Introduction to the concepts of Communication, Dissemination & Exploitation

Stephanie Weber,
European IP Helpdesk c/o EURICE – European Research and Project Office GmbH
Make a difference – make an impact.

Communication, dissemination and exploitation activities are an integral part of Horizon projects – and in Horizon Europe in particular! - to help maximise the impacts of EU research & innovation funding.
What is in it for you?

- Improves your proposal’s **chances of success**
- **Increases the visibility** of your research/business, **enhances your reputation** and helps gain understanding and support
- **Opens up other funding sources and business opportunities** by explaining how your project successfully tackles current issues and challenges
- **Supports the spread of knowledge** and allows that **knowledge to be built upon**
Rules for Participation

- **Article 39**: Exploitation and Dissemination
- **Article 40**: Transfer and Licensing
- **Article 41**: Access Rights

Horizon Europe Model Grant Agreement

- **Article 16**: Intellectual Property Rights (IPR) – Background and Results – Access Rights and Rights of Use
- **Article 17**: Communication, Dissemination & Visibility
  - Annex 5 “Specific Rules”
Pathway to Impact

“Logical steps towards the achievement of the expected impacts of the project over time, in particular beyond the duration of a project.

A pathway begins with the projects’ results, to their dissemination, exploitation and communication, contributing to the expected outcomes in the work programme topic, and ultimately to the wider scientific, economic and societal impacts of the work programme destination.”
Results – Outcomes – Impacts

Additional specification:
- Research outputs
Central Definitions

Communication

Dissemination

Exploitation
Communication measures should promote the project throughout the full lifespan of the project. The aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens.
Dissemination

The public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.
Exploitation

The use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.
# In a nutshell

## Communication

- **Objective**: Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.
- **Focus**: Inform about and promote the project AND its results/success.
- **Target Audience**: Multiple audiences beyond the project’s own community incl. media and the broad public.

## Dissemination

- **Objective**: Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.
- **Focus**: Describe and ensure results available for others to USE ➔ focus on results only!
- **Target Audience**: Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).

## Exploitation

- **Objective**: Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.
- **Focus**: Make concrete use of research results (not restricted to commercial use.)
- **Target Audience**: People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.
Timing

Plans need to be constantly monitored, reviewed and potentially adjusted throughout the course of the project.

**Strategic planning** of communication, dissemination and exploitation activities **already starts before the project** at the proposal stage.

**Exploitation** of results

**Dissemination** of results

**Communication** of project and results

**First Results**
Further results may occur during the project – not only at the end – that may initiate: a) dissemination activities, b) dissemination and linked communication actions, and/or c) exploitation measures.
Potential Tools
First **define the purpose** of the communication, dissemination and/or exploitation measure, and **who is addressed by it**, then **identify the right tool** and **carry out the activity** that will optimally convey your message.
Monitoring

Who should you tell?

Why are you telling them?

What message will you deliver?

How will you deliver the message?

How will you follow up any response?

Is it effective?

If not, reconsider & adjust!