

# **Dissemination, Exploitation, Engagement and Co-creation**

**10 March 2025  
Webinar**

## 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**
- 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**
- 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**