



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ

Εθνικόν και Καποδιστριακόν
Πανεπιστήμιον Αθηνών

ΙΔΡΥΘΕΝ ΤΟ 1837

ΕΤΑΙΡΕΙΑ ΑΞΙΟΠΟΙΗΣΗΣ ΚΑΙ ΔΙΑΧΕΙΡΙΣΗΣ
ΤΗΣ ΠΕΡΙΟΥΣΙΑΣ ΤΟΥ ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΑΘΗΝΩΝ



Σχέδιο διάχυσης και αξιοποίησης αποτελεσμάτων

Κατερίνα Παπαδούλη, ΕΑΔΠΠΑ
Δευτέρα 22 Νοεμβρίου 2022



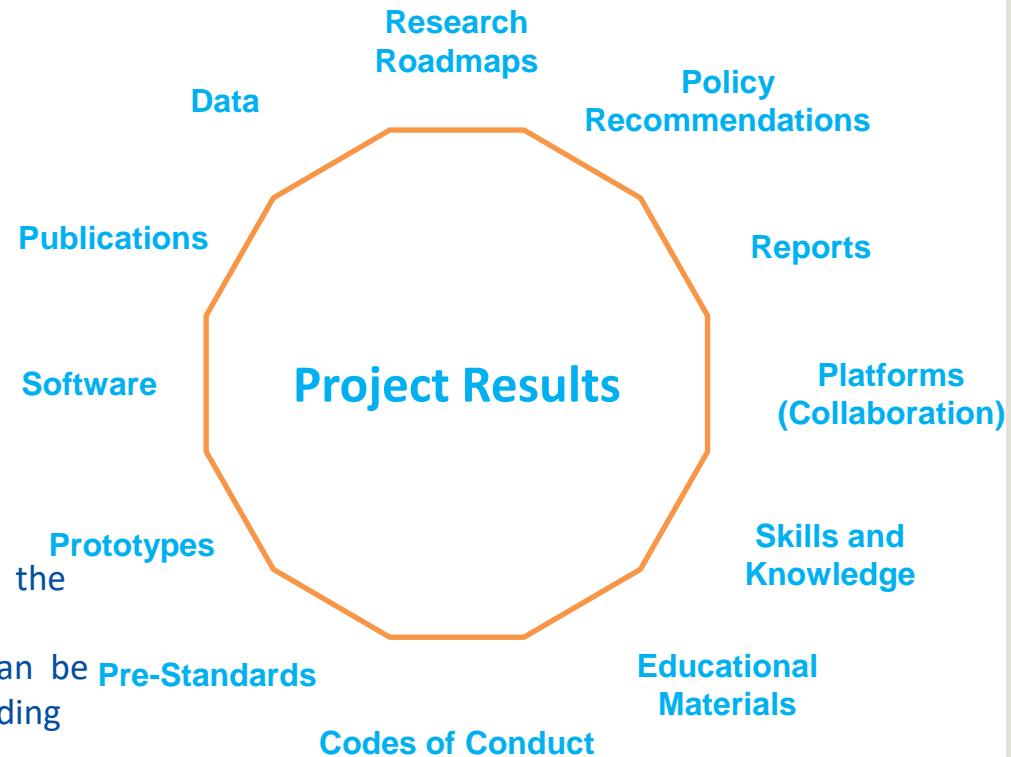
Some definitions

Results:

Results' means any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights...

Key results are the **outputs generated during the project which can be used and create impact**, either by the project partners or by other stakeholders

Project results can be reusable and exploitable (e.g. inventions, prototypes, services) as such, or elements (knowledge, technology, processes, networks) that have potential to contribute for further work on research or innovation





Lessons learned from H2020 on D&E

Why does it not always happen? From the side of the project/beneficiaries

D&E = Tick boxes,
and not real work

Focus on implementation
vs. users' needs

Lack of skills (or interest)
to share results
with society

Lack of awareness
on D&E opportunities
(issues, solutions, market,
etc.)

Not truly part
of the project design
from the start

Perceived as
an “after-project” activity



Implementation Strategy: guiding principles

- **Maximising impacts**
- **Greater transparency and further simplification** (model grant agreement and guidance to beneficiaries)
- **Fostering synergies** with other EU funding programmes
- **Easing access** through digital transformation and outreach (Funding and tenders portal – one-stop-shop for **easy access** to EU funding and project implementation)

Horizon Europe legislation defines three types of impact tracked through **Key Impact Pathways**

1. Creating high-quality new knowledge
2. Strengthening human capital in R&I
3. Fostering diffusion of knowledge and Open Science

Scientific
Impact



4. Addressing EU policy priorities & global challenges through R&I
5. Delivering benefits & impact via R&I missions
6. Strengthening the uptake of R&I in society

Societal
Impact



7. Generating innovation-based growth
8. Creating more and better jobs
9. Leveraging investments in R&I

Economic
Impact



Communication, dissemination and exploitation activities are an **integral part of Horizon projects** – and in Horizon Europe in particular! - to help **maximise the impacts** of EU research & innovation funding.



What is in it for you?

- Improves your proposal's **chances of success**
- **Increases the visibility** of your research/business, **enhances your reputation** and helps gain understanding and support
- **Opens up other funding sources and business opportunities** by explaining how your project successfully tackles current issues and challenges
- **Supports the spread of knowledge** and allows that **knowledge to be built upon**



»» Contractual Obligation

Rules for Participation

- › **Article 39:** Exploitation and Dissemination
- › **Article 40:** Transfer and Licensing
- › **Article 41:** Access Rights

Horizon Europe Model Grant Agreement

- › **Article 16:** Intellectual Property Rights (IPR) – Background and Results – Access Rights and Rights of Use
- › **Article 17:** Communication, Dissemination & Visibility

→ **Annex 5** “Specific Rules”



» Pathway to Impact

*"**Logical steps towards the achievement of the expected impacts** of the project over time, in particular beyond the duration of a project.*

*A pathway begins with the **projects' results**, to their **dissemination, exploitation and communication**, contributing to the **expected outcomes** in the work programme topic, and ultimately to the **wider scientific, economic and societal impacts** of the work programme **destination**."*





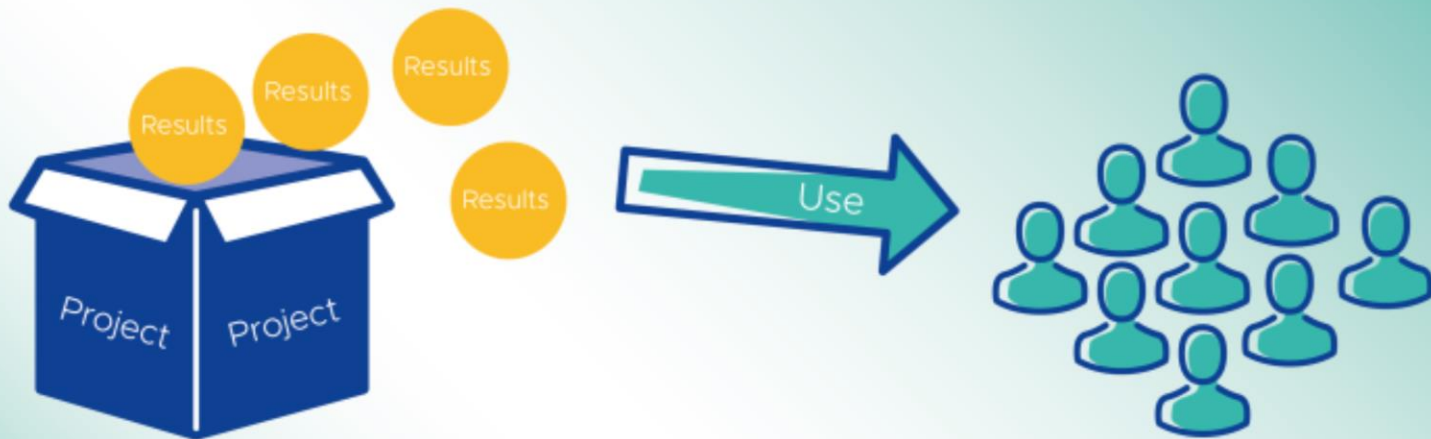
Communication



Communication measures should promote the project throughout the full lifespan of the project. The aim is **to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens.**



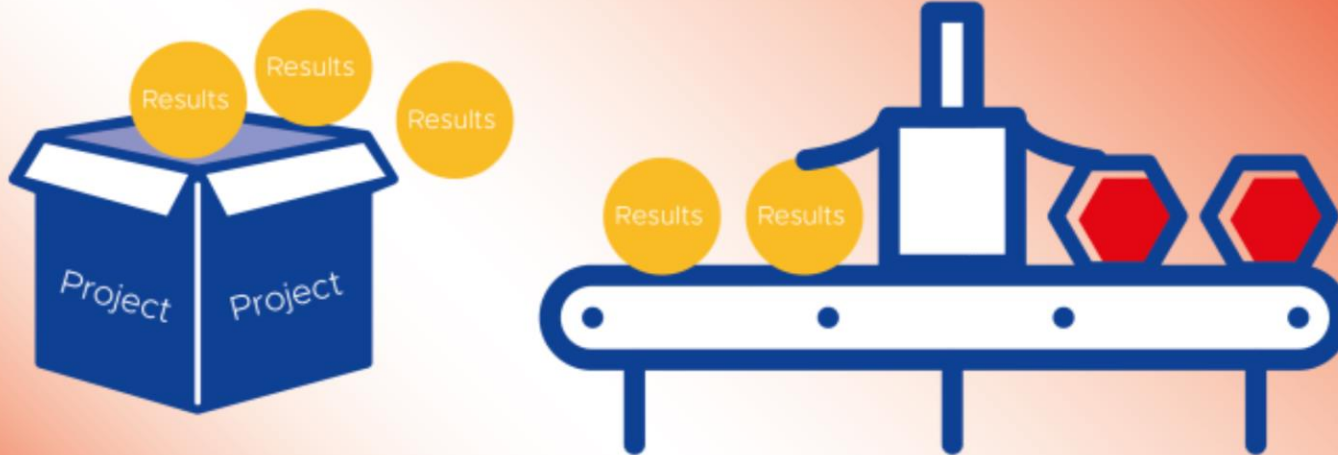
Dissemination



The **public disclosure of the results by appropriate means**, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.



Exploitation



The **use of results** in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.



In a nutshell

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.


Objective


Focus


Target Audience



Communication VS Dissemination



- About the project and results
- Multiple audiences
Beyond the project's own community
(include the media and the public)
- Inform and reach out to society, show the benefits of research



- About results only
- Audiences that may use the results in their own work
e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers
- Enable use and uptake of results



Dissemination VS Exploitation



Describe and make results visible
To audiences that may use the results
That may enable their use and uptake



Actual use of the results for
scientific, societal, economic
purposes or for policy making

All results generated during the
project lifetime but also after its
end



Measures to maximize: Communication

Communication measures

- › Adequate to **promote the project** and its findings **throughout the full lifespan** of the project
- › **Strategically planned with clear objectives**
- › That clearly **define the main message, tool(s) and channel(s)** that will be used to reach out to target groups
- › To **promote** your project and its results **beyond the projects own community**
- › To **communicate** your research in a way that is **understood by non-specialist**, e.g. the media and the public
- › To **inform** EC in advance of communication activities expected to have a **major media impact**



Measures to maximize: Dissemination & Exploitation

The proposal takes in to account the capacity and role of each consortium member, and the extent to which the consortium as a whole brings together the necessary expertise

Planned D&E measures

- › that are proportionate to the scale of the project
- › that contain concrete actions (i.e. stakeholders management, business and market actions, standardisation, spin-off, etc.) to be implemented both during and after the end of the project
- › planned according to draft timeline of when they will reach their own outcomes/impact both during and after the project

Target group (*e.g. scientific community, end users, financial actors, public at large*)

- › What is the proposed channel to interact with the target group?
- › What is the function of the proposed target group? How do they contribute to the maximisation of impact?

Follow-up plan to foster exploitation/uptake of the results

Policy feedback measures to contribute to policy shaping and supporting the implementation of new policy initiatives and decisions



Proposal: The impact canvas new

KEY ELEMENT OF THE IMPACT SECTION

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.



Proposal: The impact canvas new

TARGET GROUPS	OUTCOMES	IMPACTS
<p><i>Who will use or further up-take the results of the project? Who will benefit from the results of the project?</i></p> <p>Example 1 9 European airports: Schiphol, Brussels airport, etc.</p> <p>The European Union aviation safety agency.</p> <p>Air passengers (indirect).</p> <p>Example 2 End-users: consumers of electronic devices.</p> <p>Major electronic companies: Samsung, Apple, etc.</p> <p>Scientific community (field of transparent electronics).</p>	<p><i>What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?</i></p> <p>Example 1 Up-take by airports: 9 European airports adopt the advanced forecasting system demonstrated during the project.</p> <p>Example 2 High use of the scientific discovery published (measured with the relative rate of citation index of project publications).</p> <p>A major electronic company (Samsung or Apple) exploits/uses the new product in their manufacturing.</p>	<p><i>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?</i></p> <p>Example 1 Scientific: New breakthrough scientific discovery on passenger forecast modelling.</p> <p>Economic: Increased airport efficiency Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.</p> <p>Example 2 Scientific: New breakthrough scientific discovery on transparent electronics.</p> <p>Economic/Technological: A new market for touch enabled electronic devices.</p> <p>Societal: Lower climate impact of electronics manufacturing (including through material sourcing and waste management).</p>



Reporting: results table new

Project pathway to impact: Results table with drop down menu

Identification of KER, the type of potential, link with other results (publications, datasets, IPR and standards)

Table 3.1 Results

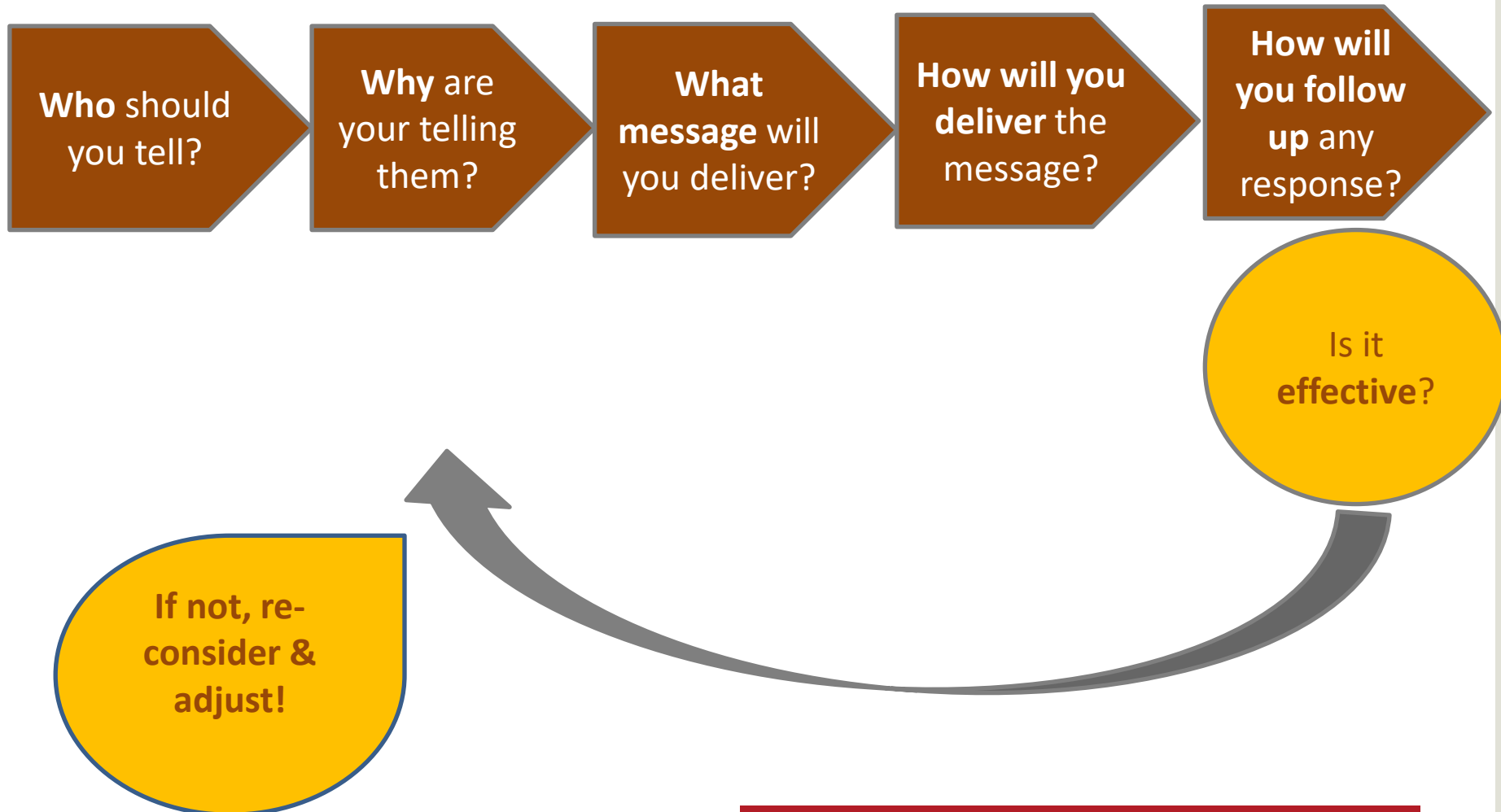
Name	Result type	Key results (KER) Does this result have a high potential?	Description of high potential*	Expected time to impact* When do you expect the result to be exploited or used?	Audience or target group*	Webpage of the result*	Horizon Results platform* Do you intend to publish this result on the Horizon Results Platform?	Steps undertaken towards exploitation**	Market maturity** The state of the market targeted by this result	Indicate if you have used any support service from the European Commission**
[Free text]	POL: Policy recommendation, guidance, awareness raising, advocacy	High policy or regulatory potential [Multiple choice]	[Free text] (max. 200 characters)	1 to 2 years	Policy-makers and authorities, national	[URL or N/A]	[Yes/No]	Pilot, demonstration or testing [Multiple choice]	Market creating: not existing but potential for the creation of a new market	Choose an item. [Multiple choice]

SERV, PROC, BUS, DSG, or METH.

*Questions only asked for KER
** Questions only asked for KR + only if 'Result type' is: SCI, PROD,



Monitoring





Management of intellectual property

Each Horizon Europe beneficiary shall use its best efforts to exploit the **results it owns**, or to have them exploited by another legal entity, in particular through the transfer and licensing of results. In this respect beneficiaries are required to adequately **protect their results** – if possible and justified – taking account of possible prospects for commercial exploitation and any other legitimate interest.

IP management in a proposal:

- Does the proposal present a comprehensive and feasible strategy for the management of the intellectual property generated in the project, including protection measures (if relevant)?
- Is the IP strategy commensurate with the described impact pathways to outcomes and impacts and therefore underpins the ‘credibility’ of these pathways?
- Does it consider ‘freedom to operate’ regarding background owned by consortium members or third parties (if relevant)?
- Does the IP approach give due thought to balancing between publication of results and plans to protect IP, e.g. in terms of timing the respective activities, involvement of IP experts?
- If relevant (work programme), have additional exploitation obligations in relation to IP been considered?



Horizon Results Platform: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>

HORIZON RESULTS PLATFORM

MAKING RESULTS MATTER

Policy related results



Results likely to influence policy



Results by contribution to UN SDGs

On the path to innovation



Looking for funding, loans, or investments



Looking for help on the way to market

Advancing the research and technology



Looking for technical or infrastructure help or fellowship



Looking for collaboration



Horizon Results Booster:

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/d-e-booster>



The Horizon Results Booster offers 3 types of services:

- ✓ Help and guidance for:
 - creating a results portfolio with other projects (module A),
 - creating and executing common dissemination strategy for a cluster of projects (module B)
 - improving existing exploitation plan (module C)
- ✓ Tailor made support services to develop a business plan
- ✓ Assistance, coaching and mentoring for go-to-market activities.



Χρήσιμοι σύνδεσμοι

- › Horizon Europe: https://ec.europa.eu/info/horizon-europe_en
- › R&I Missions (incl. reports): https://ec.europa.eu/info/horizon-europe/missions-horizon-europe_en
- › Partnerships for R&I: https://ec.europa.eu/info/horizon-europe/european-partnerships-horizon-europe_en
- › Open science policy: https://ec.europa.eu/info/research-and-innovation/strategy/goals-research-and-innovation-policy/open-science_en
- › EU approach to sustainable development: https://ec.europa.eu/info/strategy/international-strategies/sustainable-development-goals/eu-holistic-approach-sustainable-development_en
- › European Innovation Council: <https://ec.europa.eu/research/eic/index.cfm>
- › European Institution of Innovation and Technology: <https://eit.europa.eu/>
- › Knowledge and Innovation Communities: <https://eit.europa.eu/our-communities/eit-innovation-communities>
- › European Open Science Cloud: <https://eosc-portal.eu/>

Σας ευχαριστώ για την
προσοχή σας!

Κατερίνα Παπαδούλη
funding@uoa.gr



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