

# COMMUNICATION, DISSEMINATION AND EXPLOITATION WHY THEY ALL MATTER AND WHAT IS THE DIFFERENCE?

Webinar on grant agreement  
preparation – CBE JU Call 2022

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# D&E&C - overview

## 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.

**Inform** about and promote the project AND its results/success.

Multiple audiences beyond the project's own community incl. media and the broad public.

**Transfer knowledge & results** with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.

**Describe** and **ensure results available** for others to **USE** → focus on results only!

Audiences that may take an interest in the potential **USE** of the results (e.g. scientific community, industrial partner, policymakers).

**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.

**Make concrete use** of research results (not restricted to commercial use.)

People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.



# D&E&C - overview

## Communication: Promote your action and results

Inform, promote and communicate  
your activities and results

### Reaching multiple audiences

Citizens, the media, stakeholders

### How?

- Having a well-designed strategy
- Conveying clear messages
- Using the right media channels

### When?

From the start of the action until the end

### Why?

- Engage with stakeholders
- Attract the best experts to your team
- Generate market demand
- Raise awareness of how public money is spent
- Show the success of European collaboration

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## Dissemination: Make your results public

Open Science: knowledge and results (free of charge)  
for others to use

### Only to scientists?

Not only but also to others that can learn from the results:  
authorities, industry, policymakers, sectors of interest, civil  
society

### How?

Publishing your results on:

- Scientific magazines
- Scientific and/or targeted conferences
- Databases

### When?

At any time, and as soon as the action has results

### Why?

- Maximise results' impact
- Allow other researchers to go a step forward
- Contribute to the advancement of the state of the art
- Make scientific results a common good

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## Exploitation: Make concrete use of results

Commercial, Societal, Political Purposes

### Only by researchers?

Not only, but also:

- Industry including SMEs
- Those that can make good use of them:  
authorities, industrial authorities, policymakers, sectors of  
interest, civil society

### How?

- Creating roadmaps, prototypes, softwares
- Sharing knowledge, skills, data

### When?

Towards the end and beyond, as soon as the action has exploi-  
table results

### Why?

- Lead to new legislation or recommendations
- For the benefit of innovation, the economy and the society
- Help to tackle a problem and respond to an existing demand

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# 'Open science'

- **New in Horizon Europe**
  - “Open science = an approach to the scientific process that focuses on spreading knowledge as soon as it is available using digital and collaborative technology”
  - Not optional anymore (↔ H2020: optional ‘open data’ pilot)
  - Fully applicable to CBE JU.
  - Main / immediate effect on GAP -> 3 additional deliverables should be included, related to the Data Management Plan (DMP): at M6, midway the project, and at project’s end.
- **More information**
  - DMP (deliverables): p. 43-45 of the [Horizon Europe Programme guide](#)
  - EC GAP for coordinators’ [webinar dd. 02/02/2023](#)

# D&E&C plan & deliverables

- **Mandatory deliverables in Horizon Europe / CBE JU projects**
  - Month 6: Full version of D&E&C plan
  - Project end: Final D&E&C plan
- **GAP is an opportunity -> BE REALISTIC !**
  - To re-read and update the D&E&C plan described in your proposals (any new insights since call closure on 22/09/2022?)
  - Make your DoA – part B and D&E&C deliverables **S.M.A.R.T.** (**S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound).
  - E.g. which journals, conferences,...are you targeting? By when? How & where to incorporate ‘open science’ requirements & insights?
  - You’ll need to create a first full D&E&C plan by M6 anyway => further developing the D&E&C section during GAP adds value / saves time later



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