

Under Horizon 2020, it is more important than ever to disseminate and exploit the results of your research and innovation project. Moreover, you have obligation to properly communicate your project to public. So, you have to engage into dissemination and communication activities from early on.

This applies to every stage of the project cycle. It means:

- Before project during preparation phase, mostly impact criterion
- During project through reporting, mainly as deliverables and communication towards public
- At the end of project, when communicating and disseminating your results and final publishable report
- After the project measures to disseminate and exploit project results

DISSEMINATION

Grant Agreement Article 29 – for more information see Annotated Model Grant Agreement (AMGA)

Definition: “means the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”

Dissemination is linked only to the results of the project which are often disseminated within the project’s own community (e.g. presentation at scientific conferences, a peer reviewed publication). Promoting the action and its results on the other hand goes beyond that, as it means taking strategic and targeted measures for communicating about the project and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange. These activities must be a part of communication strategy of project.

DISSEMINATION ACTIVITIES:

- Website presentation at a scientific conference
- peer reviewed publication
- website
- Open access
- Repository for scientific publication, etc.

OPEN ACCESS

Open access means ensuring that, at the very least, such publications can be read online, downloaded and printed—via a repository for scientific publications.

Open access can be provided through:

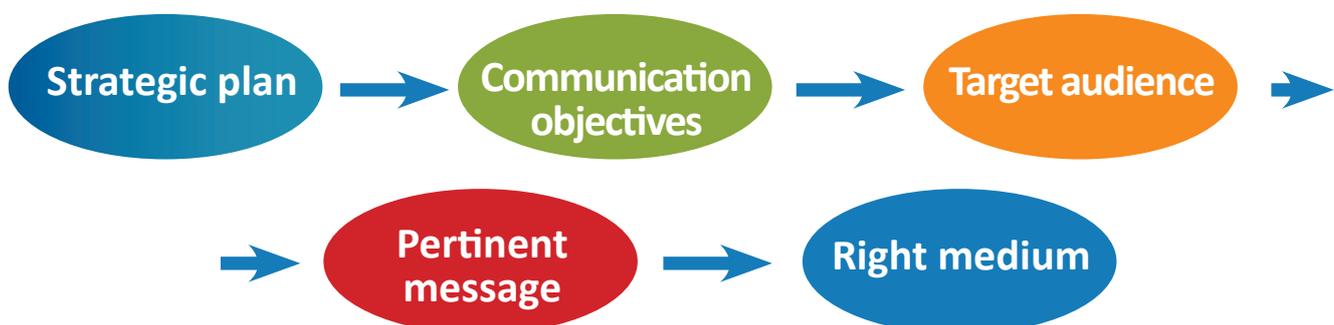
- a) **gold open access** (also known as open-access publishing)
- b) **green open access** (also known as self-archiving).

More information about Open Access can be found on Factsheet 9. *Open Access and Open Data*

COMMUNICATION

Grant Agreement Article 38 – for more information see AMGA

The beneficiaries must promote the project and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. Communication includes promoting results of the project as well as promoting project itself and its activities.



COMMUNICATION ACTIVITIES:

- Conferences;
- Workshops;
- Demonstrations;
- Exhibitions;
- Newspapers and magazines;
- Press release;
- TV and radio;
- Website;
- Blog and social media, etc.

ACKNOWLEDGEMENT OF EU FUNDING:

- Use EU emblem
- Use text as indicated in GA

HELPDESK

Communication, dissemination and exploitation on Participant Portal – H2020 Online Manual

European IPR Helpdesk

Don't forget to discuss your project proposal and rules of participation with your NCP

EXPLOITATION

Grant Agreement Article 28 – for more information see AMGA

Definition: “means the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.”

There's a close link between dissemination and exploitation. Dissemination (sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers) feeds into exploitation (using results for commercial purposes or in public policymaking).

The beneficiaries must take measures aiming to ensure exploitation of their results—either by themselves (e.g. for further research or for commercial or industrial exploitation in its own activities) or by others (other beneficiaries or third parties, e.g. through licensing or by transferring the ownership of results).

EXPLOITATION ACTIVITIES:

- using them in further research activities (outside the action);
- developing, creating or marketing a product or process;
- Creating and providing a service, or
- Using them in standardisation activities, etc.

COMMUNICATION	DISSEMINATION	EXPLOITATION
About the project and results	About results only	About commercial results
Targeted to chosen and well defined audiences	No specific target Disclosing the results, giving access, making them publicly available	Specific targets - IPRs, patents, copyrights, etc., not publicly available, commercial use
Multiple audiences Beyond the project's own community (include the media and the public)	Peers Scientific or the project's own community	Partners within consortium, business partners
Specific message	No particular message	Specific message
Grant Agreement art. 38.1	Grant Agreement art. 29	Consortium Agreements, Grant Agreement art. 28

HOW TO PROCEED

At project proposal state you should describe and briefly draft how you will create strategic documents during project:

- **Communication plan** – communication activities are part of criterion Impact b)Communication activities. It is also recommended to add separate work package for communication in implementation part with brief description of tasks. Measures should be proportionate to the scale of the project.
- **Dissemination plan and Exploitation plan** – dissemination and exploitation draft plan must be covered in part a)Dissemination and exploitation of results of criterion impact. Measures should be proportionate to the scale of the project.

These will be further developed and submitted to EC as deliverables later on, when project starts. During project these strategic plans defines your actions and activities, but are subject of periodical review to reflect changes in project.

