Communication, Dissemination & Exploitation strategies for successful Horizon 2020 proposals

By

Nikolaos Floratos
Who is Nikolaos Floratos

- **Founder** of Funding Expert Academy programmes that masters individuals in EU funding programmes and advances successful **proposal developers** across Europe
- **Active** in european funding industry since 1997 (**20+ years**)
- **EC** expert/evaluator since 2003 (**14+ years**)
- **Author** of the ebook “Learn from the Horizon 2020 champions” downloadable from [www.NikolaosFloratos.com](http://www.NikolaosFloratos.com)
- **Trained and coached hundreds** of organisations on exploiting successfully EU funds and advancing their sustainability
- Globally recognised as one of the **most influential** and **inspiring speakers** and **trainers** on Horizon 2020 with hundreds of speeches and trainings in 24+ countries including overseas and more than 70 linkedin recommendations
- Organiser and host of the Horizon 2020 virtual summit ([horizon2020summit.eu](http://horizon2020summit.eu)) with training sessions by 35 top experts in Horizon 2020 topics and 2500+ participants from 30 countries
- Engineer (B.Eng, BA and M.Sc) and MBA
- **Phd** Researcher in student **engagement** and **online courses**
- Business Angel and Member of European Business Angel network

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H2020 DEC Expert Transformation Process

Step 1: Clarify the H2020 DEC jargon

Step 2: Master H2020 Communication strategies

Step 3: Master H2020 D&E practices

From projects with low value impact

To projects with high value Impact

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Step 1: Clarify the H2020 jargon for dissemination, exploitation, communication

Five Fingers’ Technique
Why
Horizon 2020?

• To create Forefront (new and useful) knowledge (i.e. see excellent Science/1st H2020 pillar)

• To create new _______ and advance growth, more jobs and competitiveness (i.e. See LEIT - Leadership in Emerging and Innovative Technologies/2nd H2020 pillar)

• To improve __________ of citizens (i.e. Societal Challenges/3rd H2020 pillar)
Why D&E in H2020

Valley of Death

1. Fore-front knowledge
2. Growth & Competitiveness
3. Quality of life of EU Citizens

New requirement for all European programmes for the period 2014-2020. A convincing Dissemination and Exploitation Strategy is required within the proposal application.
Index Finger – What?
What is ...?

- **Dissemination**
  - is a process of **promotion** and **awareness** right from the beginning of a project.
  - makes research results **known** to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work.

- **Exploitation**
  - is the **use** of the results during and after the project’s implementation.
  - can be for **commercial** purposes but also for **improving** policies, and for tackling economic and societal problems.

- **Dissemination and Exploitation**
  - is the process of promotion, raising awareness, and achieving engagement from stakeholders for successfully exploiting **exploiting**.

- **Communication**
  - Promoting, raising awareness and achieving engagement.
  - Aims to reach out to society **and in particular to some specific audiences** while demonstrating how EU funding contributes to tackling societal challenges.

*Source: EC – FAQs by H2020 evaluators*

- **Commercialisation**: The process of introducing a project result (product, service, know-how) into the market.
What is the focus of Communication in H2020?

Focus on: ____________________________, i.e. on:
- Project Public _______ (e.g. deliverables) incl. ones under Open Access (e.g. publications and research data)
- Project _______ (e.g. organisation of an event)
- Project _____ (e.g. Project summary)
- Project _______ (e.g. participation of 100 stakeholders in a project’s event)
- Project _______ (what is expected the project to deliver or achieve)
- Project _______ (e.g. Project mission and vision)
- Lessons _______ (N.B. Always introduce as public deliverable a handbook for externals on good practices to advance similar innovations and on bad practices to be avoided)
What is the focus of Dissemination and Exploitation in Horizon 2020

• Focus on project ______
  i.e. D&E deals with _________, ______ awareness and _______ a strategy so that internal and external stakeholders can _________ project results
  Dissemination especially for exploitation

• Main scope of D&E: Transfer of _________
What are project results in H2020?

Project results

• __________ (materials/model structures, algorithms, software, designs, prototypes, demonstrable products, pre-commercial products, commercialised products, etc)

• __________ (training, consultancy, advising, etc)

• __________ (policy recommendations, research data, methodology, new research topics relevant to industry needs, etc)
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Step 2: Master H2020 communication strategies
Communication Strategy
Communication **Plan**

Communication $S$_____ = Communication Action

**Plan** means a $T$_____
# Communication Plan Structure

<table>
<thead>
<tr>
<th>to be communicated</th>
<th>To</th>
<th>(Communication Methods)</th>
<th>Communication (L/R/N/E/I)</th>
<th>By</th>
<th>How (Resources Needed)</th>
<th>Communication</th>
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Follow up – Further Resources in the resource folder

- Check AMORES project as a good practice
  www.amores-project.eu
- Check D6.1 project result for AMORES Communication strategy
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From projects with **low** value impact

To projects with **high** value Impact
Step 3: Master H2020 dissemination & exploitation practices
Dissemination and Exploitation Plan (Incl. IPR)

In order to disseminate and allow the use of project results during and after the project, first two factors should be clarified/clear:

1. Clarify the O________ Model (or Intellectual Property Rights - IPR): Who _____ what from the project results and under which _________

2. What are the S________, W________, O________ and W________ (SWOT analysis) related to your project results.
Dissemination and Exploitation Plan (Incl. IPR)

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<th>IPR</th>
<th>S</th>
<th>W</th>
<th>O</th>
<th>T</th>
<th>To</th>
<th>Method</th>
<th>*Under which conditions</th>
<th>By</th>
<th>**How</th>
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<td>disseminated &amp; exploited (Results)</td>
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*Under which conditions: e.g. when a specific regulation is adapted, critical mass achieved, specific collaborators on board

** Resources should be roughly aligned with the dissemination and exploitation activities in Section 3 in the proposal template

***Examples of “How well”: Dissemination & Exploitation Milestones

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What next

• Access for free the Valuefy.eu platform for paragraph per paragraph guidance on writing a successful Horizon 2020 grant application

• Access Horizon2020summit.eu for downloading the summit handbook for free and get updates on the next event in October 2018

• Evaluate in less than 60 seconds this EARMA session at tinyurl.com/earma2018