Communication, dissemination and exploitation in Horizon Europe projects
Horizon Europe skills training
Session 5.

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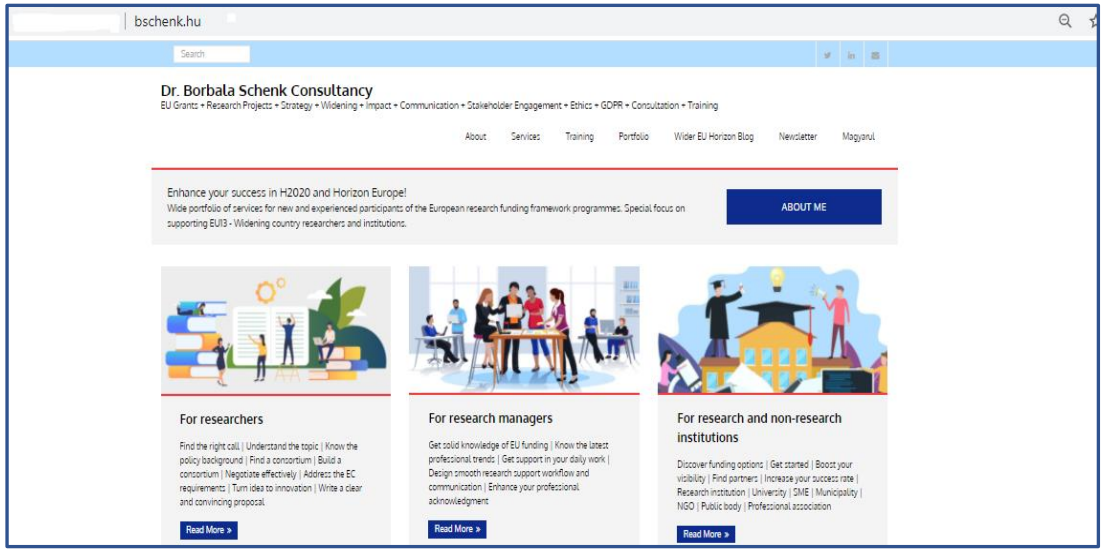
European Research Funding Advisor
Corvinus University Budapest | Centre for Horizon Europe
February 15-16, 2021

Preparation for Horizon Europe
Module II. Skills training (February 1 – 16)

- **Finding partners for Horizon Europe projects (February 1-2)**
- **Pitching your research idea (February 3-4)**
- **Negotiate your interests in a consortium (February 8-9)**
- **Navigate your way through the Consortium Agreement and the Grant Agreement (February 10-11)**
- **Dissemination, exploitation and communication in Horizon Europe (February 15-16)**

dr. Borbála Schenk



http://bschenk.hu

- Advisor specialized in European research funding framework programmes (H2020, Horizon Europe)
- Proposal writing, development and quality assurance experience in various EU funding schemes (Widening Participation, Societal Challenges, MSCA ITN, MSCA RISE, FET-Open, Science with and for Society, COST, Erasmus+)
- In 2020 contributed to 3 winning projects and 1 with reserve list status, record of multiple impact sections with maximum scores
- Since 2018 trainings on research management and proposal writing in 5 countries for researchers and research managers
- Board-member of the European Association of Research Managers and Administrators, responsible for liaising with the European Commission
- Core Group Member of ERION network, a Europe-wide community for professionals in Research Ethics, Research Integrity and GDPR issues.
- Lawyer by degree, 15+ years of experience in research and university environments, having held management, lecturing and editorial positions

Our journey towards better D&E in Framework Programmes

Loose D&E	D&E activities and support	Enhanced D&E and better support

Activities to **disseminate and exploit results** from research and innovation will be an integral part of Horizon Europe. Enhanced dissemination and exploitation are strategic matters for the success of Horizon Europe, synergies with other programmes and for the achievement of impact on society at large. One of the most efficient ways of furthering dissemination and exploitation of research results is through education and training. When new discoveries and knowledge are integrated in education activities, students at all levels are able to bring state-of-the-art knowledge with them to workplaces across society.

Collaboration between the scientific community and policy- and decision-makers in order to integrate the circular economy into integrated assessment frameworks and other comprehensive climate policy visions is highly recommended. Actions should also ensure collaboration with industry stakeholders and civil sociaty, including, for example, sharing best-practices, data, models and other knowledge required to analyse mitigation pathways to ensure the input of - and alignment with - the needs, values and expectations of society.

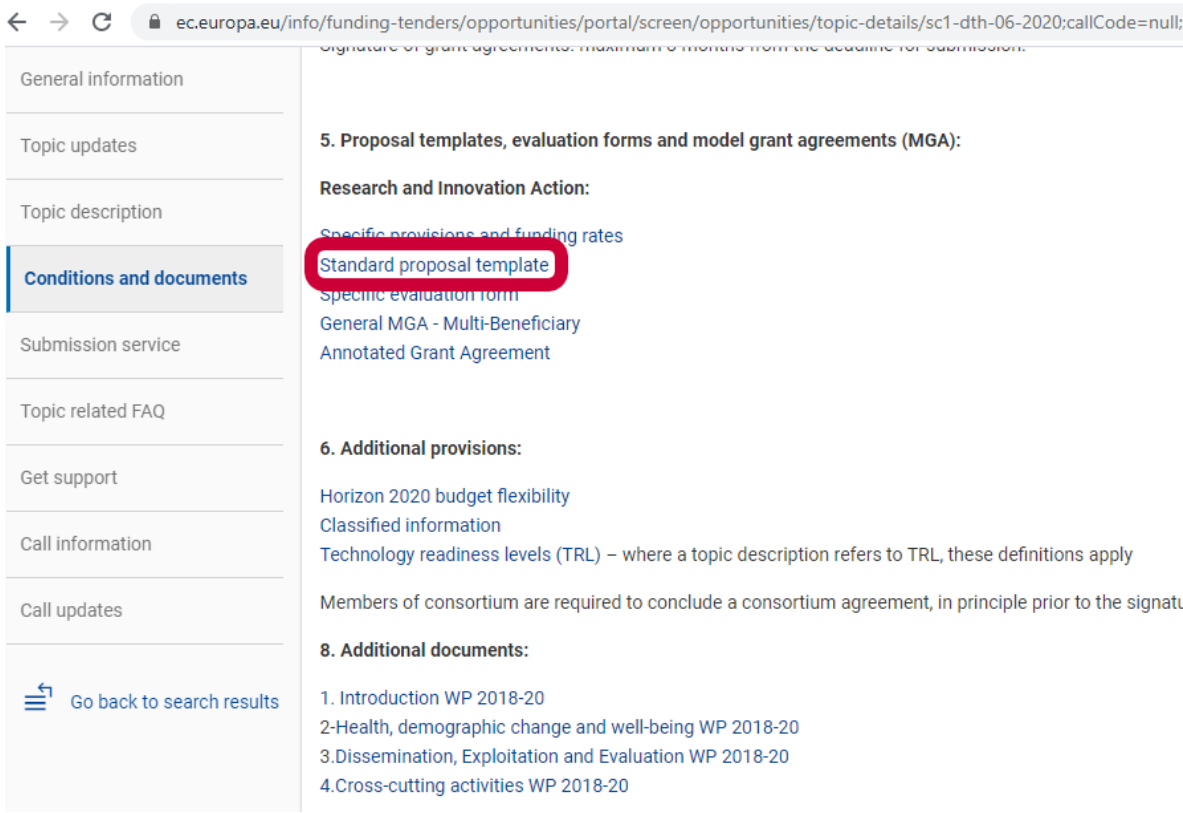
Involve and inform

Orientations towards the first Strategic Plan for Horizon Europe European Commission 2019 December

3 pillars of Horizon Europe grant proposals

3 pillars:

EXCELLENCE	→	5
IMPACT	→	5
IMPLEMENTATION	→	5



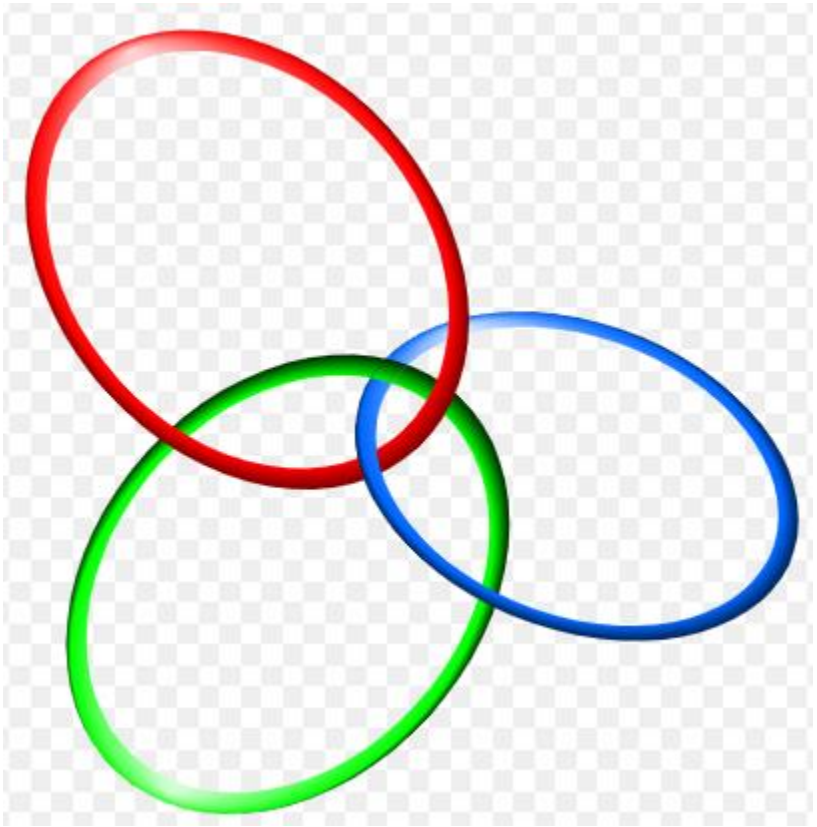
Innovation Action – Impact 1,5x

Structure of Horizon Europe grant proposals

EXCELLENCE

IMPACT

IMPLEMENTATION



Kép: Jacob Hnri 6, CC BY-SA 3.0

Horizon Europe proposal template - Core content of each pillar

EXCELLENCE

The innovative idea and approach

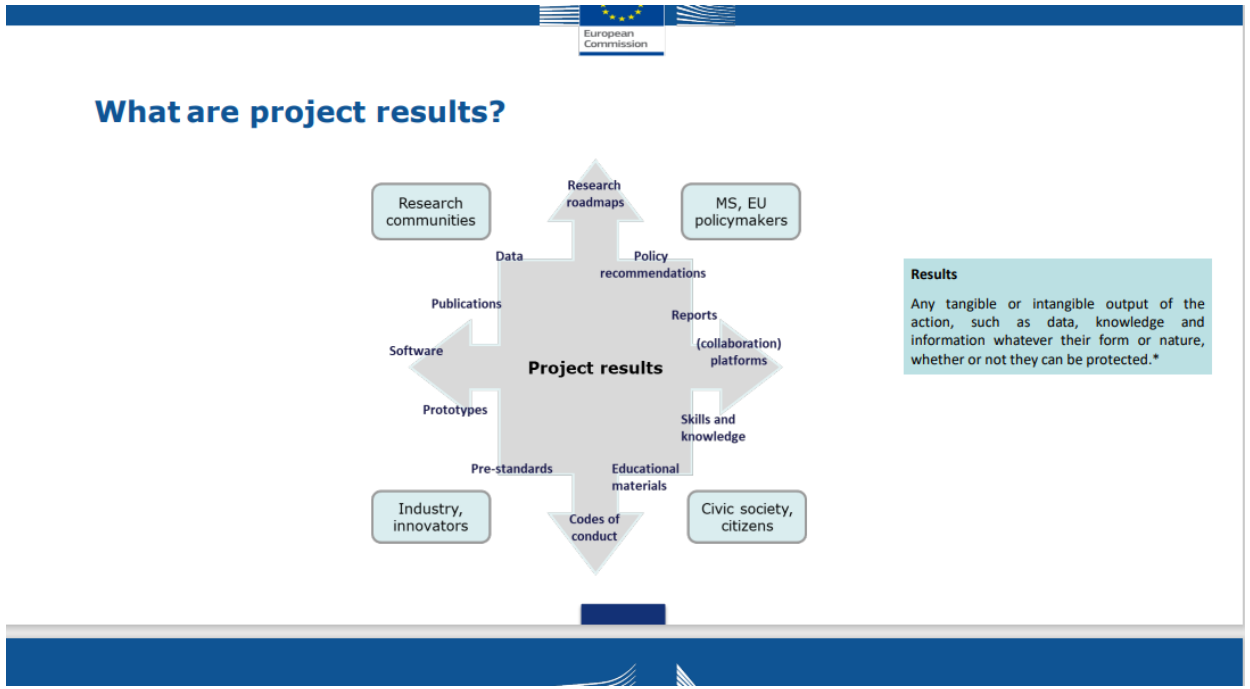
IMPACT

How the proposed idea contributes to achieving the targeted impacts of the Topic + how stakeholders are involved + how the results will be used + how the project reaches out beyond academia

IMPLEMENTATION

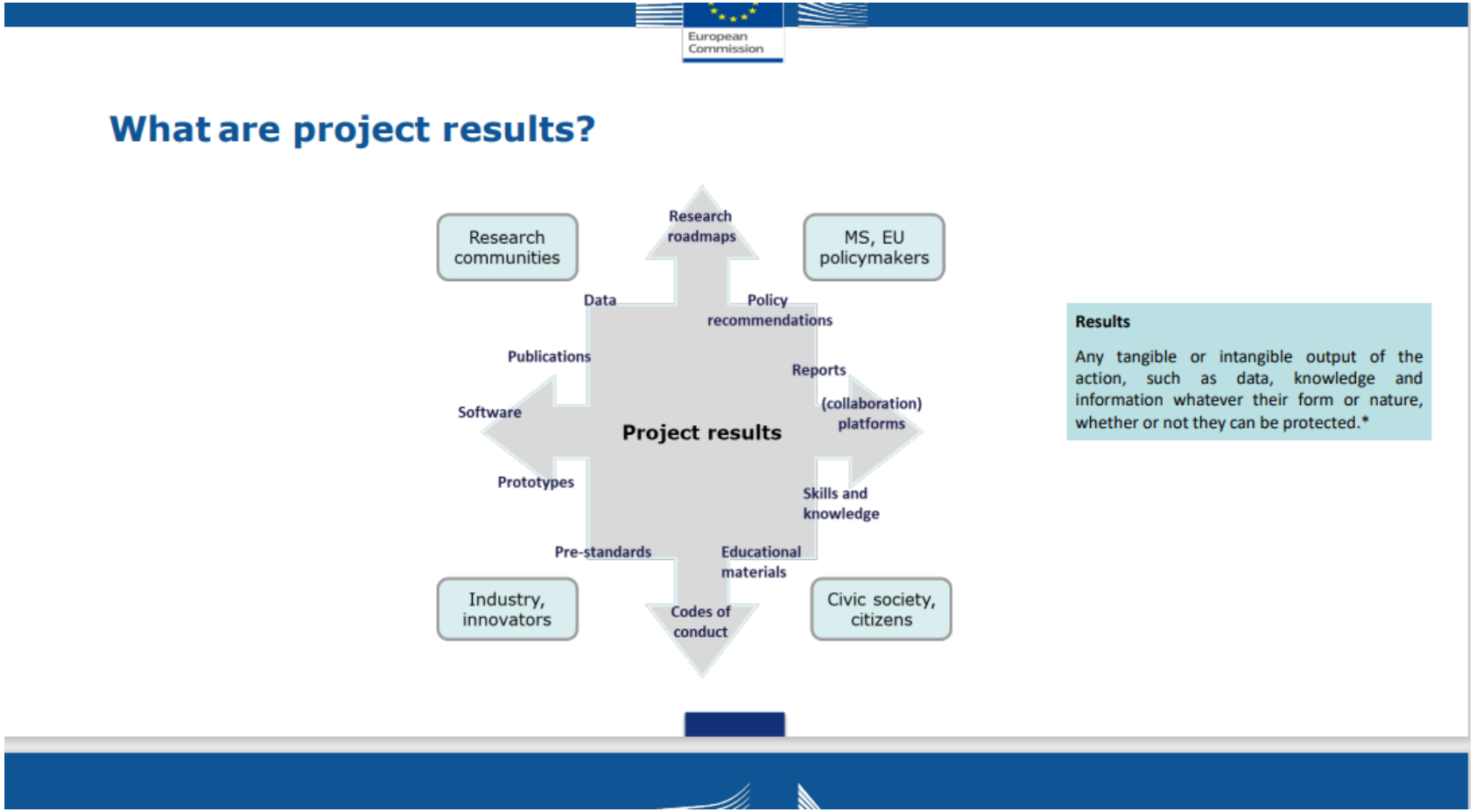
The practicalities of turning the idea into a manageable and effective project

CDE = all about impact



The results of your project should make a contribution to the expected outcomes set out for the work programme topic over the medium term, and to the wider expected impacts set out in the 'destination' over the longer term.

D+E = about results



- identified
- reported
- protected
- disseminated
- exploited

Task: Horizon Europe WP - Impact and outcome

Expected impact

Expected outcome

Impact - Horizon Europe draft proposal template

2.1 Project's pathways towards impact *[e.g. 4 pages]*

- Provide a **narrative** explaining how the project's results are expected to make a difference in terms of impact, beyond the immediate scope and duration of the project. The narrative should include the components below, tailored to your project.

2.2 Measures to maximise impact - Dissemination, exploitation and communication *[e.g. 5 pages]*

- Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (e.g. scientific community, end users, financial actors, public at large).
- Outline your strategy for the management of intellectual property, foreseen protection measures, such as patents, design rights, copyright, trade secrets, etc., and how these would be used to support exploitation.

2.3 Summary

Provide a summary of this section by presenting in the canvas below the key elements of your project impact pathway and of the measures to maximise impact.

KEY ELEMENT OF THE IMPACT SECTION

THE IMPACT CANVAS

SPECIFIC NEEDS

What are the specific needs that triggered this project?

Example 1
Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers.

Example 2
Electronic components need to get smaller and lighter to match the expectations of the end-users. At the same time there is a problem of sourcing of raw materials that has an environmental impact.

EXPECTED RESULTS

What do you expect to generate by the end of the project?

Example 1**Successful large-scale demonstrator:**
Successful large-scale demonstrator: Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.

Algorithmic model:
Novel algorithmic model for proactive airport passenger flow management.

Example 2
Publication of a **scientific discovery on transparent electronics.**

New product: More sustainable electronic circuits.

Three PhD students trained.

D & E & C MEASURES

What dissemination, exploitation and communication measures will you apply to the results?

Example 1
Exploitation: Patenting the algorithmic model.

Dissemination towards the scientific community and airports: Scientific publication with the results of the large-scale demonstration.

Communication towards citizens: An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.

Example 2
Exploitation of the new product: Patenting the new product; Licencing to major electronic companies.

Dissemination towards the scientific community and industry: Participating at conferences; Developing a platform of material compositions for industry; Participation at EC project portfolios to disseminate the results as part of a group and maximise the visibility vis-à-vis companies.

TARGET GROUPS

Who will use or further up-take the results of the project? Who will benefit from the results of the project?

Example 1
9 European airports:
Schiphol, Brussels airport, etc.

The European Union aviation safety agency.

Air passengers (indirect).

Example 2
End-users: consumers of electronic devices.

Major electronic companies: Samsung, Apple, etc.

Scientific community (field of transparent electronics).

OUTCOMES

What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?

Example 1
Up-take by airports: 9 European airports adopt the advanced forecasting system demonstrated during the project.

Example 2
High use of the scientific discovery published (measured with the relative rate of citation index of project publications).

A **major electronic company** (Samsung or Apple) **exploits/uses the new product** in their manufacturing.

IMPACTS

What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?

Example 1
Scientific: New breakthrough scientific discovery on passenger forecast modelling.

Economic: Increased airport efficiency
Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.

Example 2
Scientific: New breakthrough scientific discovery on transparent electronics.

Economic/Technological: A new market for touch enabled electronic devices.

Societal: Lower climate impact of electronics manufacturing (including through material sourcing and waste management).

THE IMPACT CANVAS

SPECIFIC NEEDS

What are the specific needs that triggered this project?

EXPECTED RESULTS

What do you expect to generate by the end of the project?

D & E & C MEASURES

What dissemination, exploitation and communication measures will you apply to the results?

TARGET GROUPS

Who will use or further up-take the results of the project? Who will benefit from the results of the project?

OUTCOMES

What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?

IMPACTS

What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?

PECUNIA

What are the specific needs that triggered the project?

What do you expect to generate by the end of the project?

What D&E&C measures apply to the results?

Who will use or further up-take the results? Who will benefit from the results?

What change do you expect to see after successful DE of project results to the target groups?

What are the expected wider scientific, economic and social effects contributing to the expected impacts outlined in the WP?

CLAIRCITY

What are the specific needs that triggered the project?

What do you expect to generate by the end of the project?

What D&E&C measures apply to the results?

Who will use or further up-take the results? Who will benefit from the results?

What change do you expect to see after successful DE of project results to the target groups?

What are the expected wider scientific, economic and social effects contributing to the expected impacts outlined in the WP?

[YOUR PROJECT]

What are the specific needs that triggered the project?

What do you expect to generate by the end of the project?

What D&E&C measures apply to the results?

Who will use or further up-take the results? Who will benefit from the results?

What change do you expect to see after successful DE of project results to the target groups?

What are the expected wider scientific, economic and social effects contributing to the expected impacts outlined in the WP?

PECUNIA ABOUT PROJECT NEWS & EVENTS RESULTS CONTACT

ResearchGate Search for publications, researchers, or questions or Discover by subject area

Project

PECUNIA EU Horizon 2020 (ProgrammE in Costing, resource use measurement and outcome valuation for Use in multi-sectoral National and International health economic evaluAtions)

Judit Simon · Susanne Mayer · Nataša Perić · Show all 28 collaborators

Goal: PECUNIA aims to tackle the healthcare challenges of an ever-growing and rapidly ageing population in the EU by developing new standardised, harmonised and validated methods and tools for the assessment of costs and outcomes in European healthcare systems....

Show details

Project log References (18)

PROJECT

ProgrammE in Costing, resource use measurement and outcome valuation for Use in multi-sectoral Nati
evaluAtions: PECUNIA aims to tackle the healthcare challenges of an ever-growing and rapidly ageing po
standardised, harmonised and validated methods and tools for the assessment of costs and outcomes i

Comparing and exploiting data across different countries and sectors, PECUNIA aims to provide direct c
mental healthcare in all EU health systems.

> Learn more

PECUNIA

We are pleased to present the fifth e-newsletter of the PECUNIA consortium, in which we introduce you to the latest results and upcoming events of the project.

Enjoy reading and subscribe for our next edition!

Read PECUNIA Newsletter Issue N° 5 (December 2020)

Read PECUNIA Newsletter Issue N° 4 (June 2020)

Read PECUNIA Newsletter Issue N° 3 (October 2019)

Read PECUNIA Newsletter Issue N° 2 (May 2019)

Read PECUNIA Newsletter Issue N° 1 (November 2018)

If you have any questions regarding the PECUNIA project or suggestions for our newsletter, feel free to get in touch! We are looking forward to receiving your feedback.

iOS or Android

1 ClairCity Skylines: A Serious Game for Air Quality

1.1 How it works, player view

Game Overview

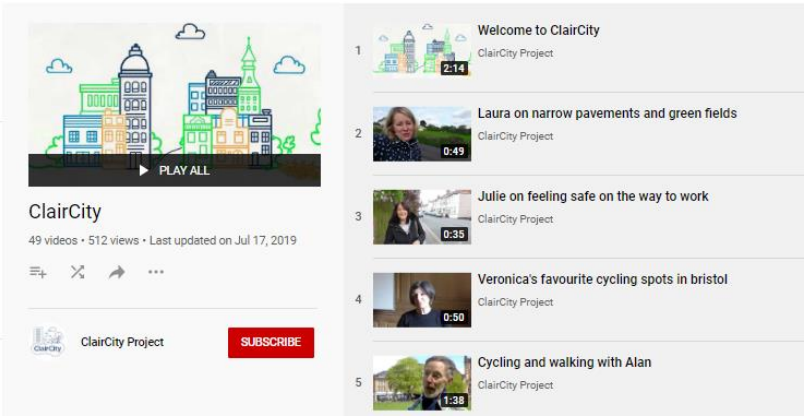
ClairCity Skylines is a unique policy-making strategy game where citizen players take on the role of a virtual city mayor and are responsible for passing new air quality laws to unlock a successful clean-air future. The player must develop policies without bankrupting or polluting the city too much, as well as keeping their virtual inhabitants healthy and satisfied with their lives.

All cities

CLAIRCITY

GreenAnts air quality management app

iOS or Android



RESILOC @resiloc · Jan 14

We are excited to join @BuildERS_EU @LINKS_EUProject & @EngageH2020 for the 1st #DRS01 #resilience Cluster Conference enabled by @CMINE_EU. We will be joined by the @REA_research team engaging in dialogue on joint cooperation, buildup on synergies & added value collaboration.

BuildERS and 6 others

NO PROJECT IS AN ISLAND

Joining forces for a global 21st century Responsible Research and Innovation Network

Posted on *December 22, 2020*

As a part of the European Scientific Open Forum 2020, the RRING network, the NewHoRRIzon and the ORION project hosted an interactive online roundtable on "Joining forces for a global network of responsible research and innovation in the 21st century".

The round table was chaired by Dr. Gordon Dalton RRING project coordinator, and the initial presentations of Dr. Erich Griessler – NewHorizon project and Maria Hagardt – ORION Open Science project. All three projects are funded under the SwafS programme of Horizon 2020.

Communication, Disseminaton and Exploitation Plan

BEACON

D7.1: Dissemination, Exploitation and Communication (DEC) plan

WP7 – Dissemination, Communication and Diffusion

Authors: Dimitrios Petalios, CREVIS SPRL

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821964.

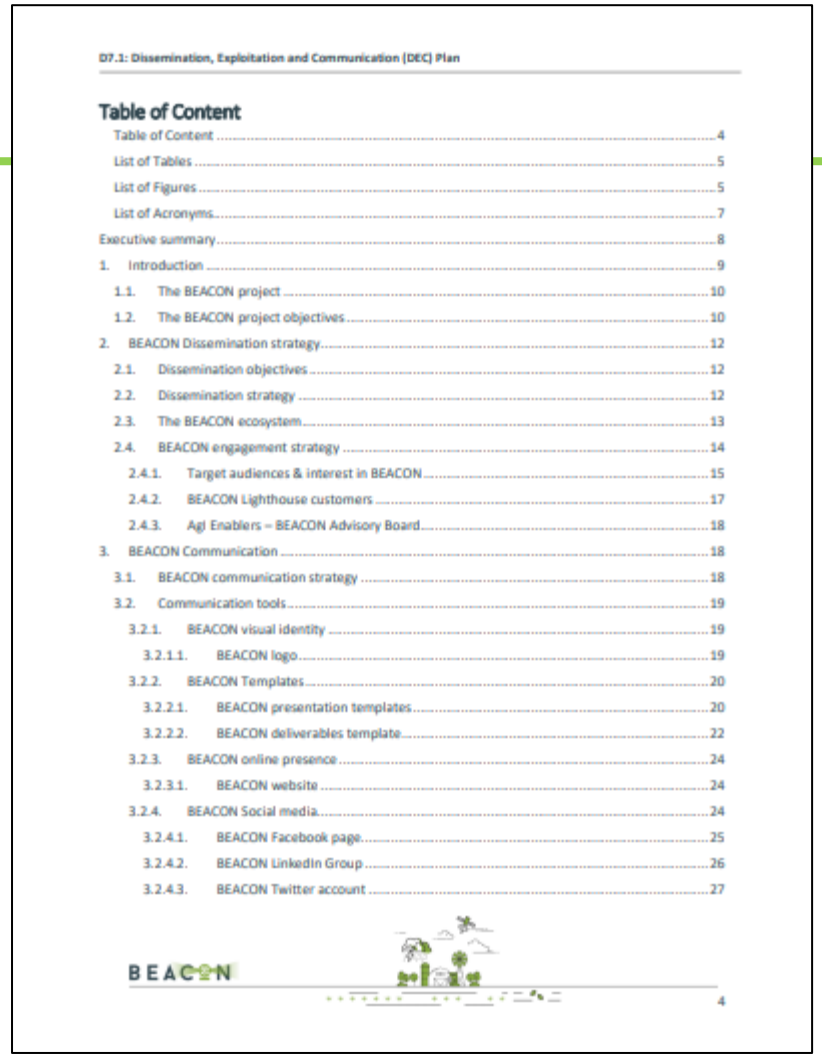
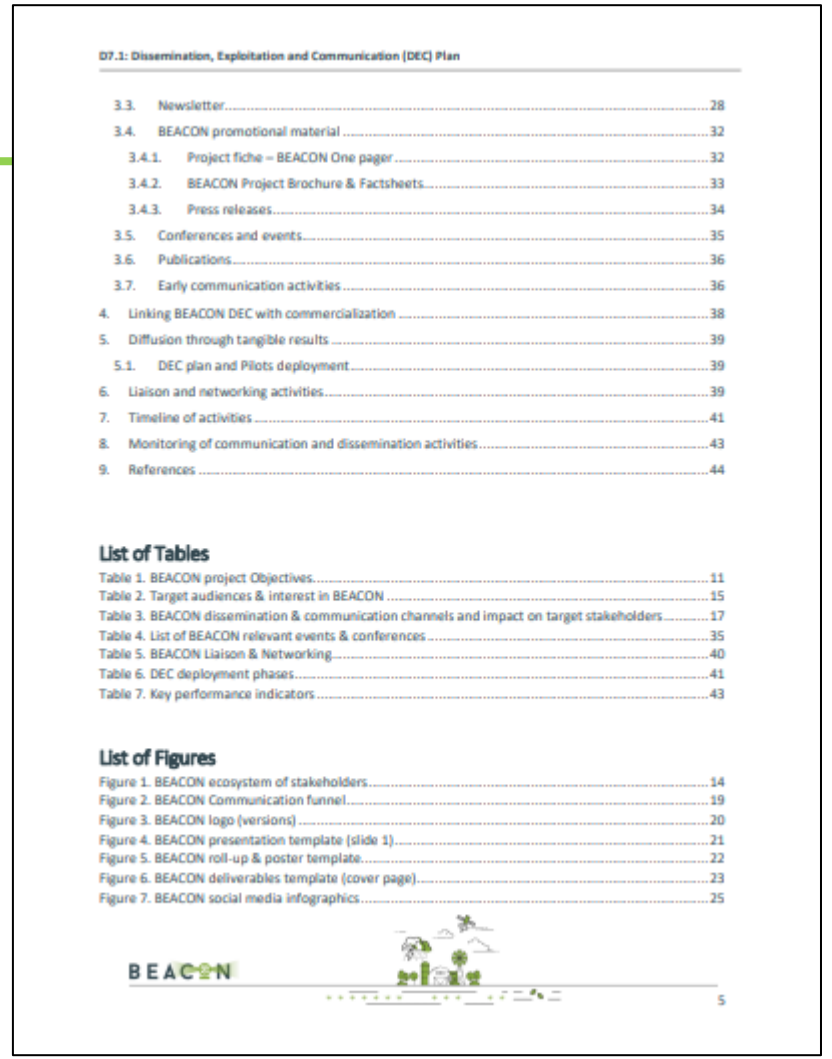


Table of Content



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The Living Lab concept

- collaborative development to solve complex societal needs
- user-centred, open innovation ecosystems - users contribute to the co-creation and exploration of emerging ideas, breakthrough scenarios, innovative concepts
- integrate education, R&D and regional development
- engage cross-disciplinary expert teams and ordinary people with their different roles (as users, enablers, designers, entrepreneurs, activists, etc.)
- in every phase of an open participatory RDI process; from the identification and definition of a challenge, the concept or prototype design and the experimentation, towards the pre- and post-launch of a novel product, service, social innovation or other solution.

Living Lab - tasks

1. Innovation initiatives management, or the core processes for accessing and involving user communities
2. Technical development, focused on the engineering of solutions developed at the lab
3. Monitoring and evaluation, processes for tracking the success of lab initiatives and practices
4. Organizational management, which includes: strategy management and governance, technology infrastructure management, knowledge management, and stakeholder management processes
5. Deployment and operation, or processes for managing the user communities

Forrás: https://blog.hypeinnovation.com/living-labs-and-open-innovation

CRC4LIFE Living labs concepts and implementation plan

European Network of Living Labs – www.openlivingabs.eu

Living Lab – H2020 project examples

LIVE RUR

Home Project Results Pilot Regions Partners Agenda Blog

"The LIVERUR project identifies innovative business models within the newly developed Circular Rural Living Labs, and will conduct socio-economic-technology analyzes to identify, describe and compare the differences between the new approach of Living Lab and more entrepreneurial traditional approaches (mass production, development of prices, optimizing cost structures with companies, rationalization). The transition from linear to Circular Economy in rural context is demonstrated by life cycle sustainable assessment (LCSA) of products & services being in line with the relevant Sustainable Development Goals and the European Green Deal initiatives. "

LIVERUR projekt
Living Lab research concept in Rural Areas
2018-2021
4.107.000 EUR

PROSEU projekt
PROSumers for the Energy Union: mainstreaming active participation of citizens in the energy transition
2018-2021
EUR 3.124.000

About News & Events Resources Living labs

PROSEU

Community of Interest

LIVING LABS

The concept of Living labs is being applied across Europe to support innovation in a wide range of sectors. This experimental approach is based on the collaboration of an array of stakeholders in face-to-face settings.

PROSEU is applying this inclusive and non-hierarchical approach in its research, by setting up a series of renewable energy Living Labs in nine European countries.

You can see below the Living labs PROSEU partners are working

C&D&E in HE p
for Horizor

Responsible Research and Innovation

PUBLIC ENGAGEMENT

'Choose together'

The first dimension, multi-actor and public **Engagement** (PE), is about co-creating the future by bringing together the widest possible diversity of actors, including researchers and innovators, industry and SME, policymakers, non-governmental organisations (NGOs), civil society organisations and citizens, that would not normally interact with each other, on matters of science and technology, in particular to tackle the grand societal challenges that lie before us. PE implies a two-way, iterative, inclusive and participatory process of multi-actor exchanges and dialogues (also involving minorities, considering gender and multiple generations). Public engagement in research and innovation fosters more societally relevant, desirable, and creative research and innovation actions and policy agenda, leading to wider acceptability of science and technology outcomes.

GENDER EQUALITY

'Unlock the full potential'

The second dimension is **Gender Equality**. Engagement means that all actors — women and men — are on board. The under-representation of women must be addressed. Research institutions, in particular their human resources management, need to be modernised. The gender dimension must be integrated in research and innovation content.

SCIENCE EDUCATION

'Creative learning fresh ideas'

The third dimension is **Science Education**. The world is changing rapidly and the responsibility for addressing societal challenges needs to be shared through the engagement of all societal actors across Europe. However, the key for co-creation within the research and innovation process is one of enabling sustained dialogue. But before this can happen, the language and tools of science need to be available to everyone. Science education is essential to making this happen. Children and young people enter the education systems with natural curiosity and creativity; recognising and nurturing this will require changes in both the values and governance of science education.

OPEN SCIENCE

'Share results to advance'

Science has always been open, unlike the processes for producing research and diffusing its results. It is widely agreed that making research results more accessible contributes to improving research and innovation. As new challenges need to be addressed, we move decisively with this fourth dimension from **Open Access** into the broader landscape of **Open Science**.

ETHICS

'Do the right "think" and do it right'

The fifth dimension is **Ethics**. European society is based on shared values. In order to adequately respond to societal challenges, research and innovation must respect fundamental rights and the highest ethical standards. Beyond the mandatory legal aspects, this aims to ensure increased societal relevance and acceptability of research and innovation outcomes. Ethics should not be perceived as a constraint to research and innovation, but rather as a way of ensuring high quality results.

GOVERNANCE

'Design science with and for society'

Policymakers also have a responsibility to anticipate and assess potential implications and societal expectations with regard to research and innovation, with the aim of fostering the design of inclusive and sustainable research and innovation. Through this last dimension we will develop harmonious **Governance** models for responsible research and innovation that also integrate public engagement, gender equality, science education, open access/science and ethics.

https://ec.europa.eu/programmes/horizon2020/en/h2020-section/science-and-society

Responsible Research and Innovation – Horizon Europe

PUBLIC ENGAGEMENT | GENDER EQUALITY | SCIENCE EDUCATION | OPEN SCIENCE | ETHICS | GOVERNANCE

The availability of top-quality talent and the **effective circulation of knowledge between research, industry, education and training** is a pre-requisite for maximising the impact of European research and innovation investments. Integrating research and innovation activities with education and training, and supporting activities for knowledge exchange and transfer across sectors, for instance via Marie Skłodowska-Curie Actions and Knowledge and Innovation Communities, is a powerful method to ensure research and innovation activities are informed by and directed towards citizens' and society's needs and the results are widely disseminated, for instance through a well-educated work-force. **A balanced approach between research and innovation** is a central part of Horizon Europe, built into in the design which spans the full range of Technology Readiness Levels (TRLs) from curiosity-driven research to commercially-driven innovation and support to market deployment, and within innovation, technological, non-technological and social innovation.

Orientations towards the first Strategic Plan for Horizon Europe European Commission 2019 December

Citizen science

SCIENCE EDUCATION

PUBLIC ENGAGEMENT

CITIZEN SCIENCE

More examples of citizen science projects on zooniverse.org

Universities in Europe are exploring and promoting the potential of CS to expand public participation in science and support alternative models of knowledge production (Muki Haklay), as there are quite some opportunities.

- The exciting opportunity of co-production of knowledge
- It engaging and includes voices that are missing from scientific research
- Potential for making younger students familiar with CS in school projects boost their understanding of the scientific process, the involvement of alumni from universities, strengthening the bond with their alma mater
- Infrastructure for Open Science can be used to support and share research practices and outcomes
- CS creates an impact in wider society: engaging local communities embeds universities in societies and fosters social impact
- There is the possibility to access resources that would be very difficult to reach otherwise
- A broader coverage and scope is possible when research input is diversified over time, location or persons involved.

However CS is rarely part of institutional mission, nor approaches to academic career assessment. In short, it's not a common part of the academic culture. As Alexander Refsum Jensenius (University of Oslo) presented in "Some Challenges of Citizen Science for universities: "it will be key to provide support and incentives to encourage institutions and academic staff to pursue citizen science".

https://www.openaire.eu/blogs/university-approaches-to-citizen-science-in-the-transition-to-open-science

KUTATÁSMENEDZSMENT IRODA
CORVINUS HORIZONT EURÓPA KÖZPONT / CORVINUS CENTRE FOR HORIZON EUROPE

Kutatási, konzorciális pályázatokat támogató csoport:
Célunk, hogy a Corvinus ki tudja használni a HE lehetőségeit és a kutatási témák, ötletek nemzetközi szintű kutatásokká formálódjanak

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Horizon Információs Pont

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I wish you success in Horizon Europe and thank you for your attention and participation!

Your opinion matters. Please send me your feedback on the via e-mail (borbala.schenk@researchmanagement.hu)