



Dissemination and Exploitation under H2020

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H2020 Information and data**

Content

- I. Key concepts of Dissemination and Exploitation
- II. D&E legal basis and strategy
- III. D&E reporting obligations under H2020
- IV. D&E tools and guidelines

I. KEY CONCEPTS OF D&E

Why we need D&E?

A better dissemination and exploitation of project results contributes to:

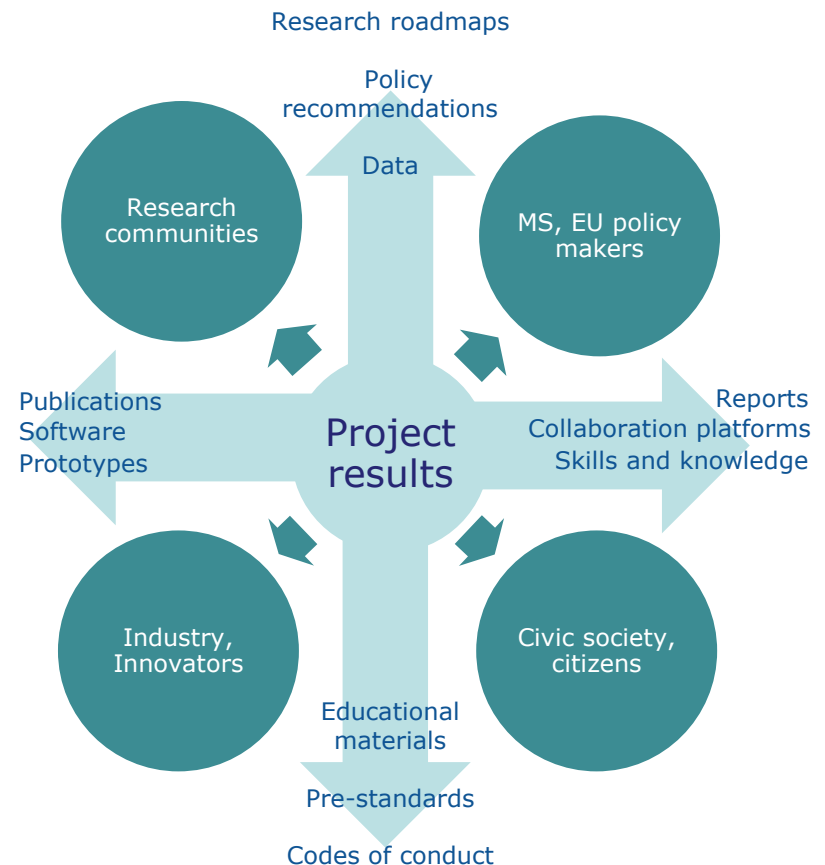
- A more effective circulation of new ideas and knowledge
- An increase of the innovation potential and the creation of new business opportunities
- A maximisation of the impact created through R&I investment

=> D&E is a catalyser for impact creation of R&I investments, European competitiveness and welfare of our society

What are project results?

PROJECT RESULTS ARE:

Any tangible or intangible output generated during the funded action or project, such as data, knowledge and information whatever their form or nature, whether or not they can be protected.



What is meant by communication?

Communication

Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange*

Reach out to society as a whole

Demonstrate how EU funding contributes to tackling societal challenges

Is strategically planned with communication objectives and not only ad-hoc efforts

Uses pertinent messages, right medium and means

* Shortened from http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

What is meant by dissemination?

Dissemination

Making the results of a project public, not only by scientific publications in any medium*

Circulation of knowledge and results to the ones that can best make use of them

Enabling the value of results to be potentially wider than the original focus

Essential element of all good research practice and vital part of the project plan

Strengthens and promotes the profile of the organisation

* http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

What is meant by exploitation?

Exploitation

The utilisation of results in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.*

Make use of the results; recognising exploitable results and their stakeholders

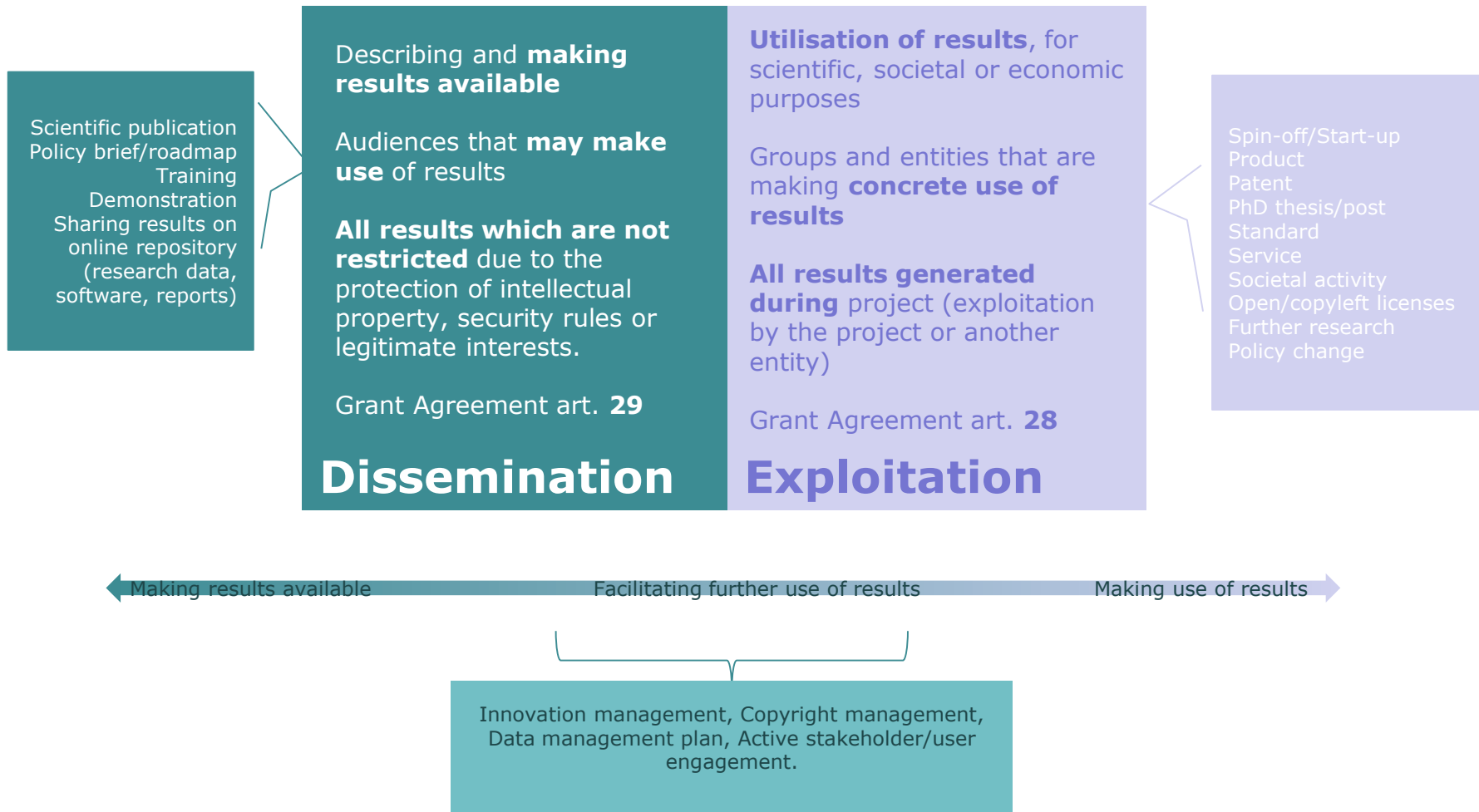
Concretise the value and impact of the R&I activity for societal challenges

Can be commercial, societal, political, or for improving public knowledge and action, it also include recommendations for policy making

Project partners can exploit results themselves, or facilitate exploitation by others (e.g. through making results available under open licenses)

* http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

What is the difference between D and E?



Why D&E does not always happen?

Lessons learned through H2020

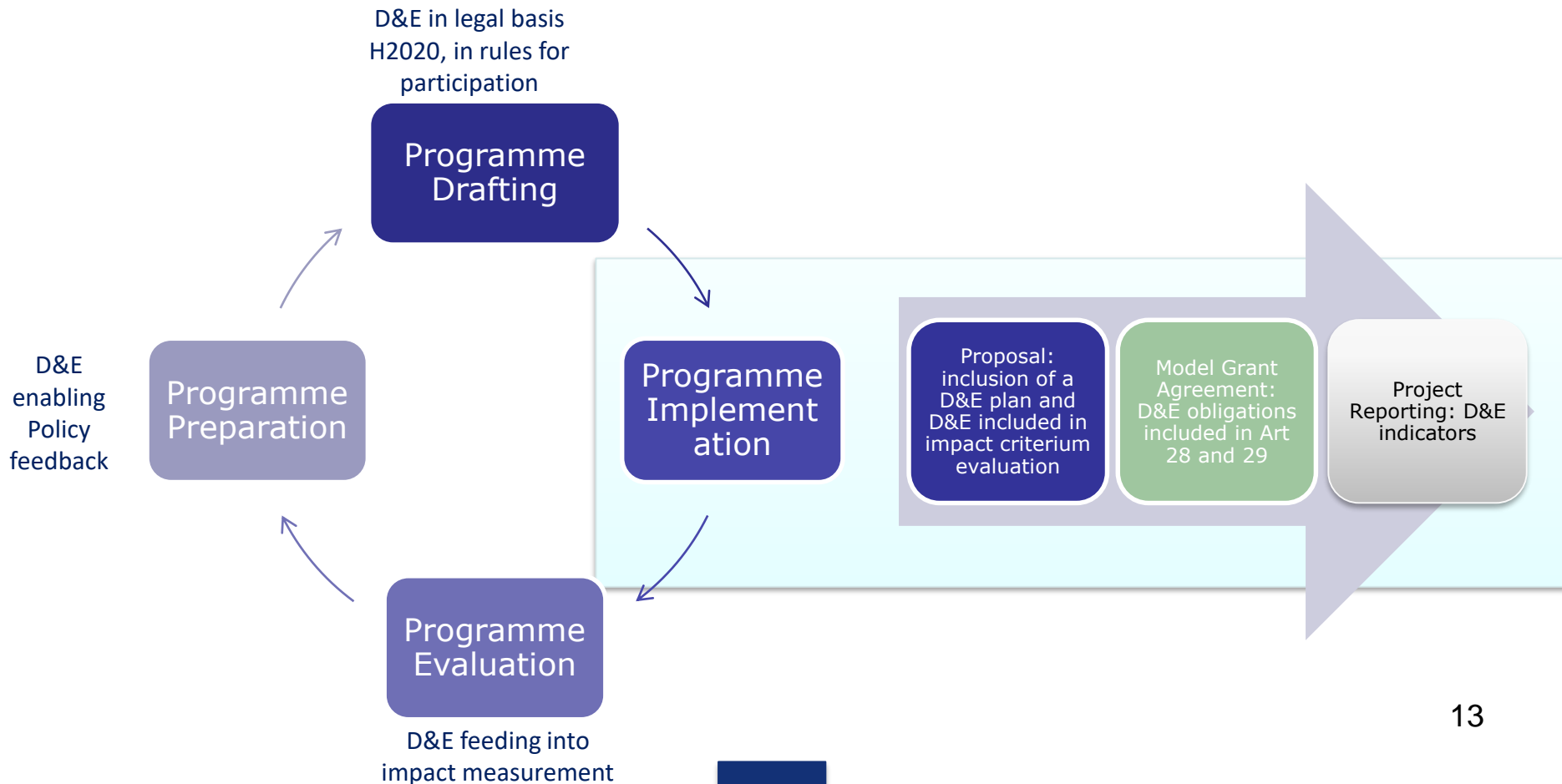
- Focusing on implementation rather than aligning work with the needs of users and stakeholders
- Lack of skills/resources to effectively consider or share the value and possible benefits of the results for wider society
- Lack of knowledge of D&E opportunities (e.g. IP issues/solutions, awareness of other similar projects)
- Not truly part of the project design!
- Perceiving D&E as "tick boxes", not important for the "real work" of the project (research)
- Often interpreted as an activity to be conducted at the end of the project to get the final payment

What are the benefits of D&E for the beneficiaries

- Improves the quality of research through feedback
- Attracts new talents to join the team
- Provides further international and interdisciplinary collaboration opportunities
- Improves access to other funding opportunities
- If commercial exploitation takes place, new source of income
- Contributes to societal goals thereby providing more visibility/prestige to the researcher/institution

II. D&E LEGAL BASIS AND THE STRATEGY

D&E along the H2020 programme and project lifecycle



D&E Strategy for Horizon 2020

Paving the way for Horizon Europe

Action plan objectives:

- **C**apture R&I data and results and make them available;
- **F**urther the uptake and use of R&I results;
- **U**se R&I data and results in policy-making;
- **E**nable the demonstration of the impact of the R&I framework programme

« added value of the EU research and innovation funding »

III. D&E REPORTING OBLIGATIONS

H2020 periodic report template – Part A

6. Dissemination and exploitation of results

6.1 Scientific publications

Type of scientific publication	Title of the scientific publication	DOI	ISSN or eISSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place of publication	Year of publication	Relevant pages	Public & private publication ⁴	Peer-review	Is/Will open access provided to this publication
[Article in journal] [Publication in conference proceeding/workshop] [Books/Monographs] [Chapters in books] [Thesis/dissertation]	[insert title of the publication]	[insert DOI reference]	[insert ISSN or eISSN number]	[insert authors' name(s)]	[insert title of the journal]	[insert number of the journal] [insert month of the publication] [insert year of the publication]	[insert name of the publisher]	[insert place of publication]	[insert year of the publication]	[insert first page of the publication] - [insert last page of the publication]	[YES] [NO]	[YES] [NO]	[Yes - Green OA [insert the length of embargo if any]] [Yes - Gold OA [insert the amount of processing charges in EUR if any]] [NO]

(*) Data to be completed only if DOI not available.

<https://webgate.ec.europa.eu/fpfis/wikis/display/ECResearchGMS/Completing+the+Publications>

H2020 periodic report template – Part A

6. Dissemination and exploitation of results

6.2 Dissemination and communication activities

List only activities directly linked to the project.

Type of dissemination and communication activities	Number
[Organisation of a Conference] [Organisation of a workshop] [Press release] [Non-scientific and non-peer reviewed publications (popularised publications)] [Exhibition] [Flyers] [Training] [Social media] [Web-site] [Communication campaign (e.g radio, TV)] [Participation to a conference] [Participation to a workshop] [Participation to an event other than a conference or workshop] [Video/Film] [Brokerage event] [Pitch event] [Trade fair] [Participation in activities organised jointly with other H2020 project(s)] [Other]	[insert number of activities]
Total funding amount	[insert amount in EUR]

(*) One row per type of activity selected from the drop-down menu in the IT tool.

Type of audience reached In the context of all dissemination & communication activities (multiple choices' is possible)	Estimated Number of persons reached
[Scientific Community (higher education, Research)] [Industry] [Civil Society] [General Public] [Policy makers] [Media] [Investors] [Customers] [Other]	[insert number]

(*) One row per type of activity selected from the drop-down menu in the IT tool.

H2020 periodic report template – Part A

6. Dissemination and exploitation of results

6.3 Intellectual property rights resulting from the project

Type of IP Right	Application reference	Date of the application	Official title of the application	Applicant(s)	Has the IPR protection been awarded?	If available, official publication number of award of protection
[Patent] [Trademark] [Registered design] [Utility model] [Other]	[Option for international applications of patents [insert IP international organisation code] [insert serial number]] [Option for national applications of patents [insert country code (two letters)] [insert serial number]] [Option for other registered IPR [insert application reference country code (two letters) or organisation code]] [insert alpha numeric identifier]	[insert dd/mm/yyyy]	[insert title of the application]	[insert beneficiary(ies) name]	[YES] [NO] [No applicable]	[Option for patents [insert code (two letters referring to a country or organisation)] [insert serial number]] [Option for rest [insert official publication number]]

Part B - Periodic Technical Report [Free text]

(*) By encoding the application reference part of the data will be automatically completed.

H2020 periodic report template – Part A

6. Dissemination and exploitation of results

6.4 Innovation

Explanation on the terminology used can be found in the Online Manual.

[Option for LEIT, and societal challenges, including FTI, JUs and SME Instrument] Does the project include the following activities and if so how many of each?

Activities developed within the project	Number
Prototypes	[insert number]
Testing activities (feasibility/demo)	[insert number]
Clinical trials	[insert number]

Will the project lead to launching one of the following into the market (several possible):

New product (good or service)	[YES/ NO]
New process	[YES/ NO]
New method	[YES/ NO]

[Option for LEIT and societal challenges, including FTI, JUs and SME Instrument] How many private companies in your project have introduced or are planning to introduce innovations (within the project lifetime or 3 years thereafter):

	Total Number of companies	Number of SMEs
Companies introducing innovation(s) new to the market	[insert number]	[insert number of SMEs]
Companies introducing innovation(s) only new to the company	[insert number]	[insert number of SMEs]

Prototype, testing activities	Proofs of S&T feasibility : Results of innovation activities that lead to confirmation/verification of technical feasibility of new products and processes in a (near to) operational environment. It includes prototypes and demonstrations of new products and processes, results of testing/piloting with users, trial production and pilot plants in manufacturing as well as trials and testing activities for the provision of services, such as tests of how the provision of services functions with the use of new technologies or trials to examine the performance of significant improvements in existing services.
Clinical trials	Clinical trials are systematic tests on human volunteers to ensure that new drugs, vaccines or treatments are both safe and effective and can be introduced on the market.

H2020 periodic report template – Part B: Periodic Technical Report

2. Update of the plan for exploitation and dissemination of result (if applicable)

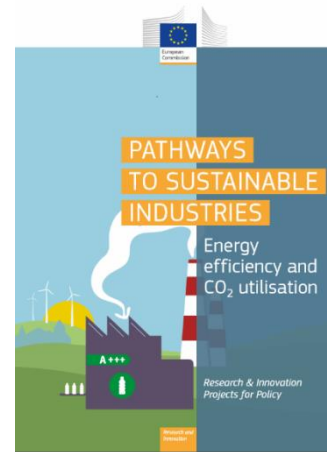
Include in this section whether the plan for exploitation and dissemination of results as described in the DoA needs to be updated and give details.

- Pay enough attention to this section, don't leave it blank or incomplete
- Include (especially in final report), forward looking element (what after project finalisation)

IV. D&E TOOLS AND GUIDELINES

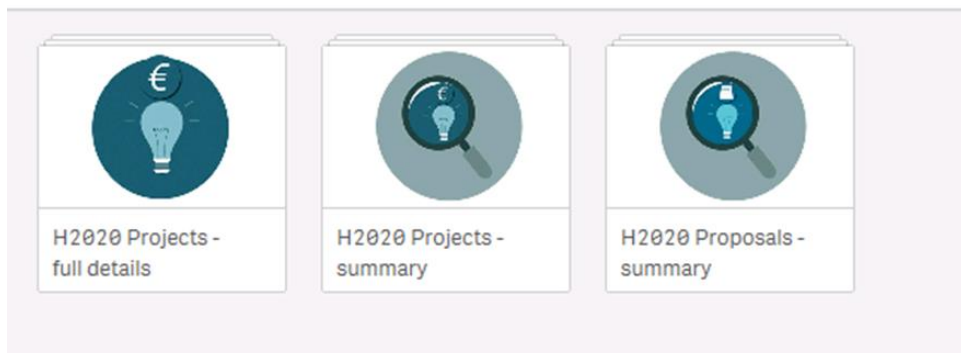
D&E toolbox

- H2020 Dashboard
- Projects for Policy (P4P)
- Innovation Radar (IR)
- CORDIS
- **NEW in 2019:**
 - **H2020 Impact Award**
 - **The common D&E "Booster"**



H2020 Dashboard

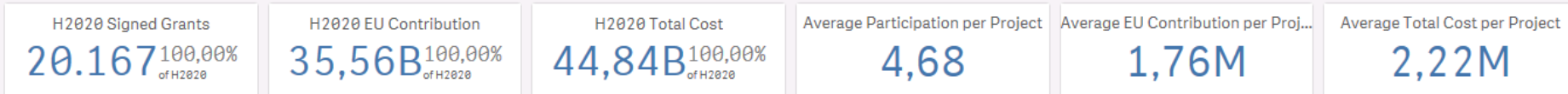
- Frequently refreshed, one click stop shop for H2020 data
- Modern visual analytics (data discovery tool, maps, graphs)
- Useful for monitoring, (regional) analysis, evaluation
- H2020 Implementation data:
 - **Proposals – aggregate data on proposal subscription, requested EU funding**
 - **Projects – aggregated view and detailed view**



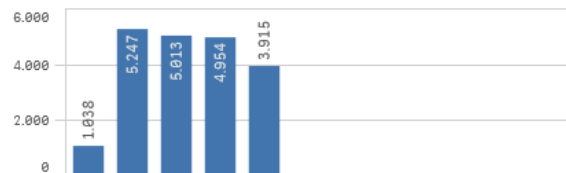
Aucune sélection appliquée

H2020 Projects

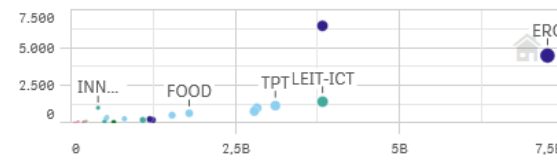
Signature Year Partner Type 1. Pillar 2. Thematic Priority Call ID Topic Code Simplified Type of Action



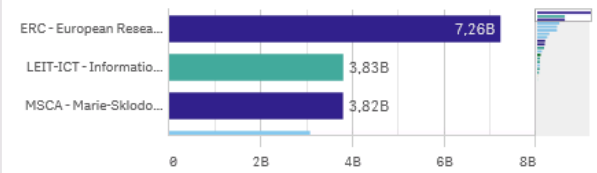
Signed Grants / Participant EU Contribution by Project...



Signed Grants / Participant EU Contribution by Themat...



EU Contribution by Pillar / Thematic Priority



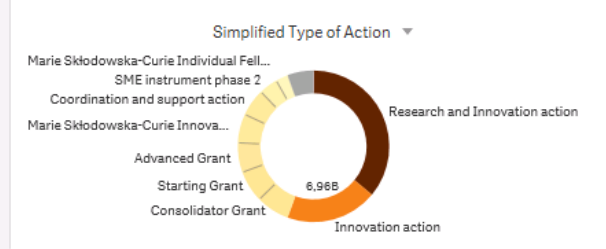
Top Funded Projects

Project Title	Project Acronym	Thema
Totals		
Implementation of activities described in the Roadmap to Fusion	EUROfusion	Euratom
COST at a turning point:	H2020	Supporting access

Top Topics

Topic	Topic Descr	H20 Sign Grar
Totals		20.1
MSCA-IF-2017	Individual Fellowships	1.3
MSCA-IF-2016	Individual Fellowships	1.2
MSCA-IF-2014-EF	Marie Skłodowska-Curie Individual Fellowships (IF EF)	1.2

EU Contribution by Type of Action



Accessible through Participant Portal:

<https://ec.europa.eu/research/participants/portal/desktop/en/projectresults/index.html>



2. Projects for Policy (P4P):

- an initiative aiming at using research and innovation project results to shape policy making, in other words to support evidence based policy-making
- Assessment of a portfolio of projects in a particular policy area on its collective results and impact resulting in a concise report including a number of concrete policy recommendations
- https://ec.europa.eu/info/research-and-innovation/strategy/support-policy-making/scientific-support-eu-policies/p4p_en



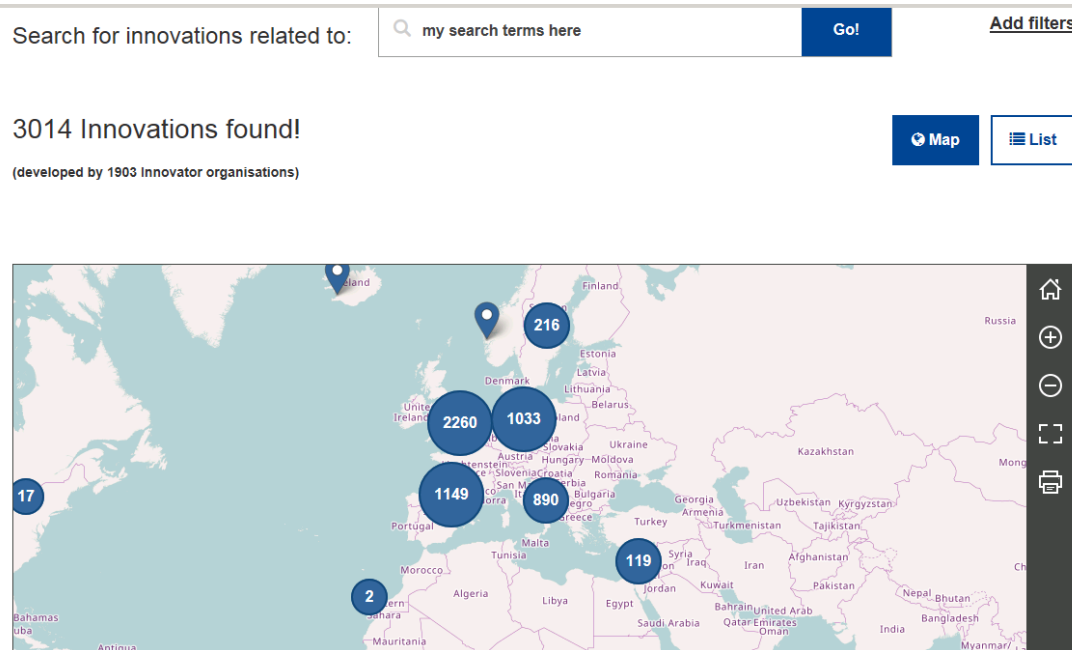
3. Innovation Radar (IR)

- A data-driven methodology to deliver intelligence on
 - **The innovations emerging from the projects**
 - **The innovators: who and where?**
 - **Market readiness: how can we help to get to the market?**
- Structured systematic data
- Not topic-specific approach (applicable for entire H2020 programme)
- Advantages for the beneficiaries:
 - **An expert assessment on your project innovations**
 - **Identify your needs/barriers to go-to-market**
 - **Matchmaking with partners, investors**
 - **Explore the innovation landscape in your country/region, field**
- Innovation Radar Price, winners will be announced on 6 december

www.innoradar.eu



3. Innovation Radar (IR)



4. CORDIS

- The point of reference to seek information on EC funded research projects, public available
- Focus on dissemination
- Products and services offered:
 - Publishable summaries for H2020
 - Results Packs
 - Enhanced Results in Brief
 - H2020 public deliverables and Publications
 - Upcoming: Patents (FP7, H2020), a renewed website with better visualisation and search functionalities (introduction of taxonomy)...
- Offers support for accessing Open Air results (search interface)
- **Satisfaction survey on CORDIS tools and services:
Please participate through PP!!!**

https://cordis.europa.eu/home_fr.html

5. D&E Boosters

- A free service for H2020 beneficiaries to support them in their D&E activities
- 2 pilot boosters for Common Exploitation Booster (CEB) -closed, and Common Dissemination Booster (CDB) -ongoing
- It is NOT:
 - **An additional funding for D&E**
 - **Doing the D&E activities instead of the projects**

5. D&E Boosters

- Common Exploitation Booster (ended april '18):
 - **Services delivered: 193 services to FP7 & H2020 projects, involving 1872 organisations (both private and public)**
- Common Dissemination Booster (until July '19):
 - **Bottom-up cluster approach**
 - **52 project groups (225 H2020, 40 FP7 projects)**
 - **51 out of 141 services delivered**
- Positive response from beneficiaries

5. NEW D&E Boosters

- New procurement in progress (4-yrs FWC) offering number of similar and new types of D&E services to beneficiaries
- **New calls for expression of interest to open in 2019**
- Notification through the Participant Portal
- NCPs will be asked to encourage projects/clusters with D&E potential to apply

Resources supporting beneficiaries

- ✓ Resources currently accessible for beneficiaries

H2020 online manual & Participant portal

- ✓ Dissemination and Exploitation – to be expanded with more concrete guidance on D&E
- ✓ Open Access and Data Management
- ✓ Communication
- ✓ H2020 Glossary
- ✓ Presentation of the Coordinators day on D&E

<http://ec.europa.eu/research/participants/portal/desktop/en/home.html>

IPR helpdesk

- ✓ Guidance
- ✓ Helpline
- ✓ Trainings
- ✓ New guidance on Communication, Dissemination and Exploitation under development
- ✓ Dissemination towards potential users of results

<https://www.iprhelpdesk.eu/>

CORDIS

- ✓ Publishable summaries
- ✓ Enhanced results-in-brief
- ✓ Results packs
- ✓ Public H2020 deliverables (from September 2017 onwards)



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