

Dissemination, Exploitation, Engagement and Co-creation

**2 September 2025
online**

AGENDA

08:45 – 09:00	Logging into the webinar platform
09:00 – 09:15	Event opening and introduction to the course
09:15 – 10:00	Dissemination strategy

- How to approach the dissemination strategy development?
- How to assess your target groups, what channels and tools to consider, how to ensure proper messages spread with adequate timing?
- What key performance indicators should you use? What are realistic targets?
- Best practices

(10:00 – 10:15 Break)

10:15 – 11:00	Exploitation and IP strategy and management
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- Exploitation management vs. innovation management
- Non-commercial exploitation routes
- Commercialisation (Licencing, joint ventures, spin-offs, etc.)
- IPR management in 2.2
- Assess novelty element and innovation deployment potential
- Budgetary aspects

(11:00 – 11:15 Break)

11:15 – 12:00	Stakeholder engagement and co-creation
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- Open innovation and Open science in HE proposals
- What to commit yourself to? What will be the legal obligations?
- Good practices in stakeholder engagement, co-creation of innovation and citizen science

12:00	Remaining questions, end of course
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