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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<td>Reach out to society and show the impact and benefits of EU-funded R&amp;I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</td>
<td>Transfer knowledge &amp; results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</td>
<td>Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&amp;I actions into concrete value and impact for society.</td>
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<td>Inform about and promote the project AND its results/success.</td>
<td>Describe and ensure results available for others to USE ➔ focus on results only!</td>
<td>Make concrete use of research results (not restricted to commercial use.)</td>
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<td>Multiple audiences beyond the project’s own community incl. media and the broad public.</td>
<td>Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).</td>
<td>People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.</td>
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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

**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

**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 exploitable 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

Legal obligation of your Grant Agreement
• **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**
  
  
  EC GAP for coordinators’ [webinar dd. 02/02/2023](https://example.event website)
**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?)
  - 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