility
- Gain new followers

HOW
- Online campaigns
- Workshops
- Events
- Blog posts
- Academic publications

Collaboration (2/2)

> We have ethical management activiteis both in kind of project level but also work packets levels and in task level also.
> So there are a certain tasks which are not studied before, ethical assestments has been done.
> So we know we are doing the right things at the right way.
>
> **Jaana Keränen**
> BuildERS

BuildERS   LINKS
engage   RESILOC

#DRS01   #H2020
#ResilienceForAll

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 833496

CMiNE
Fostering Innovation in Crisis Management

International Day for Disaster Risk Reduction:
How to enhance resilience of populations in local and national level

BuildERS   RESILOC   LINKS

TRAIN4 SUSTAIN

Check our new publication
Sustainable Energy Skills in the Construction Sector

Monitoring D&C

Success of the D&C depends on...

External communication

- Visual identity
- Project's website
- Partners' activities
- Social Media
- Press Releases
- Emails and newsletters

Internal communication

- C&D strategy
- Dissemination and exploitation report – input to the Periodic Report.
- Proof on dissemination and proof on event attendance
- Coordinating with partners

...and strict monitoring

Regular monitoring & updates

Make regular contact with the communication experts of your partners (e.g. emails, calls, shared folders, etc).

Use those defined communication spaces to:

- Establish priorities and action plans

- Brainstorm on new ways and tools

- Understand what works and what does not

- Make the most of their experience and direct knowledge of the audience in their respective locations (especially if those are relevant for the project)

- Ask for help to approach local journalists and pitch your story

- Remind them to fill out the **C&D** Excel table on a Google sheet, for instance…

Excel sheet for events & activities

Start date DD / MM / YYYY	End date DD / MM / YYYY	Event Name	Partner Involved	Event type (what we do)	Twitter handle	Hashtag used	Location	Organizer	Website/url	Press Kit	ROLE - what you are doing at the event
17/04/18	19/04/2018	Startup Olé	MY GATEWAY	tech event	@StartupOle	#StatupOle	Salamanca, Spain	Startup Ole Accelerator	http://startupole.eu/2018/	http://startupole.eu/2018/press-kit/	
16/04/2018	19/04/2018	Global Entrepren	MY GATEWAY	Global Entrepren	@		Istanbul, Turkey	Global Entrepren	https://genglobal.org/gec		NACUE representing MYGATEWAY
18/04/2018	18/04/2018	Antwerp Startup Fair		Startups' job fair	@StartupsBe	#AntwerpSF18	Antwerp, Belgium	Startups.be in collaboration with the City of Antwerp and EYnovation	http://antwerpstartupfair.be/	https://www.dropbox.com/sh/hprzix0cickwu3e/AABIO7CrtpVae7RQ0FsuI0Bba?dl=0	
MAY											
22/05/2018	22/05/2018	Global Pitch	MY-GATEWAY	The biggest worldwide online pitching competition			Online	Deal Matrix	https://globalpitch.com/		
15/05/2018	16/05/2018	PODIM Conference 2018	MY-GATEWAY	The biggest and most influential startup event in the region	@podimconferen	#podim	Maribor, Slovenia	Initiative Start:up Slovenia	http://www.podim.org/en-us/		
5/16/2018	18/05/2018	We Are Developers	MY-GATEWAY, SPARK	Developers conference		#WeAreDevs	Vienna, Austria	We Are Developers	https://www.wearedevelopers.com/		Attendee

Excel sheet for media mentions

Media	Topic/Event	Date	Ecosystem	Link
business-review.eu	SEW18	5/3/2018	Romania	http://www.business-review.eu/news/deep-tech-takes-centre-stage-at-the-spherik-accelerator-in-cluj-napoca-160829
Dnevnik	SEW18	5/3/2018	Slovenia	https://www.dnevnik.si/1042803662
STA	SEW18	5/3/2018	Slovenia	https://krog.sta.si/2489454/na-forumu-100-startup-predstavili-nov-krog-podpor-za-startupe
Podjetniški portal	SEW18	2/3/2018	Slovenia	https://www.podjetniski-portal.si/index.php?t=Event&id=16061
Findinfo.si	SEW18	5/3/2018	Slovenia	https://www.findinfo.si/DnevneVsebine/Novice.aspx?id=215738
Europedirect.si	SEW18	5/3/2018	Slovenia	http://www.europedirect.si/sl/novica/startup-europe-week
VZMD	SEW18	5/3/2018	Slovenia	http://www.vzmd.si/novice/forum-100-start-up-izjemno-zanimanje-za-tradicionalno-predstavitev-programov-podpore-financiranja-mentoriranja-in-mednarodnega-mrezenja-start-up-podjetij
2100news	SEW18	5/3/2018	Slovenia	https://www.2100news.com/2018/03/05/slovenian-event-forum-100-startup/
DELO	SEW18	5/3/2018	Slovenia	https://www.delo.si/gospodarstvo/podjetja/po-vsej-eu-evropski-teden-zagonskih-podjetij.html
Primorski dnevnik	SEW18	5/3/2018	Slovenia	http://www.primorski.it/stories/svet/282066_zael_se_je_evropski_teden_zagonskih_podjetij/#.WstPjlhuY2w
Czechstartups.org	SEW18	5/3/2018	Czech Republic	http://www.czechstartups.org/en/startup-europe-week-2018-comes-prague/
SPARK	SEW18	10/3/2018	Bosnia and Herzegovina	https://spark.ba/startup-europe-week-2018-start-your-own-business-with-support-from-state-and-startup-organizations/
Spherik's blog	Startup Ole	02/04/2019	Romania	https://spherikaccelerator.com/news/my-gateway-sends-you-to-startup-ole/
Victor	Startup Ole	25/04/2018	Romania	https://www.victorkapra.ro/2018/04/startup-romanesti-prezentam-lume/
Budapest Business Journal	Web Summit	23/07/2018	Hungary	https://bbj.hu/business/eu-project-my-gateway-offers-10-tickets-for-startups-to-attend-summit_152566
StartUs Magazine	Web Summit	26/07/2018	Romania	https://magazine.startus.cc/my-gateway-awards-ten-startups-web-summit-tickets/
Business Review	FinQware	7/11/2018	Romania	http://business-review.eu/business/finqware-won-the-big-prize-at-citi-cee-challenge-in-warsaw-for-innovation-based-on-open-banking-190161
European Commission	SES18, Joint Declaration	15/11/2018	EU	https://ec.europa.eu/digital-single-market/en/news/joint-declaration-reinforcing-central-and-ea
Entrepreneur	MY-GATEWAY	24/12/2018	UK	https://www.entrepreneur.com/article/324277
European Western Balkans	Startup Europe Summit 2019	23/03/2019	Western Balkans	https://europeanwesternbalkans.com/2019/03/20/technology-entrepreneurs-changed-way-us-interact/
USAL	Startup Ole	26/03/2019	Spain	https://saladeprensa.usal.es/node/118236
start-up.ro	SLUSH	02/07/2019	Romania	https://start-up.ro/cum-poti-castiga-bilet-gratuit-la-un-eveniment-european-de-startupuri/
Romania Insider	SLUSH	02/07/2019	Romania	https://www.romania-insider.com/slush-tech-july-2019

TIP: Ask partners to cooperate – pitching to journalists is not easy!

Excel sheet for reporting purposes

Tool/Activity	Indicator	Target Value	Check point as of March 2020	Check point as of September 2020
Project website (mobile friendly)	Number of hits	8.000 hits from 12 countries	13,756 hits from 10 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)	500 pens, 500 db notepads, 150 keychanins, 50 powerbanks	
Informative multimedia material: audio-visual material, digital brochures	Number of views and downloads	2.000 views, 1000 downloads	4 e-learning chapters and 11 other resources have been published on GenPORT	
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	286 posts, 498 followers	

Partner	Dissemination and communication activity type	Title of Event/ Activity (official title)	Date/ period	Venue/ Place	Language(s)	Purpose of the event for START2ACT	Type of audience reached	Estimated number of persons reached	Link/ source	Pictures	Countries addressed	Number of dissemination material distributed
GEO	Participation at an event other than a conference or workshop	Startup Safary Budapest	20-21 April 2017	Budapest	English	Workshops, presentations and networking events for startups and entrepreneurs	Start-ups	30	http://budapest.startupsafary.com/	N/A	HU	N/A
GEO	Participation in activities organised jointly with other H2020 project(s)	SHAPE ENERGY workshop	February 2018	IT	English	SHAPE ENERGY Sandpit	Scientific Community	30			EU	N/A

Reporting D&C

D&C in Horizon 2020

- **Specify the total funding** amount used for Dissemination and Communication activities linked to the project

- Specify the number of Communication and Dissemination activities linked to the project for each of the following categories

D&C in Horizon 2020

Specify the estimated number of persons reached, in the context of all dissemination and communication activities, in each of the following categories

Dissemination activities in HE

Source: European Commission

Communication activities in HE 1/3

Source: European Commission

Communication activities in HE 2/3

Communication activities in HE 3/3

Publications in HE

Partners' input for the periodic report
(Part B)

- Partners should know that they also have to show their C&D efforts in their technical report

- They need to implement a system to track those efforts

- All this information will be included in the periodic technical report

MYGATE**W**AY

1.2.7 WP 7: DISSEMINATION AND COMMUNICATION

- Task 7.1 Dissemination plan and visual identity- Task leader: HM
- Task 7.2 Informational website- Task leader: EM
- Task 7.3 Dissemination actions - Task leader: HM
- Task 7.4 Online media- Task leader HM
- Task 7.5 Dissemination GATEWAY to the Balkans- Task leader: HM

The aim of WP7 is to maximise the project's **visibility**, to **engage** the targeted group in MY-GATEWAY's ecosystems and the Balkans in a continuous dialogue and interaction, to create a distinctive graphical **identity** for the project, and to **disseminate** its goals, progress and results.

Task 7.1 Dissemination plan and visual identity

(Task leader: HM; contributor: EM)

The key visual identity of the project, the logo, was created during the proposal stage, prior to the submission. The eye-catching visual identity of MY-GATEWAY has been created to stand out. The friendly and energetic vibes which MY-GATEWAY radiates have been enclosed in a Visual Identity. During the project implementation, the visual identity has been adapted to respond to its growing needs and a larger variety of contexts.

The **Visual Identity Guide (part of D7.1)** serves as a graphic guide to the partners and public for all media and public relation activities that will be foreseen in MY-GATEWAY. It includes:

3. Post-project

Follow up on R&I results after the end of the project

- If, despite the best effort for exploitation, no uptake happens within 1 year, then the project must use the **Horizon Results Platform** to make exploitable results visible (unless obligation is waived)

- The Horizon Results Platform is free, is part of the F&T portal, available to all beneficiaries and is **based on results (KERs)**, not on projects.

- **A structured questionnaire** available to beneficiaries to report on the progress, their needs and obstacles on their path for exploitation.

Source: EC

Plans for dissemination, exploitation and sustainability beyond the project

Extracts from proposals

Indicative actions for after project Dissemination and Communication

After the end of the project, the consortium partners will commit to continue carrying out D&C actions in order to ensure that the outputs will be sustained beyond the project lifetime. In this context, the indicative D&C actions planned for this purpose are: information spread through existing and new projects, networks and the future editions of the Investors Roadshow stops, namely: PODIM, Untold Stories Conference, Wolves Summit, Alpha Wolves etc.; using dissemination platforms at the EU and global levels; blog posts, articles and press releases; social media posts; website; presentation at events, tech conferences.

The **key strategy** for the exploitation plan will be **involving the selected CEE start-up hubs in the implementation, creation of synergies and transfer of knowledge to the Balkans via an ad-hoc workshops and an Action Plan that CEE can follow after the end of the project.** In this way, the main target group of the MY-GATEWAY project will be highly engaged and opening the gateway to another region. All **the knowledge MY-GATEWAY is based on, the one accumulated along the project, adapted in CEE and transformed into an easily transferable training material pack**, will ensure the **sustainability of the exploitation model** after the duration of the project.

thank you
for your attention

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