



DISSEMINATION AND EXPLOITATION UNDER HORIZON 2020 – SOME KEY MESSAGES

Dissemination and Exploitation (D&E) as a true catalyser for impact creation

A better dissemination and exploitation of project results contribute to a more effective circulation of new ideas and knowledge generated by R&I projects which can then be taken up for further value creation. In doing so, the innovation potential of R&I project results increases and new business opportunities are created. As such, D&E is a true catalyser for impact creation of R&I investments contributing to European competitiveness and the overall welfare of our society.

D&E as an essential part of every project plan, from proposal stage to beyond the end of the project

Dissemination and exploitation are well embedded in the legal basis of H2020 such as the rules for participation and the implementation rules with specific obligations and requirements to fulfil by the beneficiaries along the whole project lifecycle. Amongst others, each applicant/participant shall:

- Provide a dissemination and exploitation plan at proposal stage in line with the expected project results.
- Disseminate the results it owns as soon as possible and use its best efforts to exploit these results or to have them exploited by another legal entity.
- Report periodically on its dissemination and exploitation activities during the lifecycle of its project through the continuous and periodic reporting modalities.

Four important definitions to keep in mind during your D&E activities

Project results: any tangible or intangible output generated during or after the course of the R&I action, whatever their form or nature, whether or not they can be protected, whether or not they were planned or unforeseen.

Key exploitable results: outputs generated during or after the end of the project which can be used and create impact, either by the project partners or by other stakeholders

Dissemination: Making the results of a project public, not only by scientific publications in any medium aiming at a maximum circulation of knowledge and results to the ones that can best make use of them

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. Important is that exploitation can be commercial as well as societal and political in nature.

While reporting on your dissemination and exploitation activities keep in mind....

- To update the plan for exploitation and dissemination of results in line. The initial D&E plan as included in the proposal is not a static element but evolves in line with the course of the project and its (intermediate) results
- To identify correctly your project results and their potential stakeholders/end-users. Hereby do not only focus on scientific, tangible, planned results but also on non-scientific, intangible and unforeseen results generated by your project.
- That exploitation is more than commercialisation of a new product or service! Also consider policy relevant evidence as an exploitable result for policy-makers
- To include in the final report, when possible, forward-looking elements on eventual D&E activities that are planned after project ending.
- To pay enough attention to the D&E sections in the reporting, don't leave it blank or incomplete! They can be reason to refuse payment.

The Horizon Result Platform

The Horizon Results Platform is a Platform where Framework Programme Participants present their results for anyone to search, contact their owners, aiming at fruitful partnerships between supply and demand of R&I project results that will eventually generate desired value for all partners and society.

The results are presented through a sales-pitch style abstract, video, PowerPoint presentation(s) or other means and are searchable according to the visitor's needs and interests by for example sector, geography and/or keyword.

Spoiler alert: Under Horizon Europe, beneficiaries who decide not to exploit themselves their results, will be obliged to make them available to other interested stakeholders. Although the beneficiary can choose how he will comply, the use of the Horizon Result Platform (free of charge) will be highly recommended as the platform to use in order to comply with this new requirement.

Beneficiaries are invited to explore the platform on <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>.

The platform will be opened for beneficiaries to upload their exploitable results soon (foreseen date: end of November 2019)

Boost your D&E skills and capacity through the “Common D&E Booster”

The Common D&E Booster is the second generation provision of a set of tailor made services offered to FP beneficiaries aiming at their capacity building in D&E to increase the benefits of dissemination of their results, their exploitation potential and facilitate the access to markets.

Important to keep in mind is that the booster does not replace the FP project requirements for D&E, nor does it provide additional funding for D&E. The booster provides professional support and guidance.

More information on the type of services offered can be found in the following brochure: https://ec.europa.eu/research/participants/data/ref/h2020/other/comm/190906_d-e-booster_en.pdf

The EC highly recommends beneficiaries of **finished and ongoing FP7 and H2020 projects** to consider this opportunity and invites them to express their interest by filling in the provided form including their motivation through the F&T Portal: <https://ec.europa.eu/eusurvey/runner/DE-Booster-Service-Request>.

The EC toolkit for supporting your D&E activities: some useful links to discover

The EC provides a range of guidance, tools and services for the dissemination and exploitation of H2020 projects and for supporting beneficiaries in fulfilling their D&E activities:

- Guidelines on D&E on the **Funding and Tender Portal**: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>
- **Projects and results** tab under Funding and Tender Portal: <https://ec.europa.eu/research/participants/portal/desktop/en/projectresults/index.html>
- **IPR Helpdesk** offers guidance, support and training on amongst other D&E and IPR: <https://www.iprhelpdesk.eu/>
- **Horizon Dashboard**: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-dashboard>
- **CORDIS**: <https://cordis.europa.eu/en>
- **Horizon Result Platform**: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>
- **Horizon Impact Award**: https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/prizes/horizon-impact-award_en
- **The new D&E Booster**:
brochure: https://ec.europa.eu/research/participants/data/ref/h2020/other/comm/190906_d-e-booster_en.pdf
Apply here: <https://ec.europa.eu/eusurvey/runner/DE-Booster-Service-Request>