Dissemination and Exploitation under H2020

Helsinki – 7 November 2019

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European Commission, DG RTD

B.6 – Common Data and Knowledge Management

Content

I. Key concepts of Dissemination and Exploitation

II. D&E reporting obligations under H2020

III. D&E guidance and tools

1. D&E key concepts

- Why we need D&E?
- Legal Basis
- Definitions:
  - Results
  - Dissemination (vs. Communication)
  - Exploitation
- Barriers

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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

European Commission

Why we need D&E?

Research and Innovation

Horizon 2020 Programme

increased importance given to D&E

H2020 Legal basis

Rules for Participation state clear obligations for beneficiaries:

- "Each participant that has received Union funding shall use its best efforts to exploit the results it owns, or to have them exploited by another legal entity…"
- "Subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests, each participant shall through appropriate means disseminate the results it owns as soon as possible."
- "… participants shall provide any information on their exploitation and dissemination related activities, and provide any documents necessary in accordance with the conditions laid down in the grant agreement"

Horizon 2020 Programme

increased importance given to D&E

Implementation rules

- Proposal template highlights Dissemination and Exploitation plan as
  an admissibility condition and included in the Impact criterion evaluation
- Grant agreement (GA) includes articles 28 on Exploitation and 29 on Dissemination
- and possible additional D&E obligations following the WP
- Both periodic as continuous reporting include D&E related sections

What are project results?

Results

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

- Key exploitable results are the outputs generated during the project which can be used and create impact, either by the project partners or by other stakeholders
- Project results can be reusable and exploitable (e.g. inventions, prototypes, services) as such, or elements (knowledge, technology, processes, networks) that have potential to contribute for further work on research or innovation

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

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?

- 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

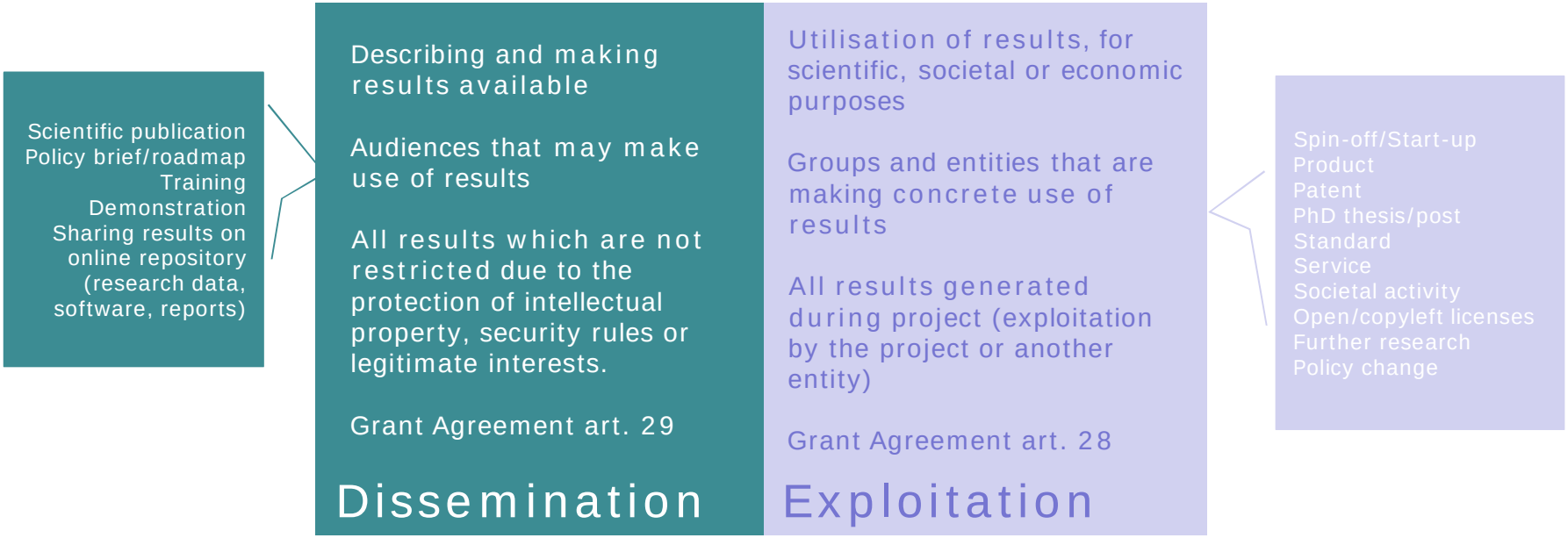
Concretise the value and impact of the R&I activity for societal challenges

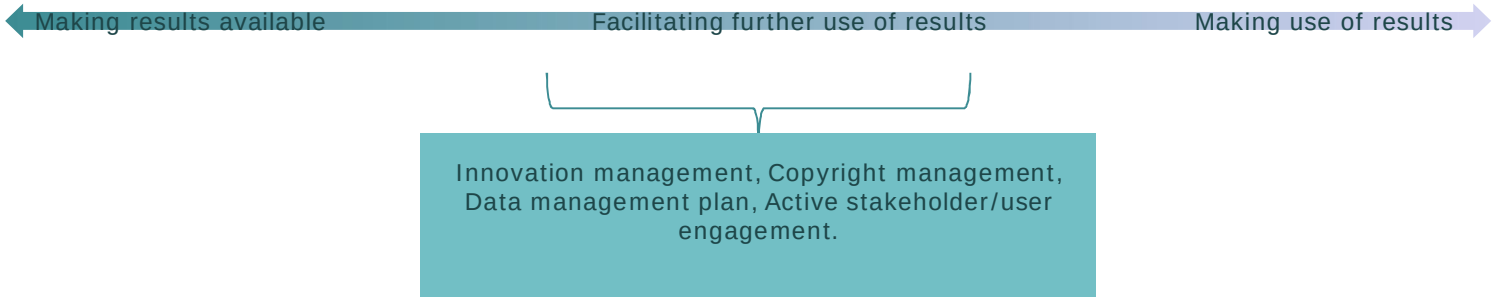
Can be commercial, societal, political, or for improving public knowledge and action, it also include recommendations for policy making

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 does it not always happen?

From the side of the project/beneficiaries

- Perceiving D&E as a "tick box", not important for the "real work" of the project (research)
- Focusing on implementing vs aligning work with the needs of users and stakeholders
- Lack of skills (or interest) to effectively consider or share the value and possible benefits of the results for wider society
- Lack of knowledge of dissemination and exploitation risks and opportunities (issues, solutions, other projects)
- Not (yet) truly part of the project design
- Often interpreted as an activity after the project lifetime

What are the benefits of D&E for the beneficiaries

- Attracts new talents to join the team
- Provides international and interdisciplinary collaboration opportunities
- Improves access to other funding opportunities
- In case of commercial exploitation, new sources of income can be generated
- Contributes to societal goals thereby providing more visibility/prestige to the researcher/institution

II. D&E REPORTING OBLIGATIONS

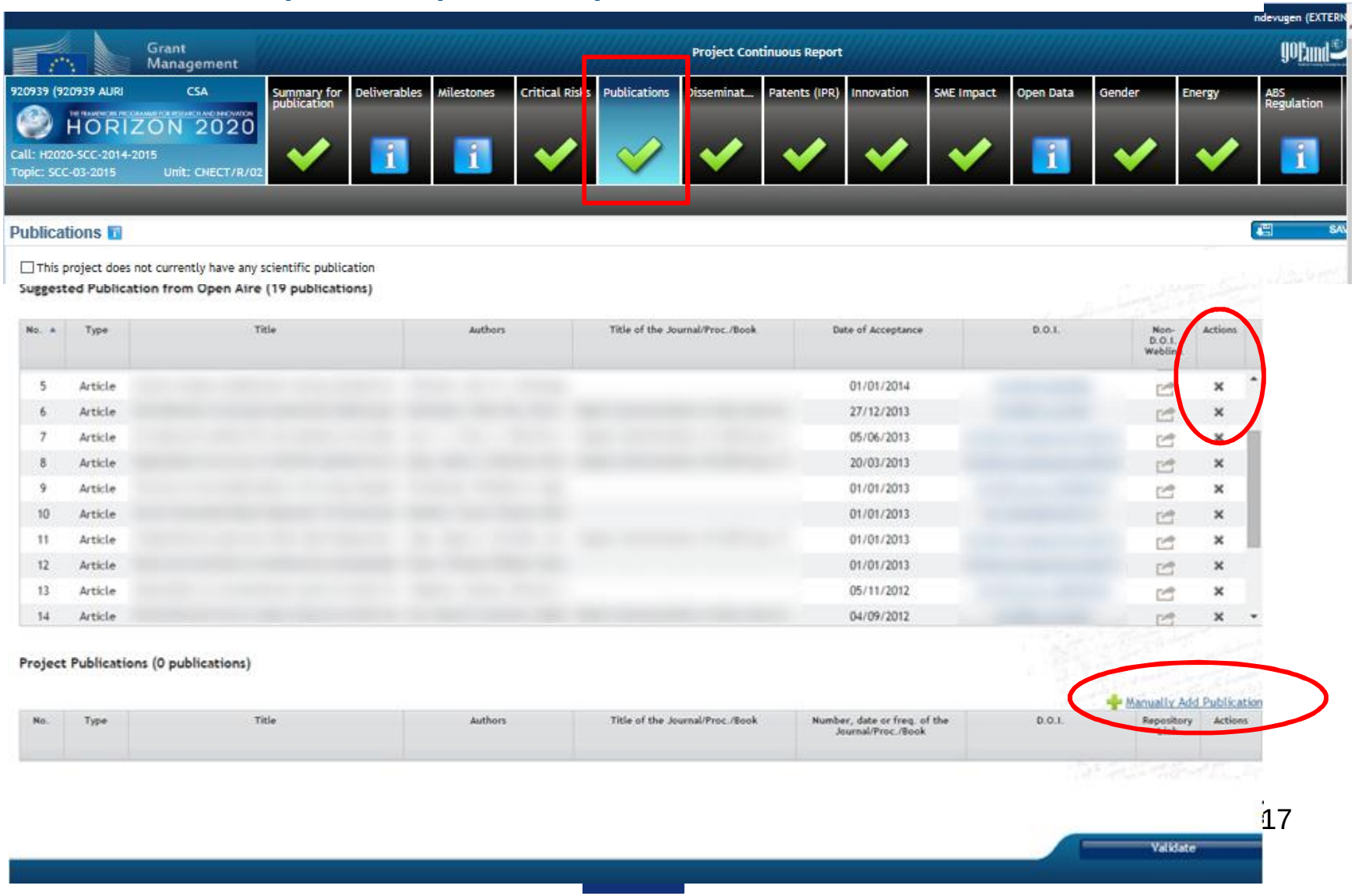
D&E in the Periodic reporting

Technical Report

- ✓ *Part A (under continuous reporting)*
  - ✓ Publishable summary
  - ✓ Deliverables, milestones, risks, etc.
  - ✓ Answers to the questionnaire (H2020 KPI*)
- ✓ *Part B – narrative part*
  - ✓ Explanation of the work carried out by the beneficiaries and overview of progress
  - ✓ Update of the plan for exploitation and dissemination of results
  - ✓ Explanations on deviations from DoA

* Key Performance Indicators

Publications (from OpenAire)



Continuous Reporting

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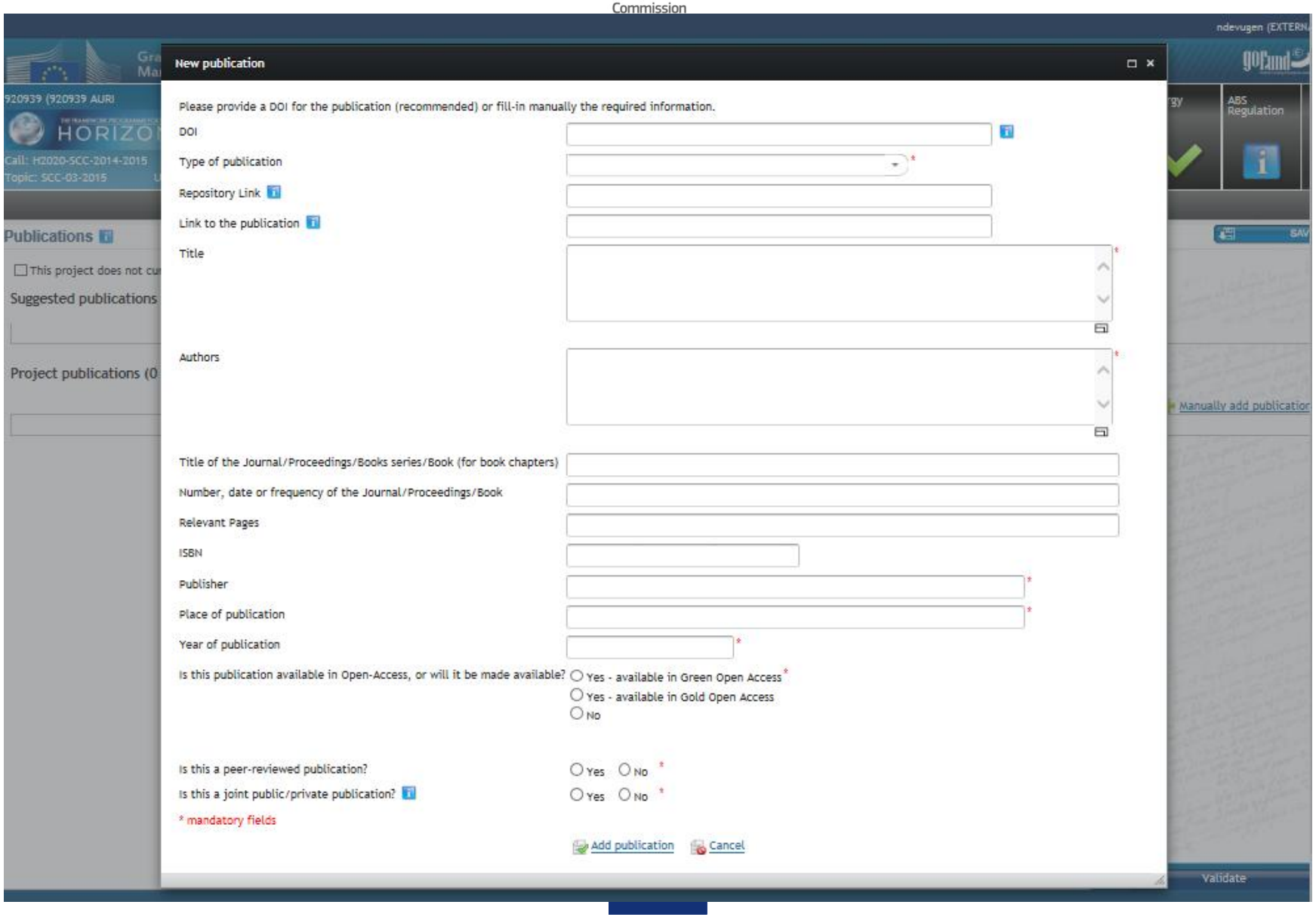
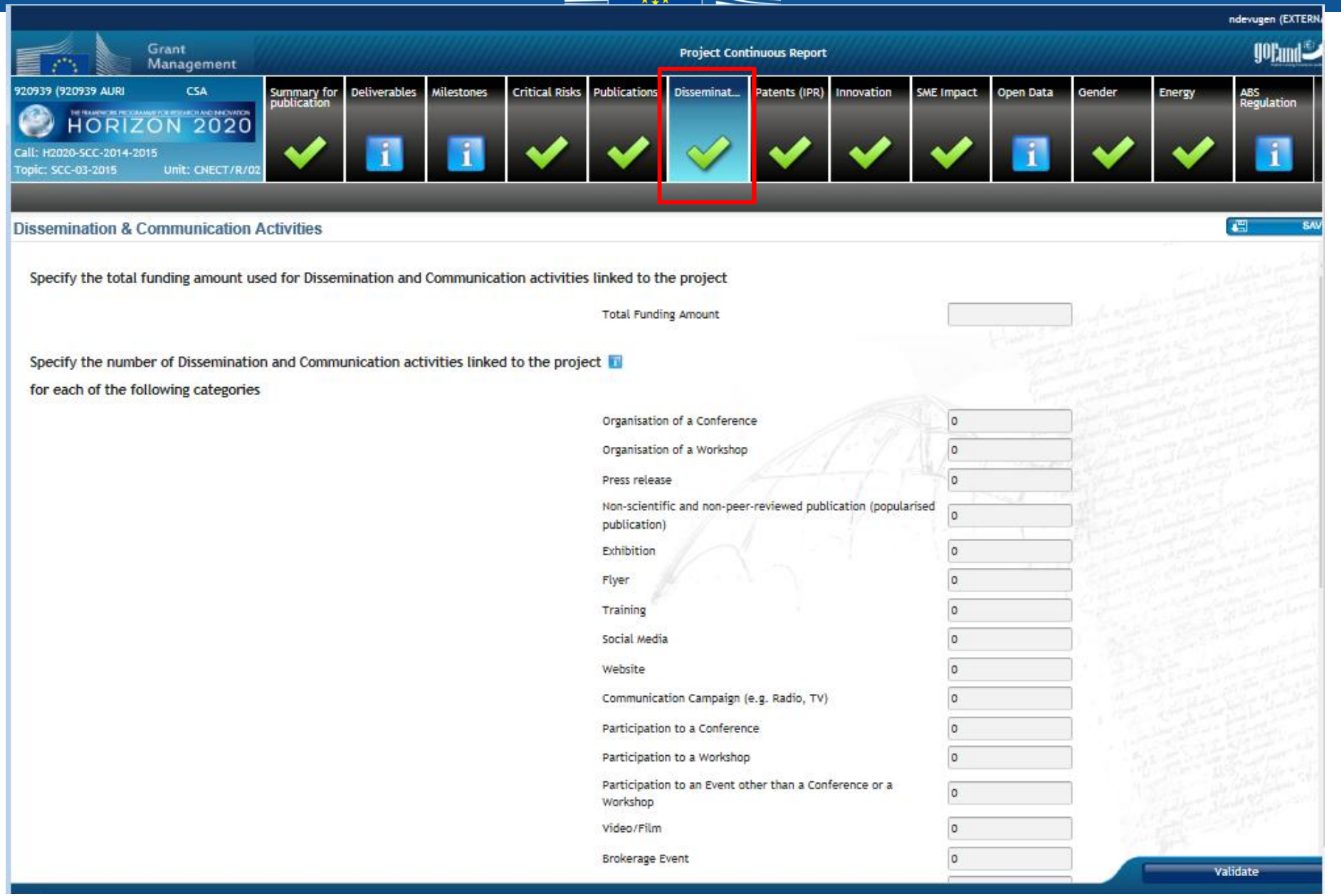
Publications



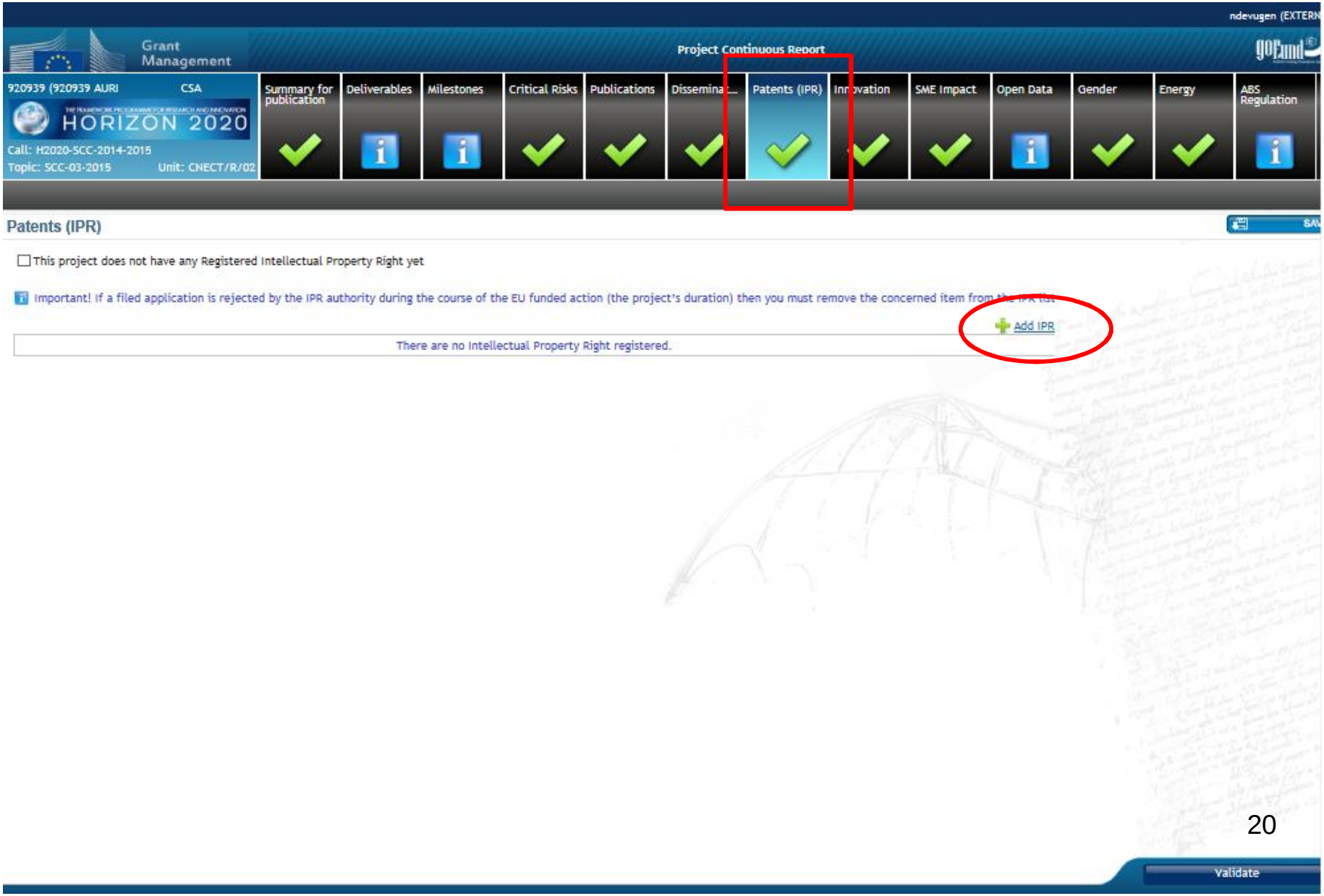
Continuous Reporting

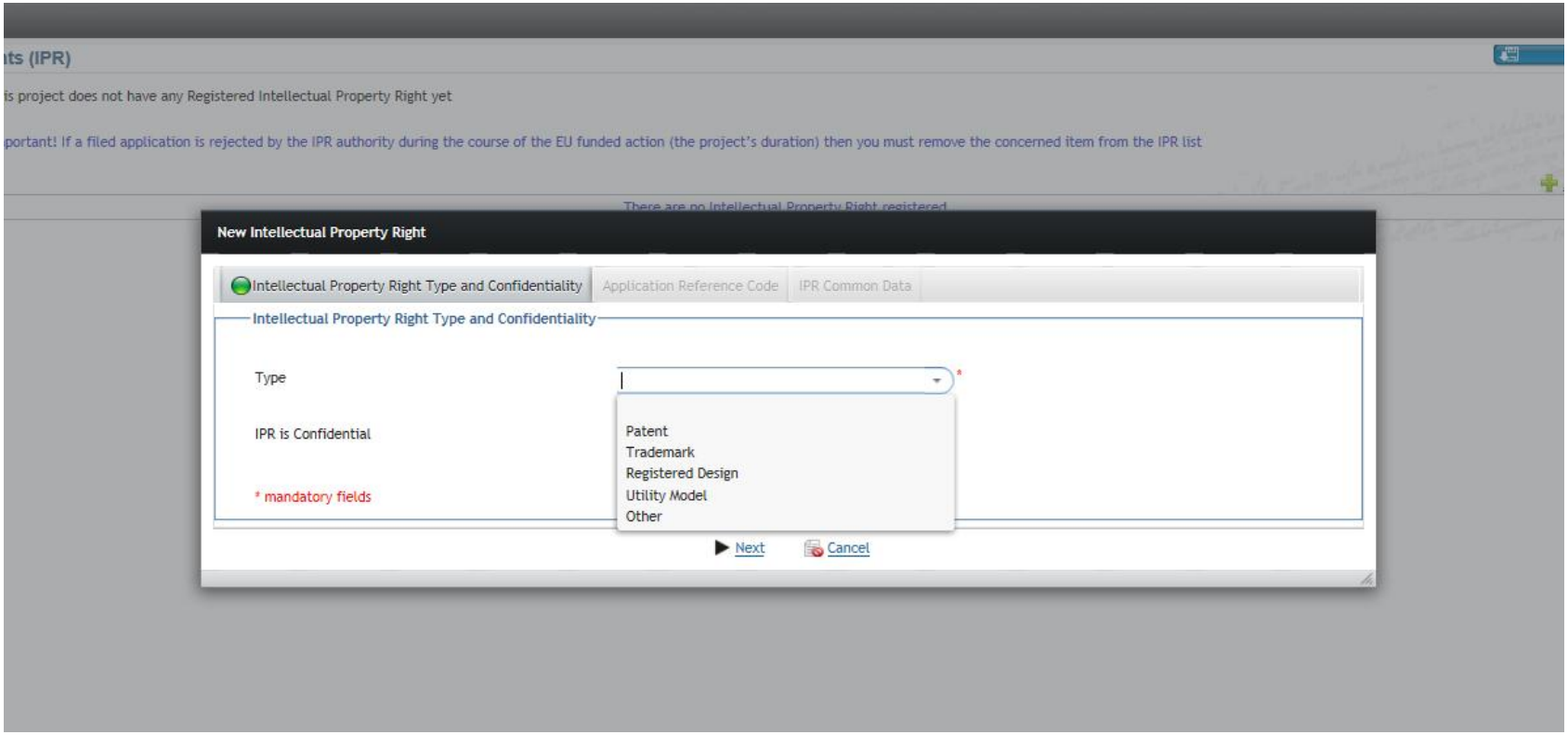
Dissemination

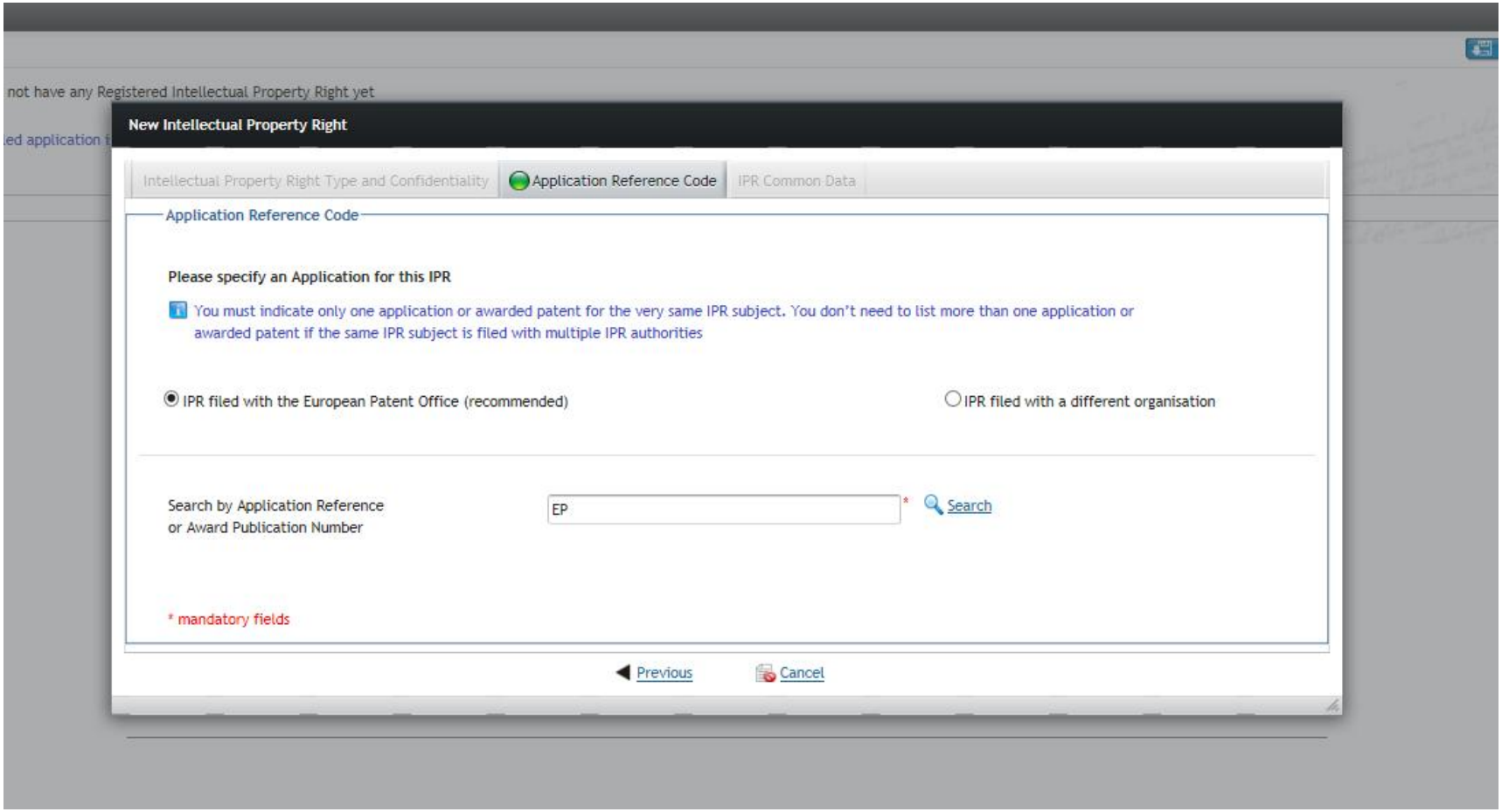


Continuous Reporting

Patents (IPR)

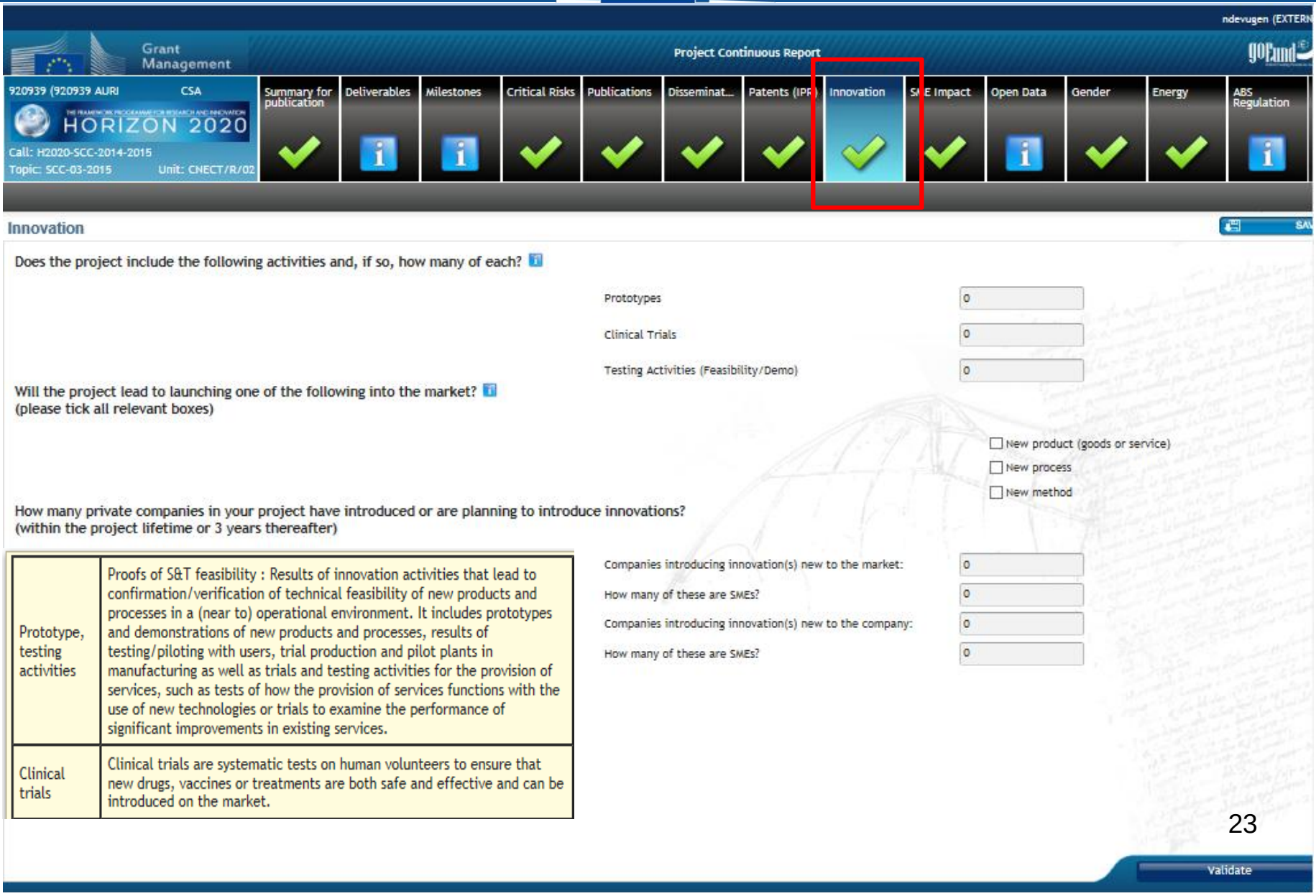



ts (IPR)
is project does not have any Registered Intellectual Property Right yet
portant! If a filed application is rejected by the IPR authority during the course of the EU funded action (the project's duration) then you must remove the concerned item from the IPR list
There are no Intellectual Property Right registered
New Intellectual Property Right
Intellectual Property Right Type and Confidentiality
Application Reference Code
IPR Common Data
Intellectual Property Right Type and Confidentiality
Type
IPR is Confidential
* mandatory fields
Patent
Trademark
Registered Design
Utility Model
Other
Next
Cancel


not have any Registered Intellectual Property Right yet
New Intellectual Property Right
Intellectual Property Right Type and Confidentiality
Application Reference Code
IPR Common Data
Application Reference Code
Please specify an Application for this IPR
You must indicate only one application or awarded patent for the very same IPR subject. You don't need to list more than one application or awarded patent if the same IPR subject is filed with multiple IPR authorities
IPR filed with the European Patent Office (recommended)
IPR filed with a different organisation
Search by Application Reference or Award Publication Number
EP
Search
* mandatory fields
Previous
Cancel

Continuous Reporting

Innovation



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 results (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.

- Keep in mind the definitions!
  - Results are not only scientific, tangible, planned results
  - Exploitation is not only commercialisation
  - Also consider policy relevant evidence as an exploitable result
- Pay enough attention to this section, don't leave it blank or incomplete
- Include (especially in final report), forward looking elements. What are the follow-up plans for D&E?

III. D&E GUIDANCE AND TOOLS

Resources supporting 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

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home

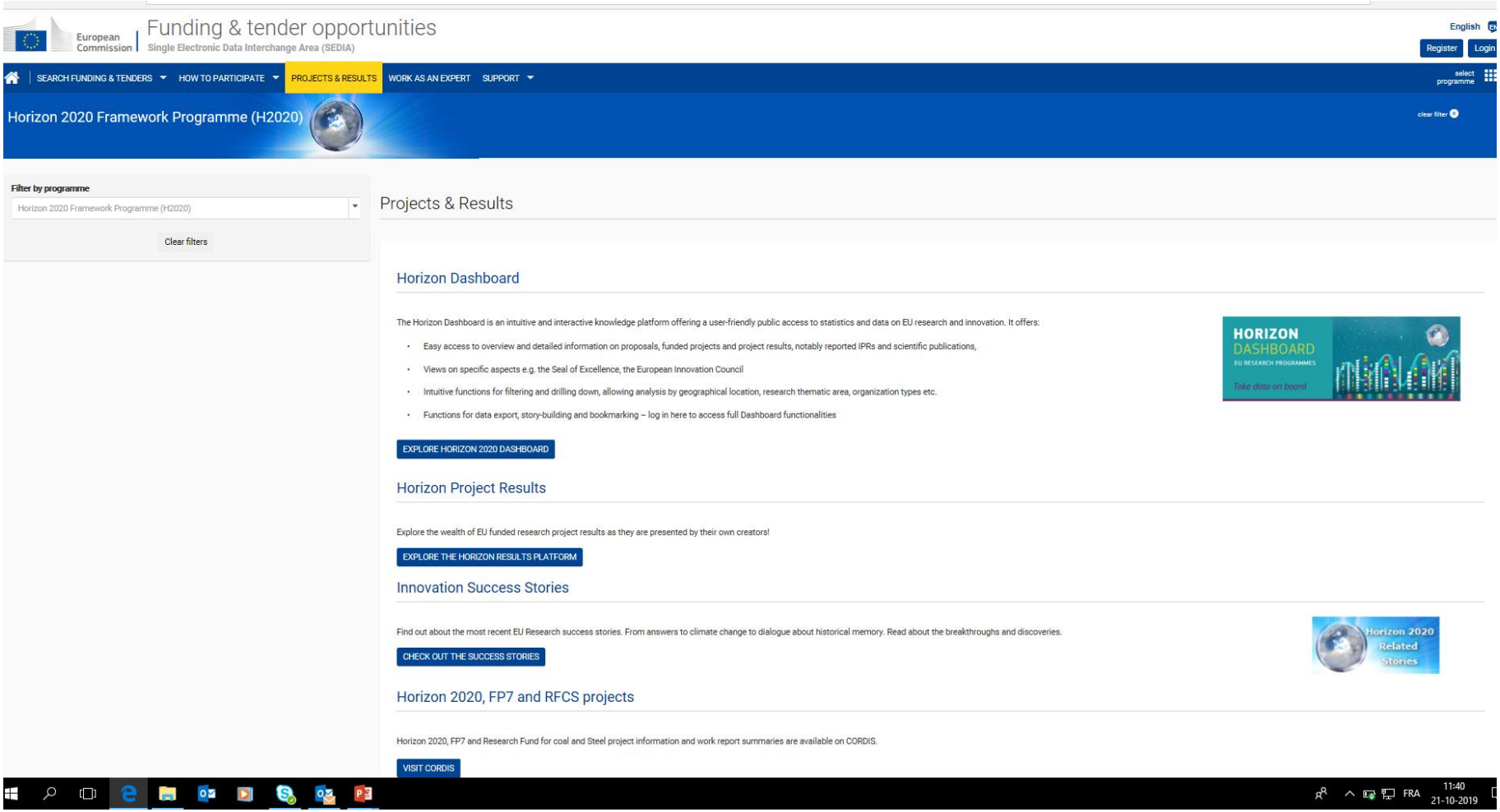
IPR helpdesk

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

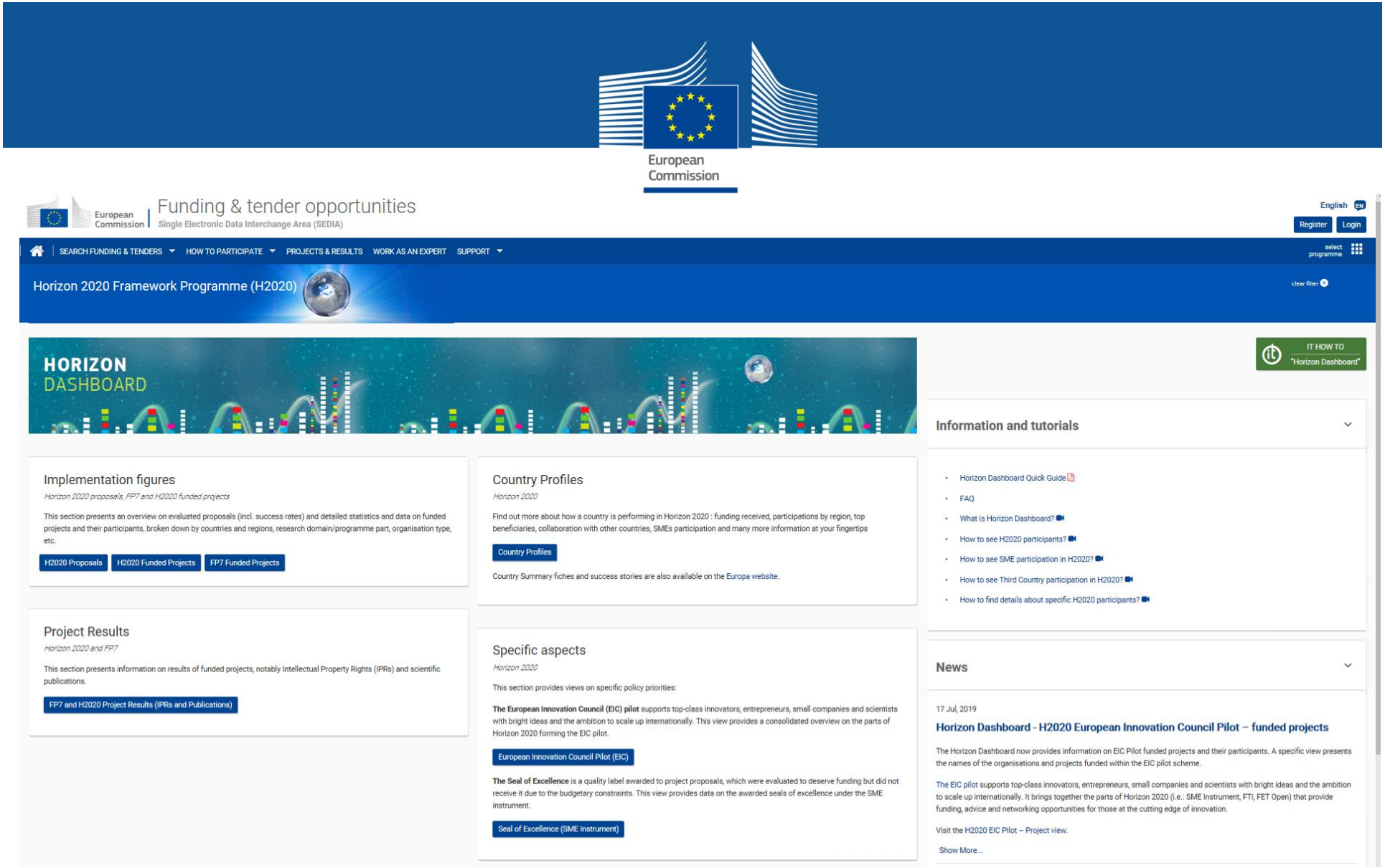
https://www.iprhelpdesk.eu/

D&E toolbox

- Horizon Dashboard
- CORDIS
- Innovation Radar (IR)
- NEW in 2019:
  - H2020 Impact Award
  - Horizon Result Platform
  - The common D&E "Booster"



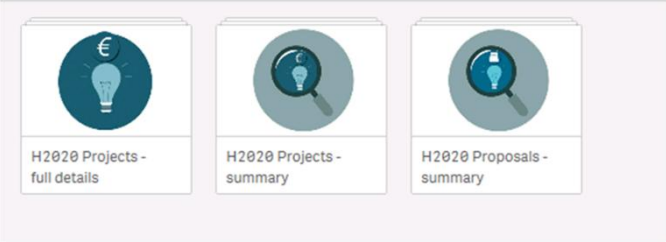
Accessible through Participant Portal:
https://ec.europa.eu/research/participants/portal/desktop/en/projectresults/index.html



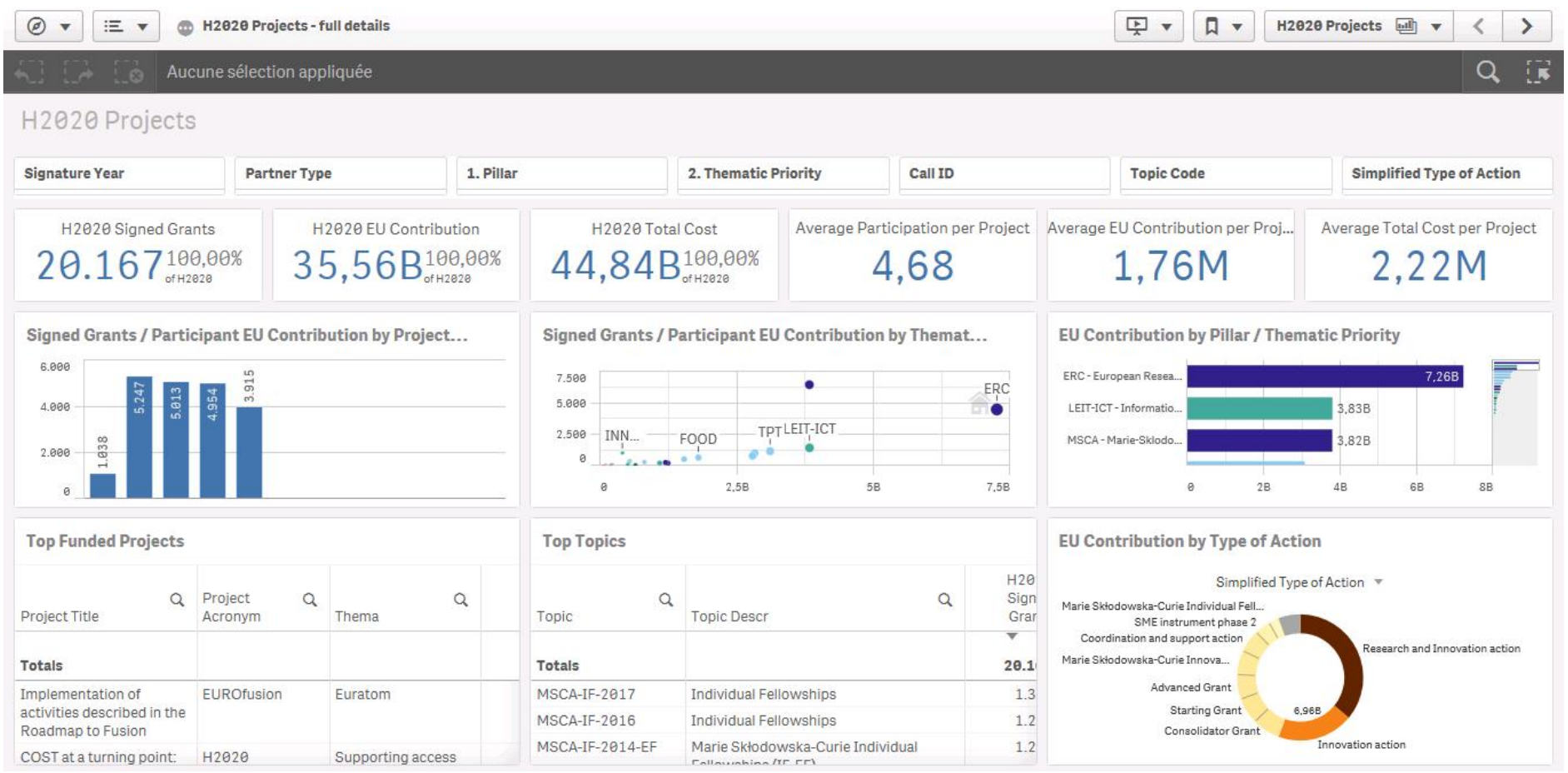
https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-dashboard

1. Horizon 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



  - Thematic views: EIC, Seal of Excellence
  - Country profiles

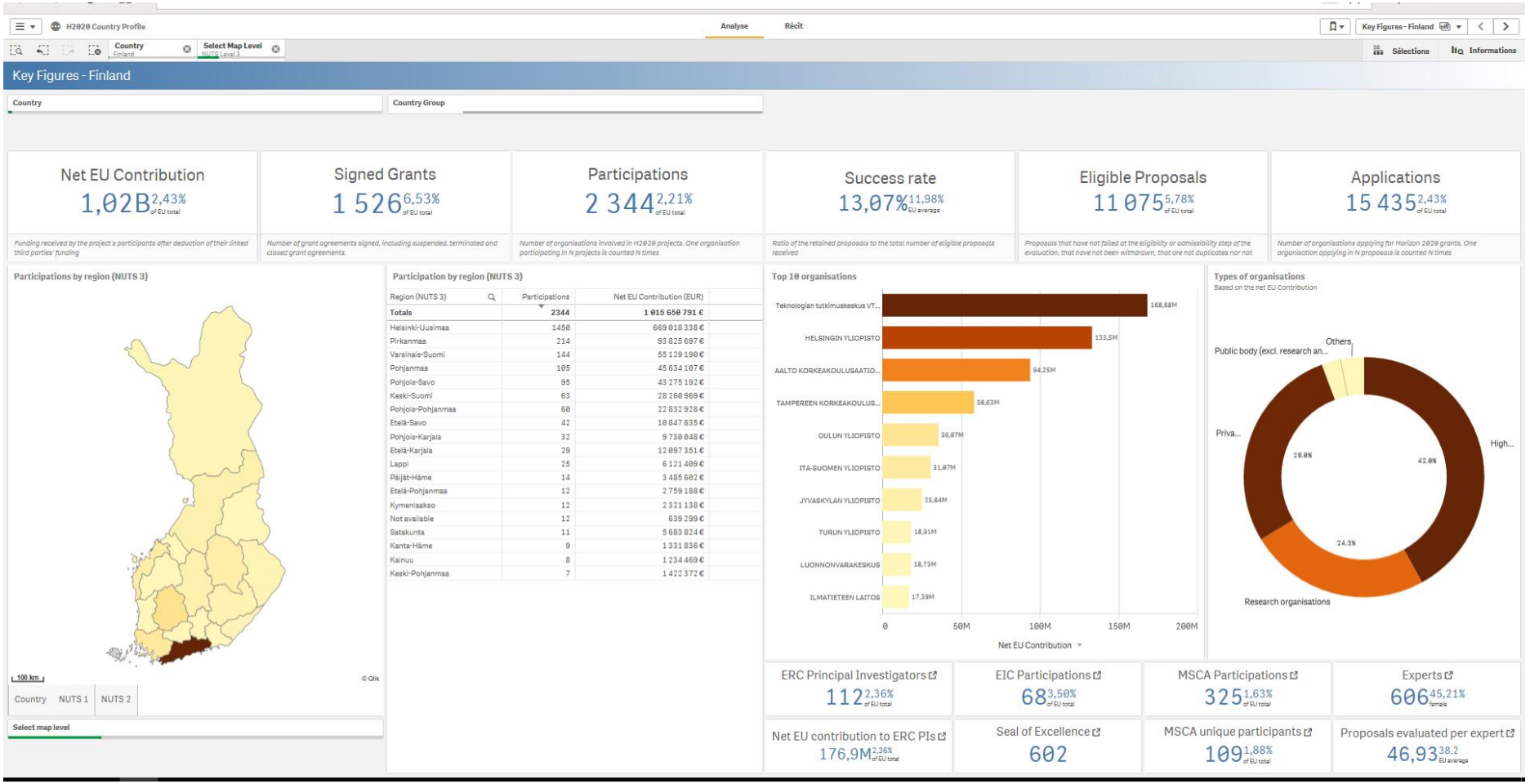

European Commission
H2020 Projects - full details
H2020 Projects
Aucune sélection appliquée
H2020 Projects
Signature Year
Partner Type
1. Pillar
2. Thematic Priority
Call ID
Topic Code
Simplified Type of Action
H2020 Signed Grants
20.167 100,00% of H2020
H2020 EU Contribution
35,56B 100,00% of H2020
H2020 Total Cost
44,84B 100,00% of H2020
Average Participation per Project
4,68
Average EU Contribution per Proj...
1,76M
Average Total Cost per Project
2,22M
Signed Grants / Participant EU Contribution by Project...
6.000
4.000
2.000
0
1.038
5.247
5.013
4.954
3.915
Signed Grants / Participant EU Contribution by Themat...
7.500
5.000
2.500
0
INN...
FOOD
TPT
LEIT-ICT
ERC
0
2,5B
5B
7,5B
EU Contribution by Pillar / Thematic Priority
ERC - European Resea...
LEIT-ICT - Informatio...
MSCA - Marie-Sklodo...
7,26B
3,83B
3,82B
0
2B
4B
6B
8B
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
1.2
EU Contribution by Type of Action
Simplified Type of Action
Marie Skłodowska-Curie Individual Fell...
SME instrument phase 2
Coordination and support action
Marie Skłodowska-Curie Innova...
Advanced Grant
Starting Grant
Consolidator Grant
Research and Innovation action
6,96B
Innovation action

European Commission

NEW!!!!!

Country profiles

European Commission



2. 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)

https://cordis.europa.eu/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
- Yearly award: « Innovation Radar Price » based on public voting

www.innoradar.eu

NEW!!!!!

4. Horizon Impact Award

- 2019: first edition of the « Horizon Impact Award»
  - A celebration of successful EU-funded FP7 & H2020 projects that have created significant impact on economy, policymaking, environment and/or society
  - Ceremony during the R&I Days on 26 September 2019

https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/prizes/horizon-impact-award_en

NEW!!!!!

5. Horizon Results Platform

- Main idea is to make results of our beneficiaries known to a wide community and the public and for these results to find uses
- Business Case
  - Pilot with Research Results beneficiaries
  - Developed as part of the F&T Portal
  - Vision for Corporate Platform for EC Results; not limited to "Research"
- Pilot - Horizon Results Platform
  - Results presented through sales-pitch style abstract, video, PowerPoint presentation(s), other.
  - By sector, geography, tagged with keywords.
  - External users (MS ministries, universities, EC Institutions, Investors, etc.) will be able to search results and initiate contact
  - Follow-up surveys by Commission to find out the outcome of the interaction (to assist impact assessment)

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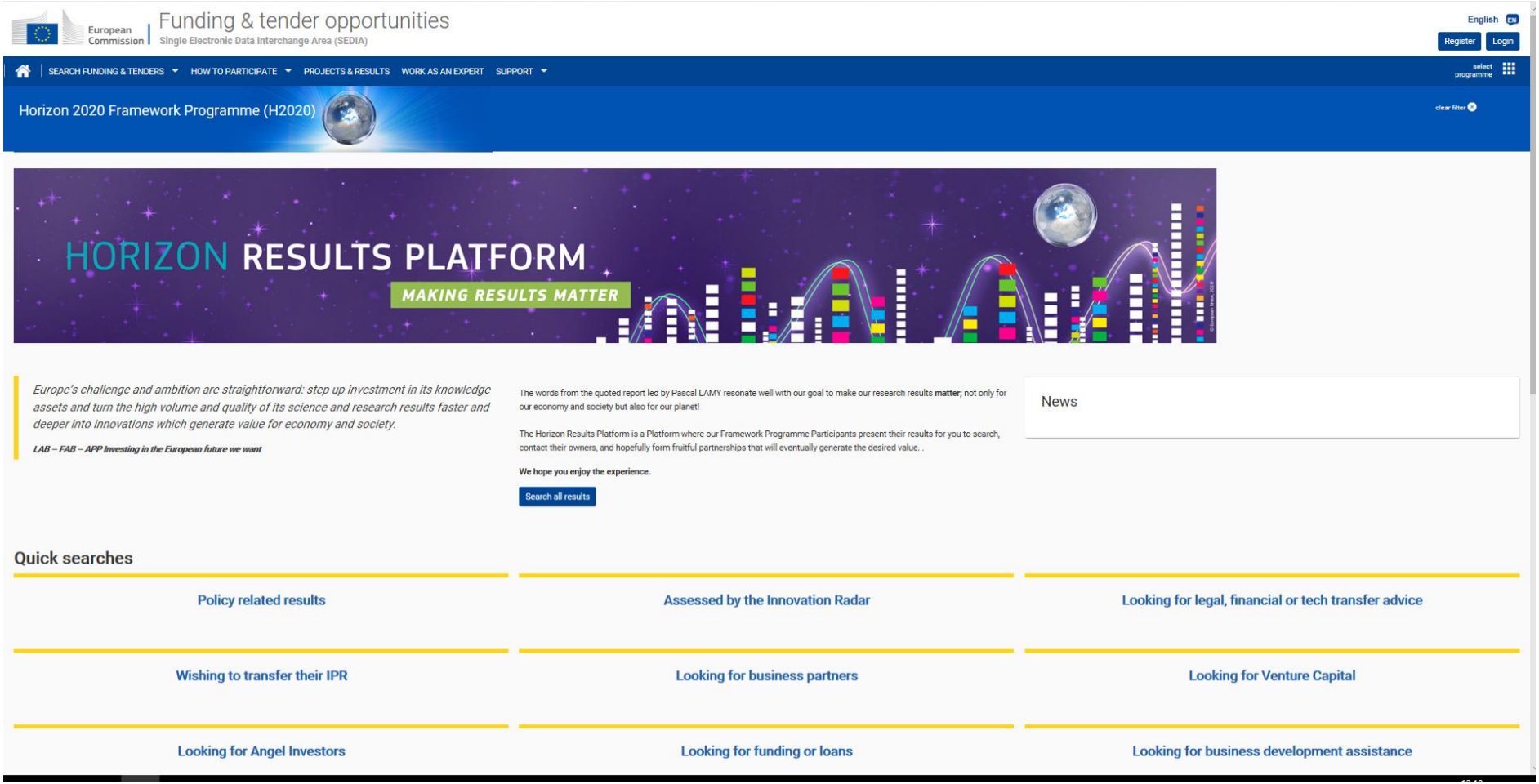


https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform

European Commission

European Commission | Funding & tender opportunities
Single Electronic Data Interchange Area (SEDIA)

English EN | Register | Login

SEARCH FUNDING & TENDERS | HOW TO PARTICIPATE | PROJECTS & RESULTS | WORK AS AN EXPERT | SUPPORT | select programme

Horizon 2020 Framework Programme (H2020) | clear filter

Filter by

Search in keywords, organisation, project name

Match whole words only

Country

Select

Looking for

Select

Advanced filters

Select an advanced filter

- Project ID
- PIC
- Programme
- Innovation Radar Assessment
- Result Type
- Current Stage of R&D / Commercial maturity
- Claiming significant policy influence
- Member of the "World Alliance for 1000 solutions"
- Radical innovation breakthrough

Project result search (642)

Sort by

Sep 24, 2019

Innovative system for people localisation on large cruise ships for safe evacuation

An integrated system of highly innovative technologies that enable the safe evacuation of people from large cruise ships during emergency. The technologies, which were awarded with the prestigious LLoyds List Global Innovation award, are embedded in a globally unique system which includes the following subsystems:

- Low-cost, low powered localisable wearable devices in the form of bracelets, cabin key cards and smart life jackets
- Smart gateways integrated to the fire safety system, able to localise and track the wearable devices in real time
- A decision support system able to visualise people location and movement during evacuation and fuse information to provide evacuation intelligence to the safety officers
- An automatic mustering system able to identify people and manage the mustering procedure in real time

Sep 23, 2019

Overview of SUCCESS results

The SUCCESS project addressed cybersecurity in the context of critical infrastructures with a particular focus on the critical power infrastructure on which other critical infrastructures depend for their operations. How SUCCESS technology will power the future? View our brochure which provides an overview of the main results!

NEW!!!!!

6. The common D&E Booster

https://ec.europa.eu/research/participants/data/ref/h2020/other/comm/190906_d-e-booster_en.pdf

What is the D&E Booster?

- A set of 3 tailor-made services offered to FP beneficiaries aiming at:
  - capacity building of FP beneficiaries in D&E
  - increasing the benefit of the dissemination of results by clustering R&I projects together in a portfolio of similar or complementary project results
  - increasing their exploitation potential and access to markets
- In order to:
  - ensure an effective transfer of R&I project results to policy makers, industry and society
  - maximise the impact of R&I public investment
  - demonstrate and amplify the added value of the FPs
- IMPORTANT: the booster does not provide additional funding for D&E but professional support and guidance!

How to apply ?

- Who can apply?
  - any FP7 or H2020 beneficiary of ongoing and/or closed projects depending on the requested services
- How to apply?
  - Projects can apply via an online submission form on the F&T Portal: https://ec.europa.eu/eusurvey/runner/DE-Booster-Service-Request
  - According to their needs, projects can select specific module(s) of a service, 1 or more specific service up to the full set of services.
  - Projects can only receive once a particular service/module
  - Selection based on:
    - Eligibility criteria (depending on requested service)
    - Motivation: To benefit from the services, the projects or project groups will be requested to commit and allocate time and resources to participate actively and cooperate
    - No “first come, first served basis”
- How services will be delivered?
  - External service provider for a 4 year framework contract
  - through e-mails, teleconferencing, face-to-face meetings, ...
  - No additional reimbursements for travel costs beneficiaries

Service 1 : Portfolio Dissemination & Exploitation Strategy

Module A: identifying and creating the portfolio of R&I project results

WHAT?

- Creation of the portfolio of results
- Guidance on identifying similar on-going projects from any other EU, national and regional funding initiatives
- Mapping of the relevant stakeholders/targeted audience

OUTCOME?

- The detailed description of the portfolio of R&I project results,

FP7
H2020
Ongoing or closed

Service 1 : Portfolio Dissemination & Exploitation Strategy

Module B: *design and execution of a portfolio dissemination plan*

WHAT?

Design of a common dissemination plan for the portfolio and carry out the actual dissemination of the portfolio results.

OUTCOME?

- Training, guidance and support material through webinars
- The portfolio dissemination plan and its implementation steps
- A visual identity for the portfolio
- A factsheet and a video

Service 1 : Portfolio Dissemination & Exploitation Strategy

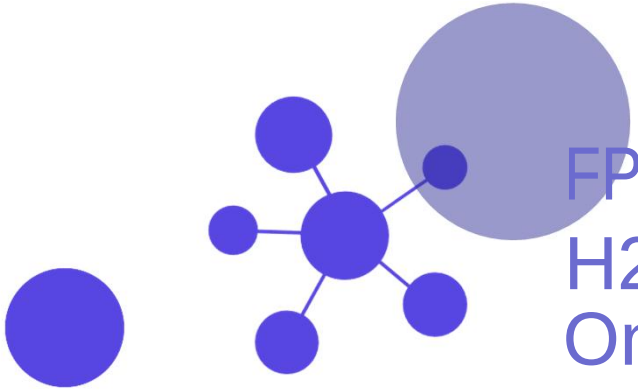
Module C: *assisting projects to improve their existing exploitation strategy*

WHAT?

- Guidance and training to improve the project's existing strategy towards effective exploitation of the anticipated key exploitable results.

OUTCOME?

- Training, guidance and support material through webinars
- The improved exploitation strategy and its implementation steps



FP7
H2020
Ongoing or closed

+ Identified key exploitable results

+ Dissemination and exploitation plan

Service 2 : Business Plan Development

WHAT?

- Tailor-made training and support to develop a business plan which shall include but is not limited to:
  - **market analysis, business strategy, operations plan, competitor identification and analysis, clear action plan to be implemented by the project, estimation of time to market…etc.**
- The project will also receive assistance to identify solutions for its implementation in terms of: start-up operations, investors, funding

OUTCOME?

- Training, guidance and support material
- The final business plan and its implementation steps

FP7
H2020
Ongoing or closed

+ Identified key exploitable results
+ Exploitation plan

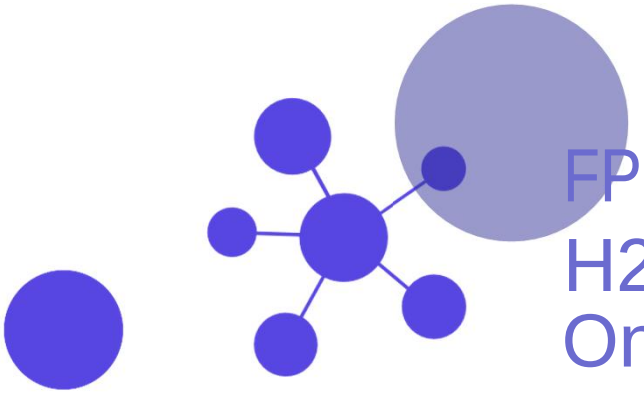
Service 3 : Go-to-Market Support

WHAT?

- Assistance, coaching, mentoring, contacts with the market stakeholders with a preparation for uptake of the results including:
  - **training in pitching, support and guidance for Intellectual Property Rights (IPR), training in innovation management, business services, introduction to non-EU funding opportunities available and support in the project's application**

OUTCOME?

- Training, guidance and support material
- A business advisory service



FP7
H2020
Ongoing or closed

+ Identified key exploitable results
+ Dissemination and exploitation plan
+ Business Plan or completed Service 2 (BPD)

Thank you !

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