

Dissemination, Exploitation, Engagement and Co-creation

**04 March 2026
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

- 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