

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

Webinar on grant agreement
preparation – CBE JU Call 2023

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Call coordinator

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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.

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

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.

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

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

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

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

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

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

Legal obligation of your Grant Agreement

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

Legal obligation of your Grant Agreement

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

Legal obligation of your Grant Agreement

'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. 17/10/2023](#)

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

CBE JU communication guidelines

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CBE JU Communications team



Why communicate?

- Enhance your organisation's reputation
 - Attract the best experts to your team
 - Find new investors & partners
 - Create consumer demand
 - Impact policies
 - Advance and promote the sector
- ...yet ideally, wait with communication until **after** GAP has been fully concluded (GAP is NOT a formality)

Communication is a contractual obligation

- 1 Promote the project & its results
- 2 Display logos of the funding bodies
- 3 Acknowledge the CBE JU funding
- 4 Display a disclaimer



Breach of contract obligations may lead to reduced grant

1 Promote the project & its results

Art. 17.1

- Strategic communications plan with clear objectives – part of deliverables
- Effective activities leading to measurable results
- Coherent messages
- Multiple audiences beyond usual stakeholder communities (including media & public)
- Right tools & channels
- Proportionate to the scale of your project



Inform your project officer about communication activities expected to have a major media impact

2 Display the logos

Art. 17.2, Annex V



**Circular
Bio-based
Europe**

Joint Undertaking



Bio-based Industries
Consortium



**Co-funded by
the European Union**

3 Acknowledge the funding

Annex V

‘The project is supported by the Circular Bio-based Europe Joint Undertaking and its members.’

- In all activities: media relations, conferences, seminars,...
- On all information material: website, publications, posters, presentations, roll-ups,...
- In all formats: paper, digital,...
- On all supports: infrastructure, equipment, vehicles, supplies or major results funded by the grant

4 Display the disclaimer

Art. 17.3

‘Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them.’

In all communication activities

Let's connect

- Join the **CBE JU Communicators network**:
communication-network@cbe.europa.eu
- **LinkedIn**: Circular Bio-based Europe Joint Undertaking
- **Facebook**: Circular Bio-based Europe Joint Undertaking
- **Twitter / X**: @CBE_JU
- **YouTube** channel: Circular Bio-based Europe Joint Undertaking

We'll share your message on our website, social media and newsletter, at events and in publications



Share with us

- The .jpeg and .eps logo file for the project in low & high resolution
- Your project's website & social media channels
- Major media activities

- Check the project factsheet towards the end of GAP



communications@cbe.europa.eu + your project officer in cc

Useful sources

- [CBE JU manage your project page](#): guidelines & logos
- [Horizon Europe online manual](#)
- [Horizon Europe programme guide](#)
- [10 ways for recipients of EU funding to communicate and ensure EU visibility](#)
- [Communication indicators](#)

CBE JU Info Day 2024

23 April

Brussels, Belgium

Save the date

#CBEInfoday



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Joint Undertaking

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GAP: next steps

- **Webinar recording**
 - Will be made available by the end of the week (e-mail to COOs)...
 - ...via a YouTube non-searchable link with 'chapters' → easier to navigate to those elements you're most interested in
 - Hyperlinks to (pdf versions of) PowerPoint presentations will be provided
- **Questions?**
 - EC 'GAP for coordinators' [webinar dd. 17/10/2023](#)
 - [Annotated Model Grant Agreement](#): definitions & examples
 - Project participants: please always first ask your coordinators...
 - ...who will contact CBE JU

GAP: next steps

- Overview of main deadlines (cf. p.3 of your ‘GAP actions list’)
 - **Asap**: define *fixed* project start date
 - **End of February**:
 - Financial Capacity Assessment (FCA) of Coordinator
 - Validations completed (PIC / Legal entity, LEAR, COO’s bank account)
 - Submission via F&T Portal/SyGMA of first full DoA / GA
 - **End of March**
 - (P)LSIGNs appointed + e-signature of Declarations of Honour (DoH)
 - Consortium Agreement (CA) signed
 - **GA signature**
 - 15 May: latest possible e-signature by Coordinator
 - 22 May: latest possible e-signature by CBE JU Director

Thank you for your attention
& questions...and have a
successful GAP!

