

From Horizon Europe Exploitation Plan to Real-World Impact

**18 June 2025
Webinar**

AGENDA

08:45 – 09:00

Registration/Accessing ZOOM Online Meeting Room

Participants are encouraged to join early to test their audio/video setup and ensure a smooth start.

09:00 – 09:15

Welcome Note and Introduction

Krisztina Tóth (Europa Media Trainings) & Vojtěch Nosek (UNICO)

A brief introduction to the objectives of the course, the speakers, and how the session will be structured.

09:15 – 10:00

Understanding EC Expectations: Exploitation and Business Planning in Horizon Europe

Speaker: Krisztina Tóth, Europa Media Trainings

This session will explain the European Commission's requirements for exploitation under Horizon Europe. It will cover the key elements of the Exploitation and Dissemination Plan introducing the use of the results after the end of the project. If a business plan is relevant or required how detailed it should be.

(10:00 – 10:15 Short Break)

10:15 – 11:15

Making It Happen: From Plans to Real-World Exploitation

Speaker: Vojtěch Nosek, UNICO

This session will focus on the practical reality of implementing exploitation strategies beyond the project. It will address what it takes to commercialise research results, including patenting, licensing, or creating a spin-off, and will feature case studies highlighting real business plans and lessons learned from Horizon Europe projects.

11:15 – 12:00

Q&A and Interactive Discussion

Participants will have the opportunity to ask questions, share their experiences, and engage directly with both speakers to deepen their understanding and apply insights to their own projects.