Introduction to the concepts of Communication, Dissemination & Exploitation

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Make a difference – make an impact.

Implementation Strategy: guiding principles

- **Maximising impacts**
- **Greater transparency and further simplification** (model grant agreement and guidance to beneficiaries)
- **Fostering synergies** with other EU funding programmes
- **Easing access** through digital transformation and outreach (Funding and tenders portal ... ... project

Horizon Europe legislation defines three types of impact tracked through **Key Impact Pathways**

1. Creating high-quality new knowledge
2. Strengthening human capital in R&I
3. Fostering diffusion of knowledge and Open Science

Scientific Impact

4. Addressing EU policy priorities & global challenges through R&I
5. Delivering benefits & impact via R&I missions
6. Strengthening the uptake of R&I in society

Societal Impact

7. Generating innovation-based growth
8. Creating more and better jobs
9. Leveraging investments in R&I

Economic 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.

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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**

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Contractual Obligation

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

Results	Outcomes	Impacts
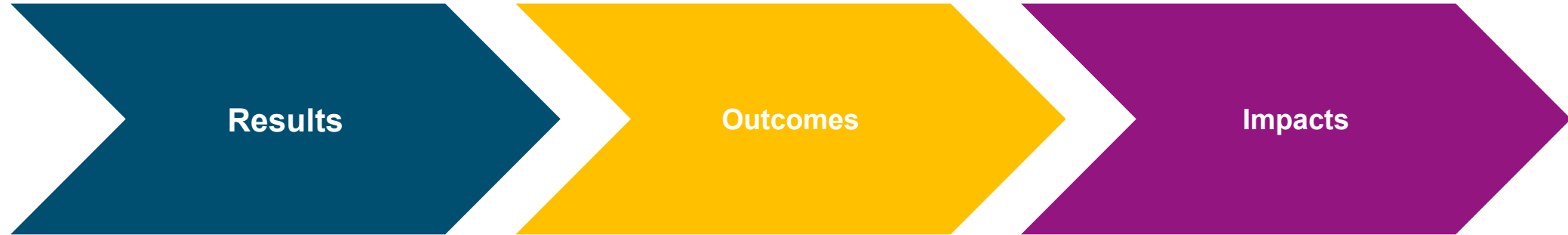
Additional specification:
- Research outputs

Central Definitions

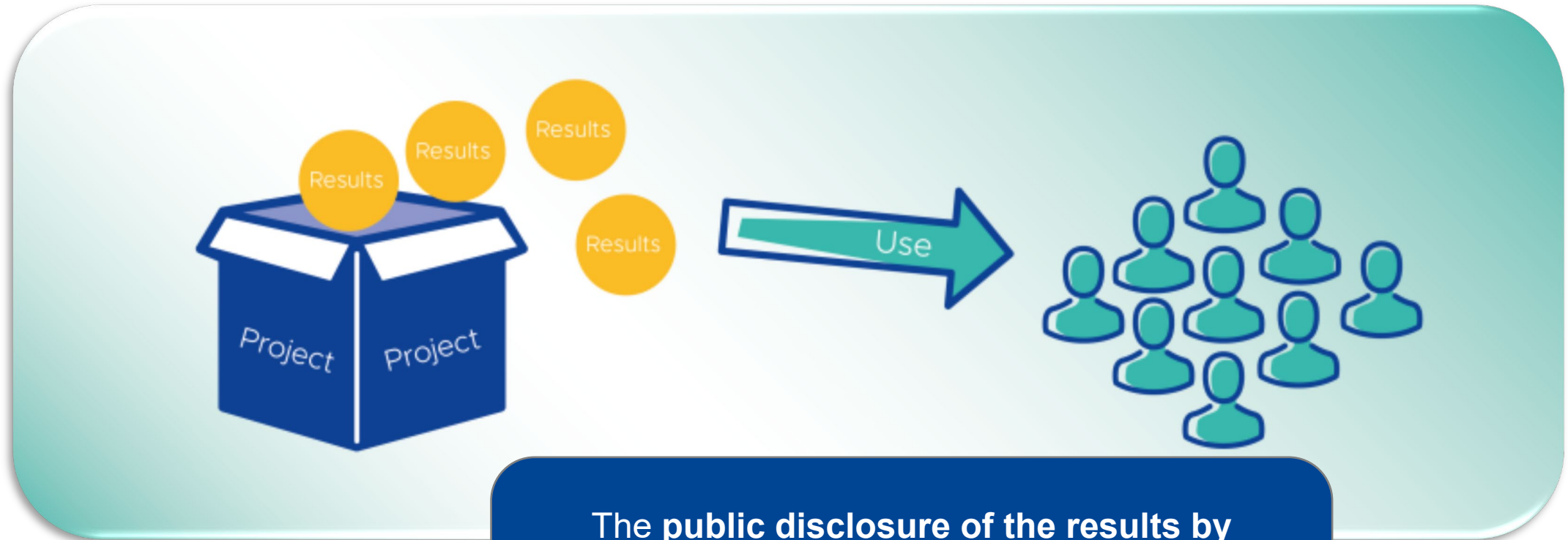
Communication   Dissemination   Exploitation

Communication

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.

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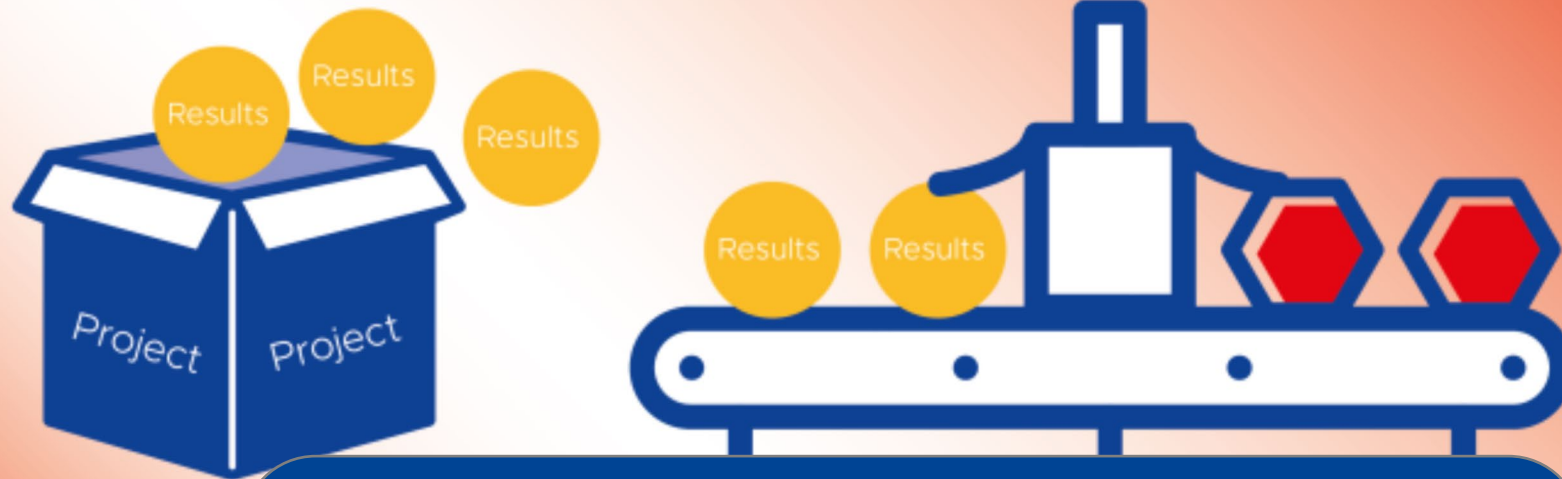
The **use of results** in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation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

In a nutshell

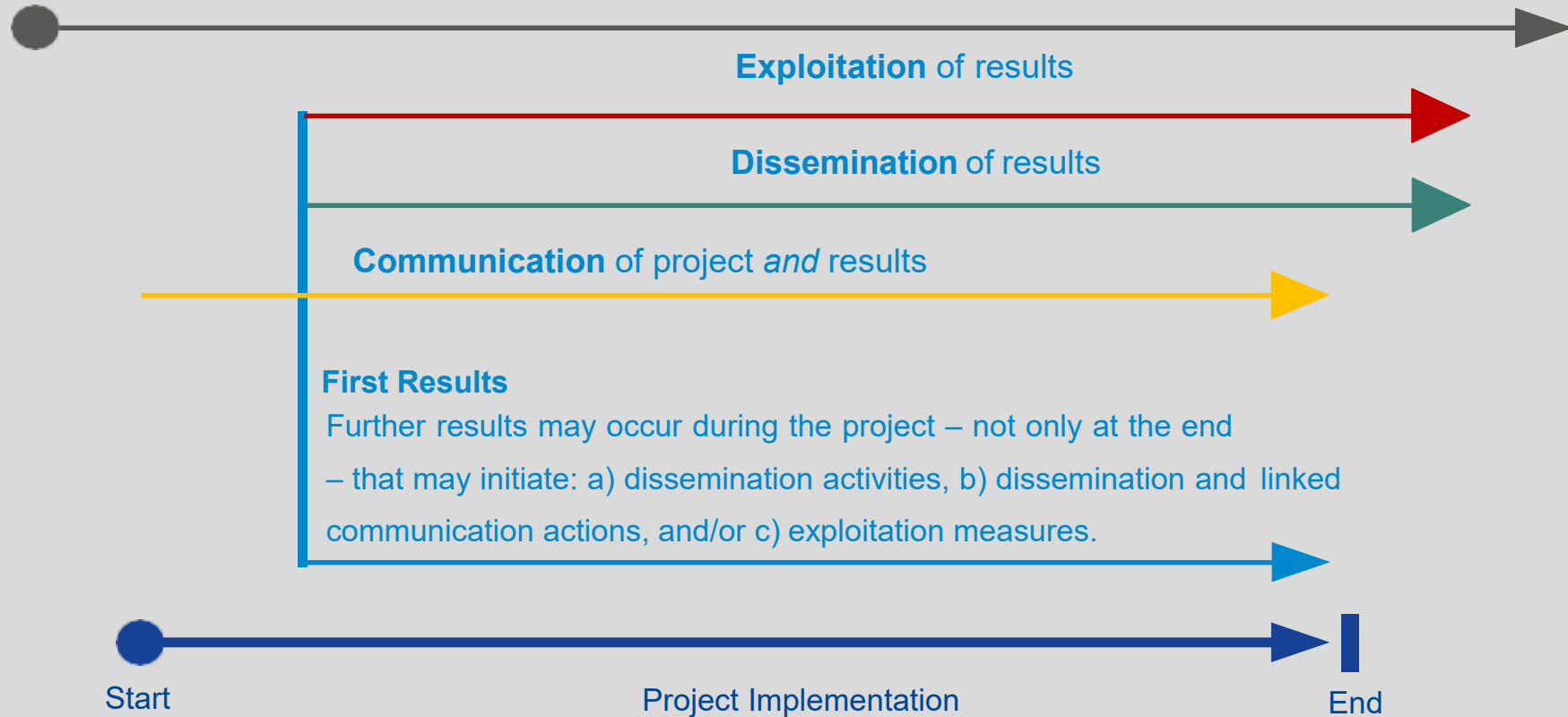| Communication	Dissemination	Exploitation	
Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.	**Transfer knowledge & results** with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.	**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.	Objective
Inform about and promote the project AND its results/success.	**Describe** and **ensure results available** for others to **USE** ➡ focus on results only!	**Make concrete use** of research results (not restricted to commercial use.)	Focus
Multiple audiences beyond the project's own community incl. media and the broad public.	Audiences that may take an interest in the potential **USE** of the results (e.g. scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.	Target Audience

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Timing

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

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

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.

Start

Project Implementation

End

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Potential Tools

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 your 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, re-consider & adjust!