

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

**14 May 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**