

SC2 Coordinators day  
06/06/2019



**So much more  
than food**

**Unit B2**  
Sustainable Resources  
for Food Security and Growth

# Communication, Dissemination and Exploitation

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Unit REA.B2

*"This document was prepared to inform participants during a meeting. It concerns specific issues in a particular context. It may not be sufficiently detailed or complete to be binding and is not construed to constitute a commitment by the European Commission. The Commission cannot be held liable for any use made of this information"*

## Content

- Why are Communication, Dissemination and Exploitation important?
- Communication, Dissemination and Exploitation Strategies and Plans
- EC Support
- Leveraging impact
- Acknowledging funding

# Why are Communication, Dissemination and Exploitation important?

EU R & I funding

Results / Outputs

Communication

Dissemination

Exploitation

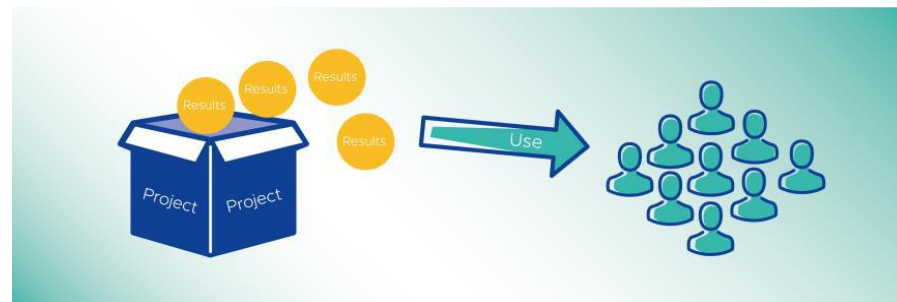
Maximise Impact and Visibility  
Societal, Economic, Research

## What do we mean?

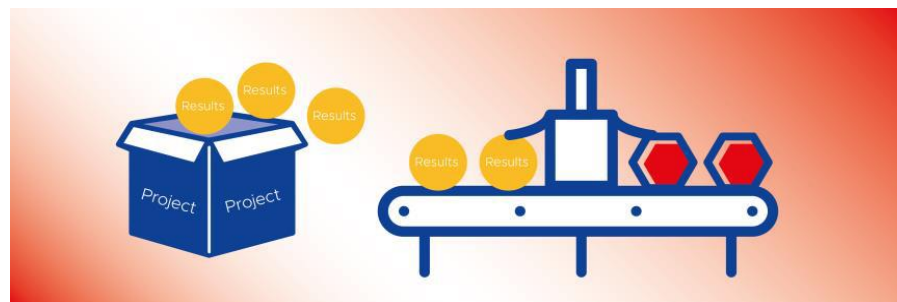
Communication  
Art. 38



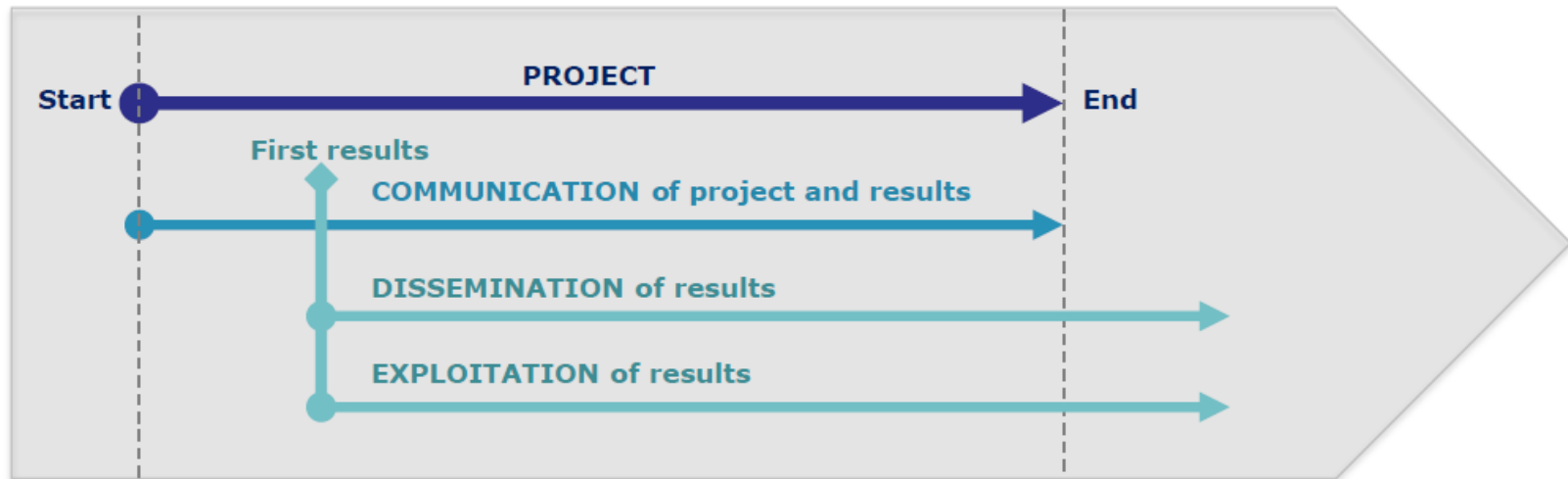
Dissemination  
Art. 29



Exploitation  
Art. 28



## Are you thinking sufficiently ahead?



- further research activities
- developing, creating or marketing a product or process
- creating and providing a service
- using them in standardisation activities

## Where do you start?

**Situation  
Analysis  
(Why)**

**Target  
Audiences  
Mapping  
(Who)**

**Building  
messages  
(What)**

**Defining  
Tools  
(How)**

**Selecting  
Channels  
(Which)**

**Evaluation  
(KPIs)**

*Communication, Dissemination and Exploitation Plan*

## Why are you engaging?

<b>Strengths</b> What are your key exploitable results / outputs? Why are they special?	<b>Weaknesses</b> Where can you be more effective?
<b>Opportunities</b> What do you want to achieve? Which partners have experience?	<b>Threats</b> What are the barriers and risks? Timing?

## Who are your target audiences?

Communication  
Art. 38.1

Multiple audiences beyond the project own community including media and the broad public

Dissemination  
Art. 29

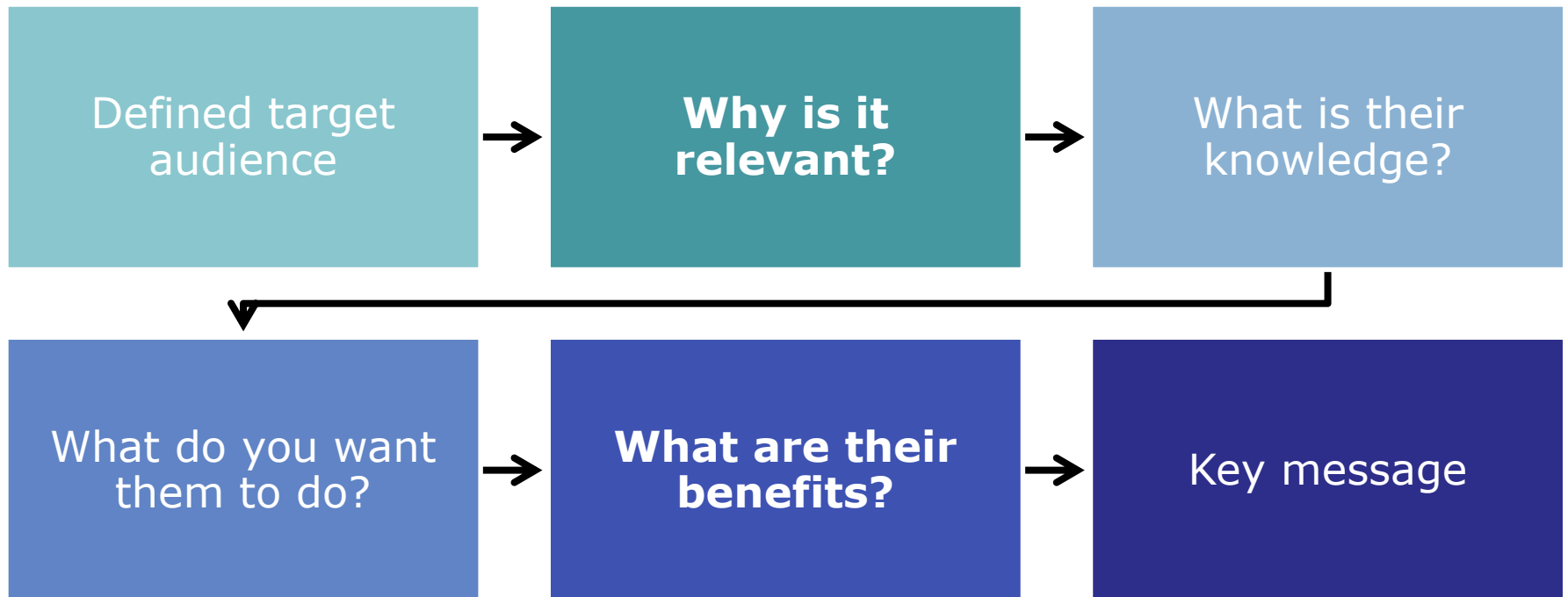
Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partners, policy makers)

Exploitation  
Art. 28

Audiences including project partners that make concrete USE of the results (e.g. commercially, for policy, for research)



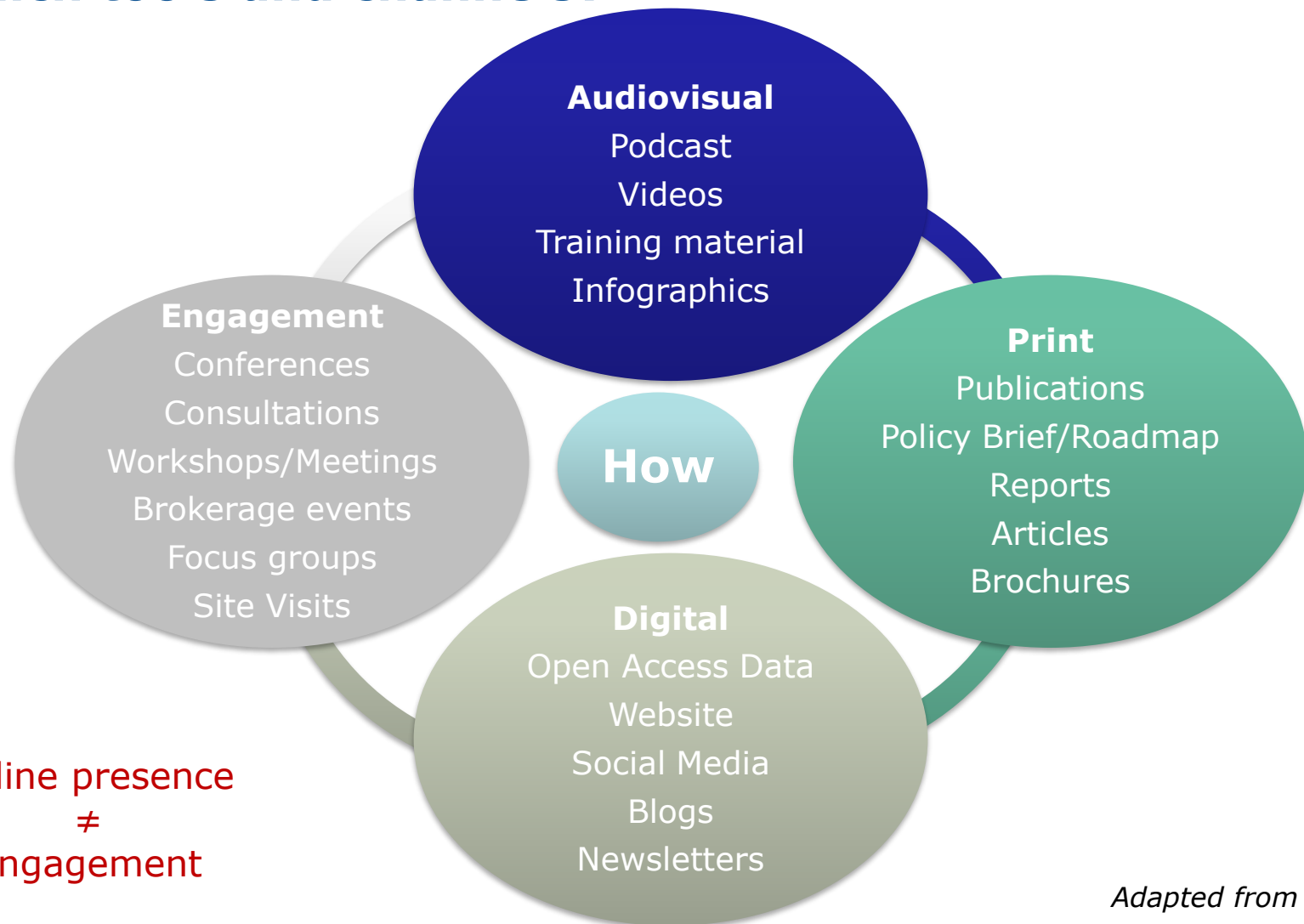
## What are your messages?



## Which tools and channels?



## Which tools and channels?



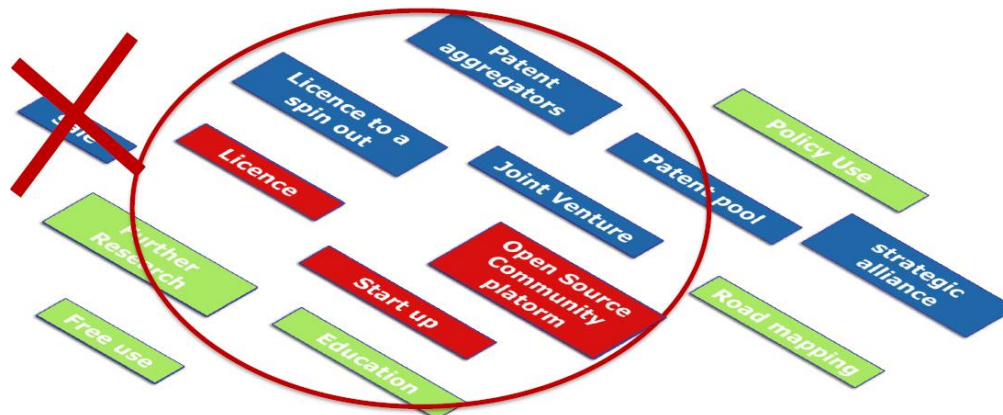
## How do you evaluate success?

- Think of **quantifiable performance indicators** based on SMART objectives – establish a benchmark
- Don't confuse number of activities with **impact of activities and engagement**

<b>Media coverage</b>	number of media outlets, audience, tone of coverage
<b>Web</b>	page views, unique visitors, time spent, downloads
<b>Social Media</b>	followers, likes, shares, interactions, engagement rate
<b>Publications</b>	citations
<b>Events</b>	number of participants, opinion surveys, follow up rate

## How will your results be accessed?

- Establish procedures to recognise / capture project results and outputs
- Understand challenges, market issues, regulations, competitors – **Be ready to adapt!**
- Develop a exploitation strategy
- Coordinate individual partners' exploitation plans



# How do you go-to-market?

## **Funding**

[European Regional Development Fund](#)  
[Programme for the Environment and Climate Action \(LIFE\)](#)  
[European Maritime and Fisheries Fund](#)  
[Connecting Europe Facility](#)  
[Horizon 2020 / Horizon Europe](#)

## **Capacity Building / Consulting / Advice**

European Innovation Council – [Business acceleration and coaching services](#)  
[Enterprise Europe Network](#)  
[EIT Knowledge and Innovation Communities](#)  
[European Investment Advisory Hub](#)  
[Startup Europe](#)  
[Digital Innovation Hubs](#)

## **Financial Instruments**

[Access to finance](#)  
[InnovFin – EU Finance for innovators \(EIB\)](#)  
[Natural Capital Financing Facility \(EIB\)](#)  
[European Investment Fund \(EIF\)](#)

## **Investment**

[European Investment Project Portal \(EIPP\)](#)

## How can we help you?



### **Support beneficiaries in Dissemination and Exploitation**

- Guidance on D&E for proposers and projects
- Feedback and assessment of D&E during project reviews by experts and POs
- D&E support services and activities



### **Provide efficient external access to project outputs**






- Tools to search and access project data and results
- CORDIS communication and dissemination activities
- Open Access



### **Facilitate use of project outputs for policy making**

- Internal tools to effectively access all project data and results
- Recognition and flagging of relevant results
- Policy feedback mechanisms

## Why is reporting important?

Project Continuous Report															
<div> <b>SyGMA</b> System for Grant Management</div>		817863 (EURAKNOS)	CSA	Summary for publication	Deliverables Ethics, DMP, Other Reports	Milestones	Critical Risks	Publications	Disseminati...	Patents (IPR)	Innovation	SME Impact	Open Data	Gender	ABS Regulation
<div> THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION <b>HORIZON 2020</b> Call: H2020-RUR-2018-2020 Topic: RUR-15-2018-2019-2020 Unit: REA/B/02</div>															

- **Summary for publication** – stand-alone text adapted to a non-specialist audience (include pictures)
- **Public deliverables** go public after EC approval
- Dissemination & communication **numbers** should be explained and justified in the **narrative part of the periodic report**
- **Publications** and **Open Data** are automatically filled with information from OpenAire (OA repositories) or manually



# Why is reporting important?

HORIZON  
2020

Practice-led innovation supported by science and market-driven actors in the laying hen and other livestock sectors

## Summary for Publication *Periodic Report*

[Fact Sheet](#) [Reporting](#) [Results](#)

Periodic Reporting for period 1 - Hennovation (Practice-led innovation supported by science and market-driven actors in the

Project information

[Fact Sheet](#) [Reporting](#) [Results](#)

### Deliverables

Documents, reports (13)

Other (3)

Websites, patent fillings, videos etc. (4)

### Publications

Public deliverables  
Publications  
*Periodic Report*

### Project information

Hennovation

Grant agreement ID: 652638

 [Project website](#)

Status

Closed project

## How can we support you?



**Innovation  
Radar**

Identify and assess maturity of potential innovations and provide guidance and support

**Project reviews**

**COMMON  
EXPLOITATION  
BOOSTER**

Support projects in the development and implementation of their exploitation strategy

**Calls from service provider**



**COMMON  
DISSEMINATION  
BOOSTER**

Support cluster of projects in dissemination activities and capacity building

**Calls from service provider**

The Essential Hands-on Service for R&I Projects

## EC Communication channels and activities (multipliers)



[Research and  
Innovation  
website](#)



[Social  
media](#)



[Horizon  
Magazine](#)



[Events and  
campaigns](#)



[Videos](#)



[Briefings for  
Commissioners  
and Directors](#)

## Success Stories

The most recent Success stories from EU Research. Select a theme or country from the menus on the left to see more articles

☐ [Targeting fish parasites for a healthier aquaculture industry](#)



EU-funded marine scientists are fighting fish parasites in farmed fish by developing new strategies and technologies to prevent their spread and ensure high-quality seafood for consumers.

Published: 12 July 2018

# EC Communication channels and activities (multipliers)

**HORIZON**  
The EU Research &  
Innovation Magazine

Receive our editor's picks:     

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## INTERVIEW

13 May 2019

**'Teenagers are going to be the ones to beat childhood obesity'**

Mental health and free wifi in fast food joints have been raised as pertinent issues, says public health expert. →



Prof. David Wendland,  
Brandenburg University of  
Technology Cottbus-  
Senftenberg, Germany

INTERVIEW | 07 May 2019

**'A vaulted ceiling is a beautiful architectural feature, but its main role is that the inside of the church is protected when the roof burns down.'**

Notre Dame restoration is a learning opportunity, says historian. →

## MONTHLY FOCUS

### Modern-day malnutrition

In May, Horizon looks at why having enough food to eat doesn't necessarily equal good nutrition, and how science can help improve our diets. →



euronews.

[Europe](#) [World](#) [Business](#) [Sport](#) [Culture](#) [Style](#) [Sci-tech](#) [Travel](#) [Video](#) | [Programmes](#) ▾

**FUTURIS**

Latest news about the leading scientific and technological research projects in Europe.

## EC Communication channels and activities (multipliers)

**Aggressive  
Publishers**





## EC Communication channels and activities (multipliers)



**EUROPEAN  
RESEARCH &  
INNOVATION  
DAYS**

24, 25 and 26 September 2019  
KANAL  CENTRE POMPIDOU  
Brussels, BELGIUM

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About

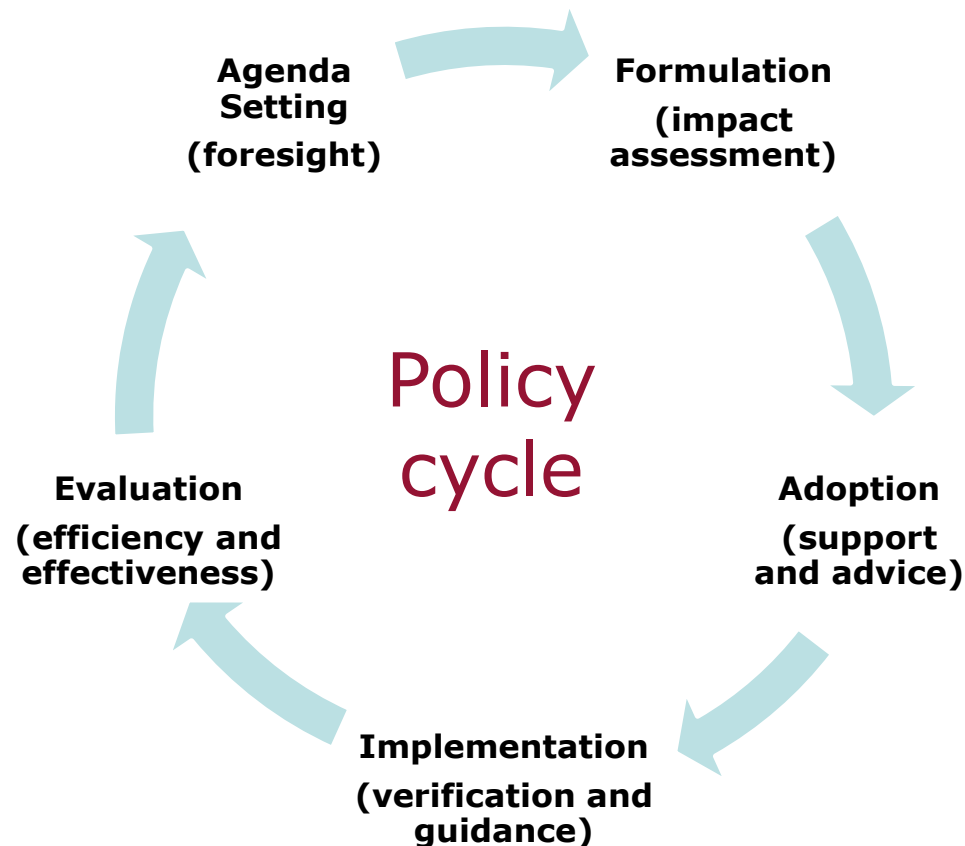


Programme



Speakers

## How do you feed results to policy?



- **'Windows of opportunity'**
- Know what you want to influence
- Identify who needs to be influenced
- Understand expectations / needs
- Choose the right message and **messenger**
- Make it relevant, understandable and easily transferred.

## How do you feed results to policy?

**Focus on results and what it means in the specific / current policy context (not activities)**

- Prepare short executive summaries / policy briefs / contributions to public consultations
- Share (any time) policy-relevant results with your PO
- Provide policy feedback during project review meetings
- Participate in cluster meetings / lunch-time debates / face-to-face meetings and other EC events



## How do you leverage impact?

- Make good use of links in your consortium and existing networks
- Identify **synergies, overlaps and potential areas of collaboration** (e.g. tools and methodologies, case studies, outreach activities)
- **Cluster with others to build a credible package** (for policy, investors, research community, etc.)

In practice	Joint organisation of events	Common briefs or publications
	Shared platforms or CoP	Collective participation in events
	Memorandum of Understanding	Action Plan
	Coordination Team	Advisory Board Participation
	Participation in Annual Meetings	Back-to-back review meetings

# How do you leverage impact?

## Clustering efforts for crop diversification

November 21, 2018 | Author: Antoine Messéan

**Antoine Messéan, the project coordinator writes about the work being done in the H2020 'crop diversification cluster', which has been meeting on a regular basis since it started back in 2017.**

The cluster includes six multi-actor projects working on crop diversification: DiverIMPACTS, *Diverfarming*, *DIVERSify*, *ReMIX*, *LEGVALUE* and *TRUE*.

The main objectives are to

1. share information, methods and results,
2. increase the overall impact on crop diversification uptake and
3. sustain activities and infrastructures in the future.



# How do you leverage impact?

DiscardLess Retweeted



**Jonas R. Vidarsson** @JonasVidarsson · Mar 6

@ClaraUlrich\_DTU presenting to @EU\_MARE main results from @EU\_H2020 project @DISCARDLESS that contributes to implementation of #cfp #LandingObligation. Common policy meeting with sister project @MINOUW2015. How have we progressed? Is the LO working? What can we do better?



## How do you leverage impact?



**Ecobreed project** @EcobreedP · 14 May

Live from 🇷🇺: @MessmerMonika, our Stakeholder Advisory Group member, presenting scientific achievements of the @LIVESEEDeu project and the collaboration with sister projects @BRESOV\_EU and @EcobreedP 🗣️



5



10



# How do you leverage impact?



FARMDemo CONFERENCE PROJECT & PARTNERS

## The FarmDemo platform

FarmDemo is a close collaboration of 3 European projects funded under Horizon 2020. They all aim to enhance peer-to-peer learning and focus on farm demonstration as a tool to boost innovation uptake.

AgriDemo-F2F and PLAID focus on understanding the role of European commercial demonstration farms and prepare for more connectivity between actors involved in on-farm demonstrations. These projects develop a geo-referenced online inventory of demonstration farms and build an online FarmDemo-Hub community.

NEFERTITI focuses on the establishment of 10 interactive thematic networks covering the 3 main agricultural sectors: animal production, arable farming and horticultural production. They bring together 45 regional hubs of demo-farmers and innovation actors - advisors, cooperatives, NGOs, industry, education, researchers and policy makers. The output of AgriDemo-F2F and PLAID will be used as input to set up 3 annual campaigns of on-farm demonstrations.



[RETURN BACK](#)



## You must acknowledge EU funding (Art. 38)



### ACKNOWLEDGMENTS

We thank the staff of the Poultry Breeding Facilities (INRA, Unité Expérimentale Pôle Expérimental Avicole de Tours, INRA, Nouzilly, France) and of the Rearing Facilities (INRA, Unité Expérimentale Elevage Alternatif et Santé des Monogastriques, INRA, Le Magneraud, France). This study was supported by Feed-a-Gene, a project that has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 633531.



## Take away messages

- Maximise R&I investment and show benefits to society
- Be strategic in your activities and evaluate your impact
- Always target and tailor your message to the audience you want to reach
- Keep us regularly informed (successes, major events, policy relevant results)

# Thank you



## Further Information

### **Guidance Documents**

- [Horizon 2020 Online Manual - Dissemination & Exploitation](#)
- [Horizon 2020 Online Manual – Communicating your project](#)
- [Horizon 2020 Online Manual - Acknowledgement of EU funding](#)
- [Making the Most of Your H2020 Project – Boosting the impact of your project through effective communication, dissemination and exploitation](#)
- [Communicating EU Research & Innovation - Guidance for project participants](#)
- [Social media guide for EU funded R&I projects](#)
- [Webinar - 60-minute Comms Workout](#)

## Further Information

### **IPR Guidance**

- [Your Guide to IP in Horizon 2020](#)
- [IP management in Horizon 2020: project implementation and conclusion](#)
- [How to define and manage background in Horizon 2020](#)

### **EC Support Services**

- [Innovation Radar](#)
- [European IP Helpdesk](#)

## Further Information

### **EC Tools and Channels**

- [Funding & tender opportunities](#)
- [Cordis](#)
- [Horizon Magazine](#)
- [Success Stories](#)
- [Futuris](#)
- [Projects for Policy \(P4P\)](#)
- [H2020 Dashboard](#)

### **Twitter**

[@EUAagri](#) / [@EU\\_H2020](#) / [@EUScienceInnov](#) /  
[@EU\\_MARE](#) / [@Food\\_EU](#) / [@InnoRadarEU](#)

### **Facebook**

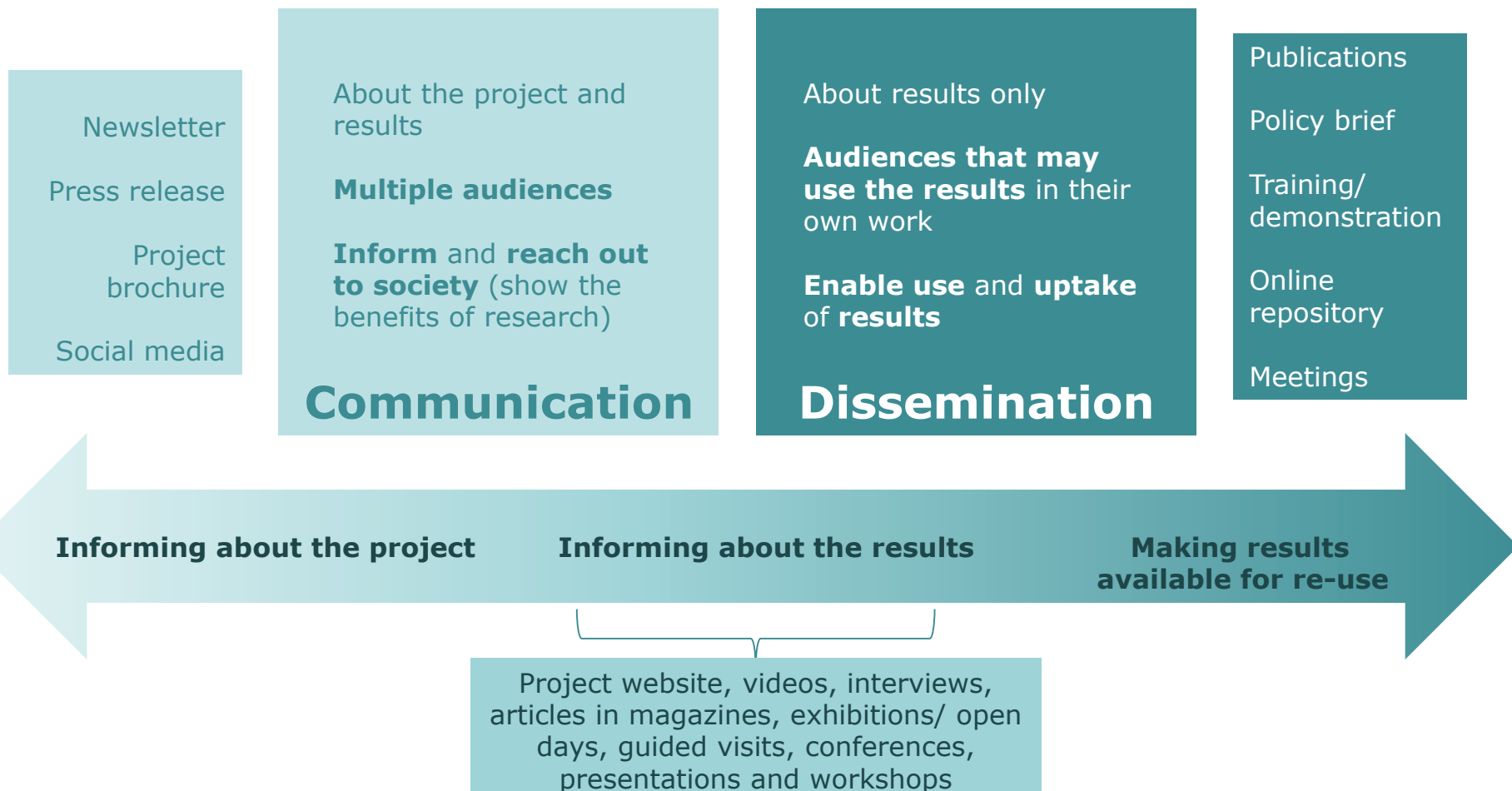
[@EUAagri](#) / [@horizon.magazine.eu](#)  
[@Eumaritimefish](#)

### **Youtube**

[EU Agriculture: Food & Farming](#)  
[EU Science & Innovation](#)

Communication	Dissemination	Exploitation
About the <b>project</b> and <b>results</b>	About <b>results</b> only	About <b>results</b>
<b>Multiple audiences</b> Beyond the project's own community (include the media and the public)	<b>Audiences that may use the results</b> in their own work e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers	Groups and entities that <b>are making concrete use of results</b>
<b>Inform</b> and <b>reach out to society</b> , show the benefits of research	Enable <b>use</b> and <b>uptake of results</b>	Best efforts to <b>exploit</b> the owned results, or to have them exploited by another legal entity
Grant Agreement art. <b>38.1</b>  <i>Starts at the outset of the project</i>	Grant Agreement art. <b>29</b>  <i>When results are available</i>	Grant Agreement art. <b>28</b>  <i>When results are available and up to four years after project ended</i>

# Communication versus Dissemination



## How do I get people to **USE** our public deliverables?

- Produce useful results
- Consult about conclusions to make sure they are relevant (not only at the end...)
- Make sure the message is clear
- Include a summary for key target audience(s)
- Make it attractive: use infographics and images
- Sometimes less is more: be specific but answer questions!

# What makes a good social media post?



- Catchy messages
- Unique content
- Make it visual
- Call for action
- Clear and correct language
- Put in in context (#hashtags, multipliers, links)

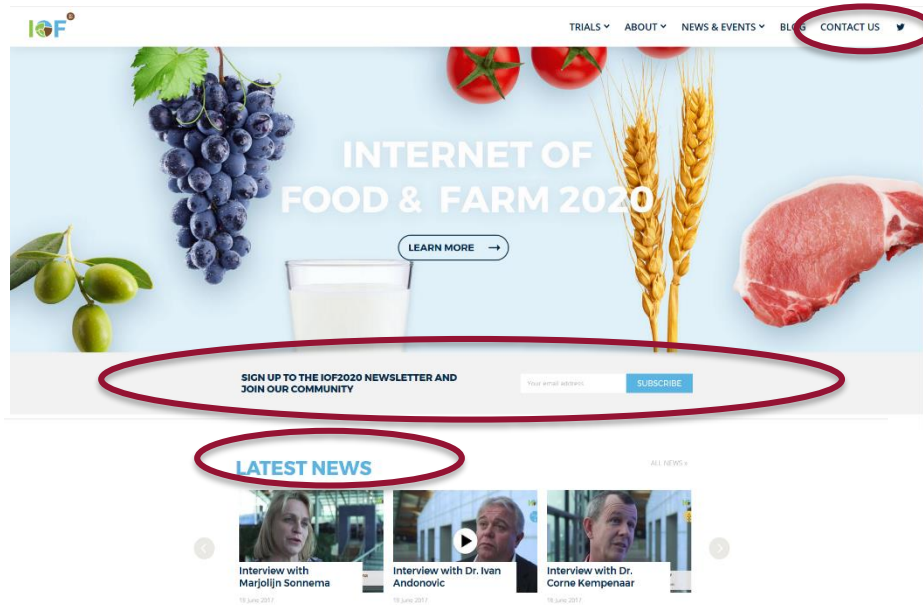
## Should I send out a press-release?



- Is the item newsworthy?
- Is the content timely?
- Is the press release the best way to spread the word?
- Is the language appropriate?
- Use the contacts of partners
- Be succinct, use everyday words and active verbs



## Websites = the door to your project



- Make it attractive
- Include an easy way to contact you and follow the project
  - Social media
  - Newsletter
  - Distribution list
- Think of your target audiences!

## Do you need a newsletter?



- Digested content
- Highlights of what you are doing that are useful