Communication, Dissemination & Exploitation strategies for successful Horizon 2020 proposals
By
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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

- **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) 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

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
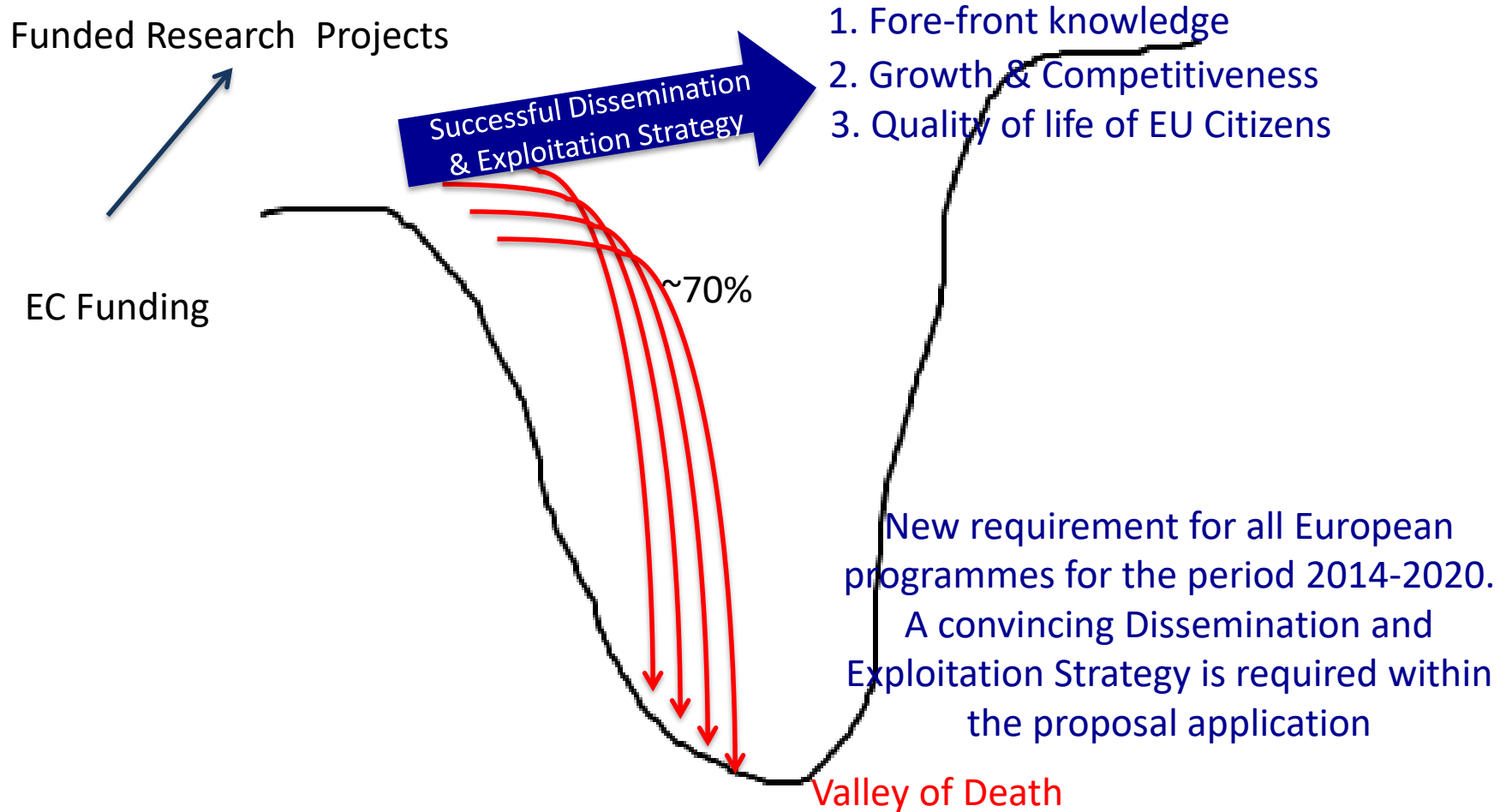
Five Fingers' Technique

WHY?

Why
Horizon 2020?

- To create Forefront (new and useful) k_____ (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

Funded Research Projects

Successful Dissemination & Exploitation Strategy

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

EC Funding

~70%

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

Valley of Death

Index Finger – What?

What is ...?

- **Dissemination**
  - is a process of _____ and _____ of _____ right from the beginning of a project
  - makes research results _____ 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 ___ of the results during and after the project's implementation
  - can be fo _____ purposes but also for _____ policies, and for tackling economic and societal problems
- **Dissemination and Exploitation**
  - is the process of promotion, raising-awareness _____ from stakeholders for successfully exploiting _____
- **Communication**
  - Promoting, raising awareness and achieving engagement
  - Is a process for _____ the _____ during the _____ to a multitude of audiences, including the media and the public, and possibly engaging in a _____
  - 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*
- _____ 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
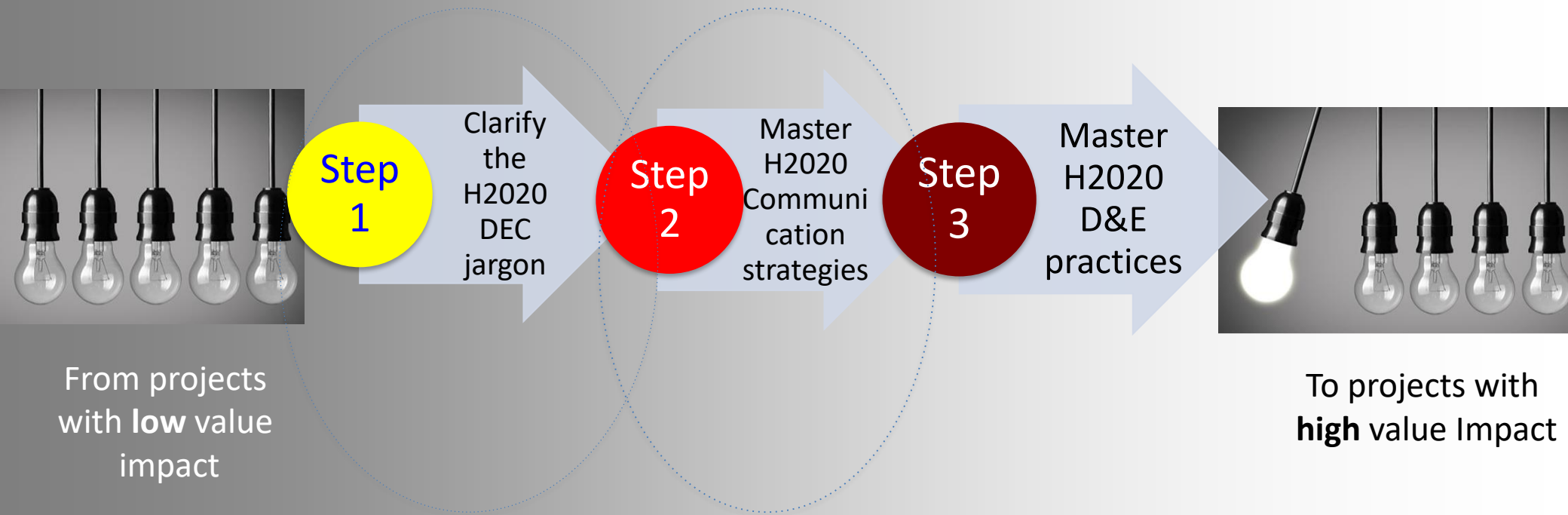
- Focus on project _____

  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, a_____, software, designs, prototypes, demonstrable products, pre-commercial products, commercialised products, etc)

- _____ (t_____, c_____, a_____, etc)

- _____ (_____ recommendations, research _____ 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 **P____ CAP**
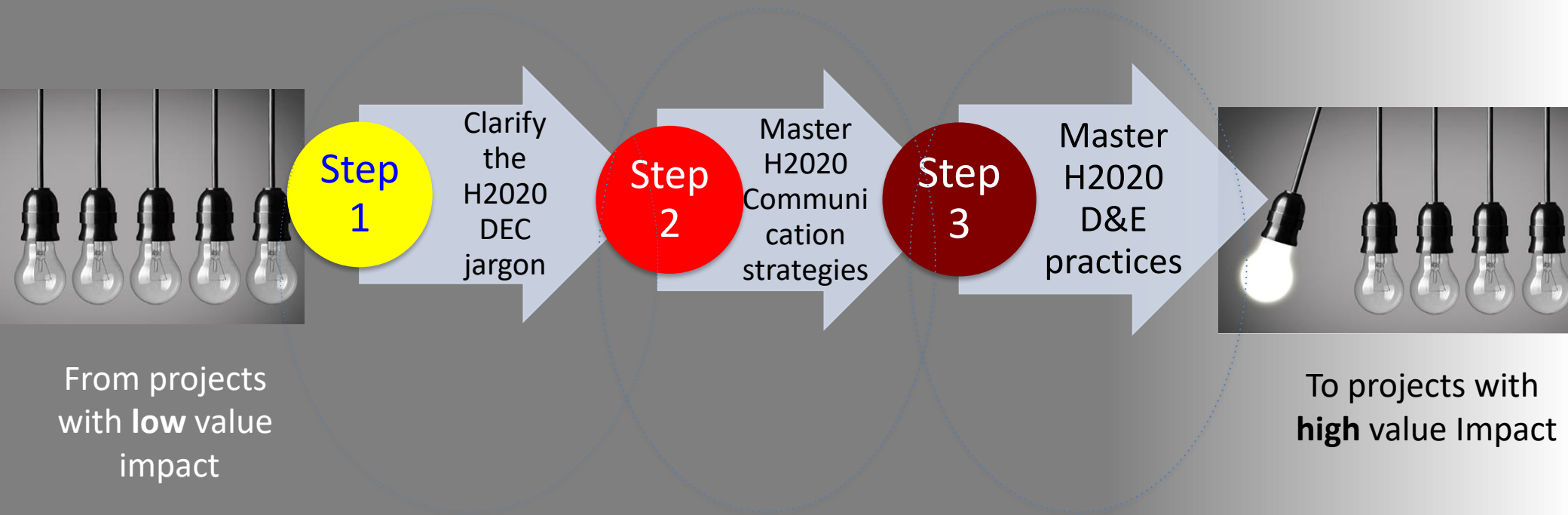
Plan means a **T_____**

Communication Plan Structure

to be communicated	To		(Communication Methods)	Communication (L/R/N/E/I)		By	How (Resources Needed)	Communication

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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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_____ (_____ analysis) related to your project results.
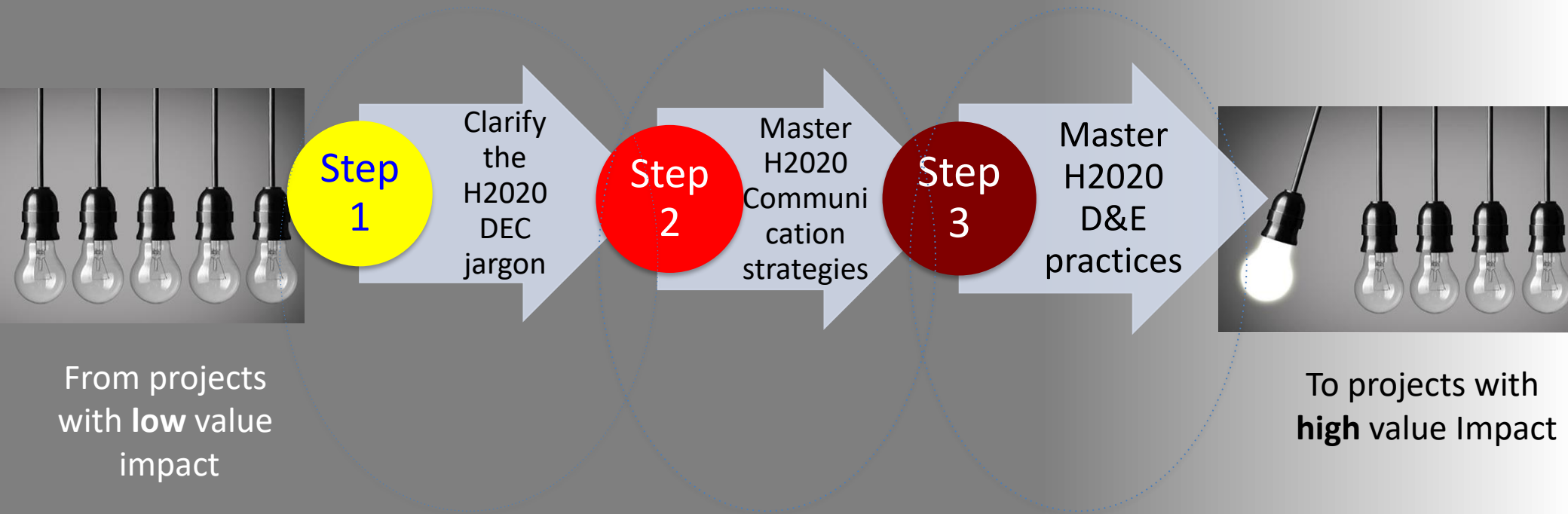
Dissemination and Exploitation Plan (Incl. IPR)

...t to be disseminated & exploited (Results)	IPR	S	W	O	T	To ...whom		Method	*Under which conditions	By ...	**How ...	***How ...
Product 1												
Product 2												
...												
Services												
Know-how												
...												

*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