



**Europa Media**

# **Dissemination & Communication in Horizon Europe proposals**

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Horizon Europe Proposal Writing – *Focus: Impact*  
Jožef Stefan Institute  
Ljubljana, 16-17 May 2023

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Public investment in research and innovation projects must be converted into **socio-economic benefits** for society as a whole, in a **transparent** and **accountable** way.

# Set your strategy

**Expected outcomes/impacts you want to achieve**

## **1. Exploitation Strategy**

Commercial? Non-commercial?

Protection of project results

## **2. Dissemination Strategy**

Range of tools and channels

Feedback to policy measures

## **3. Impact Canvas**

**Delivery of the outcomes/expected impacts**

**What is the difference between  
Dissemination and Communication?**

# What is the difference between Dissemination and Communication?

## PROJECT LEVEL

- About the project objectives, progress, European added value, results and impact on citizens' everyday lives and obtain feedback
- Audience: general public
- Style: layman terms

## PROJECT RESULTS LEVEL

- About new knowledge, findings, methodologies, to interested parties
- Audience: scientific community, industry players, policy makers
- Style: rather technical, demonstrating scientific excellence





# LET'S PRACTICE!

Dissemination or Communication?

The project will deliver benefits in terms of energy efficiency and savings, with a long-term ripple effect of creating smarter and livable communities.

The project provides innovative digital solutions and cost-effective access to data for the automation industry.





# **Dissemination and Communication in the Proposal**

# Dissemination and Communication in the **Proposal**


## Strategic level

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

## Operational level (will be binding!)

Work Package on Dissemination and  
Communication (and Exploitation)

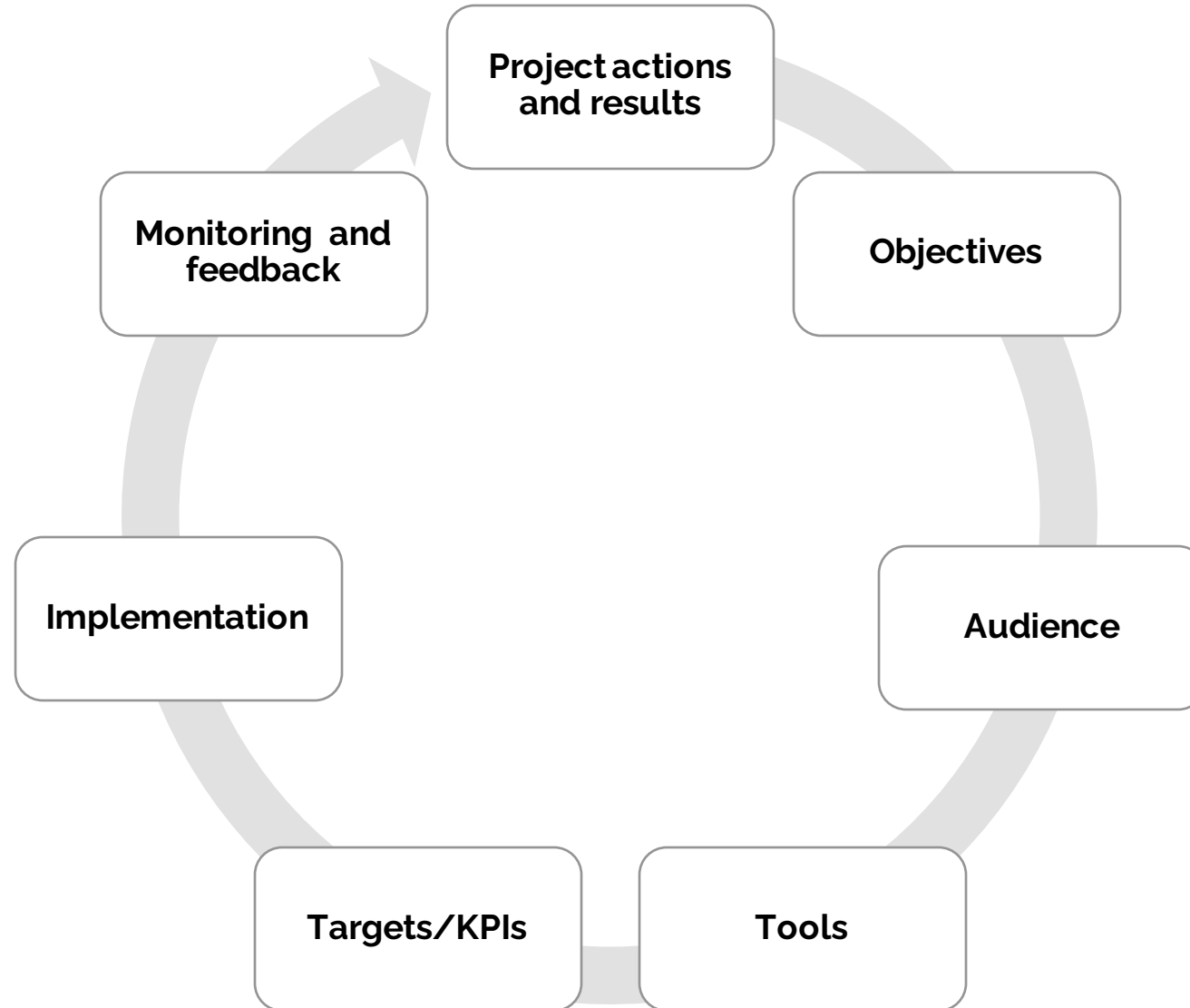
- Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (e.g. scientific community, end users, financial actors, public at large).

 Please remember that this plan is an admissibility condition, unless the work programme topic explicitly states otherwise. In case your proposal is selected for funding, a more detailed 'plan for dissemination and exploitation including communication activities' will need to be provided as a mandatory project deliverable within 6 months after signature date. This plan shall be periodically updated in alignment with the project's progress.



# Strategic level

## Drafting your Dissemination and Communication Plan



# Objectives

What is the impact/reaction/change expected in the audience?

## CASE-STUDY

The project has identified the following **objectives related to the exploitation, dissemination, and communication** tasks:

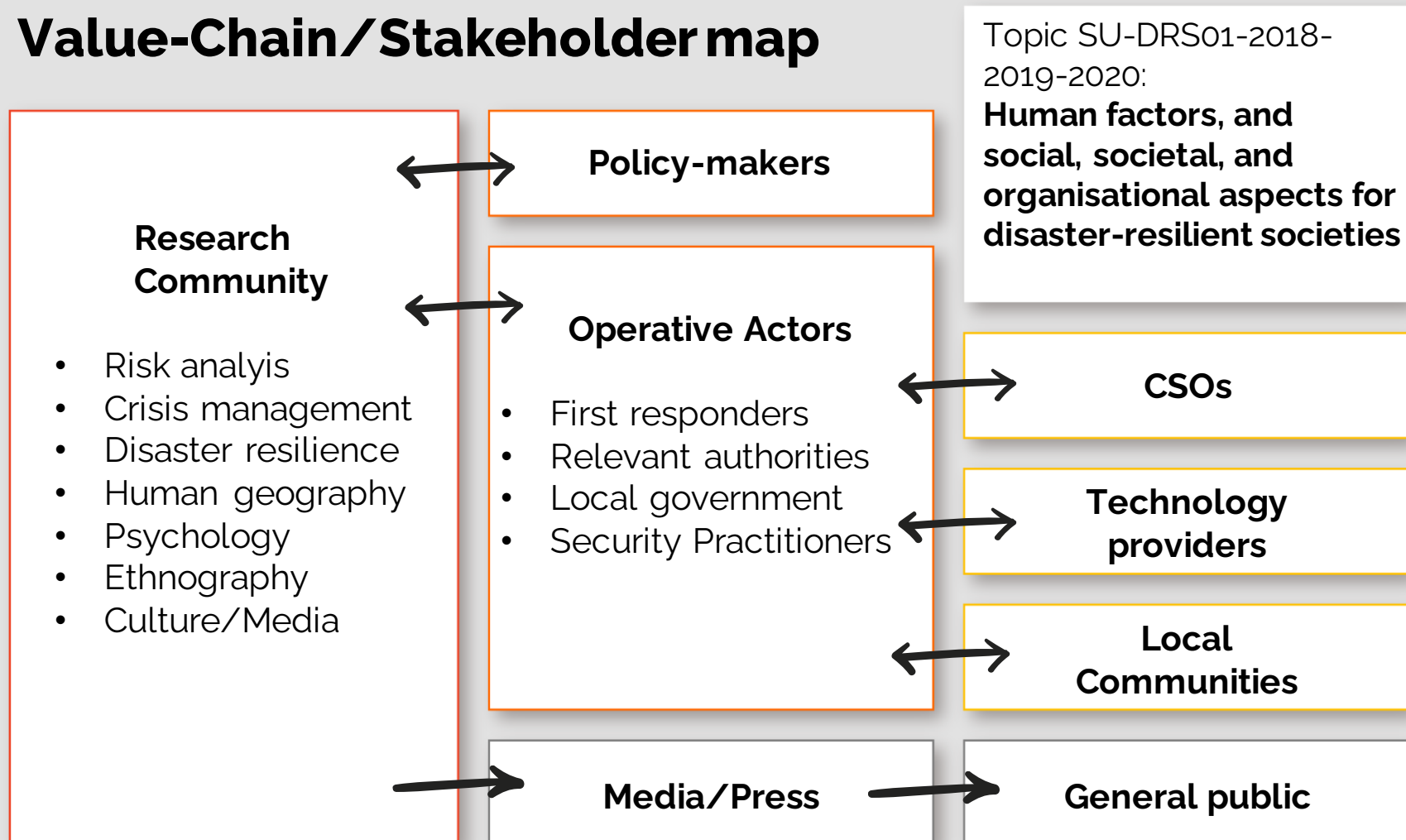
- **Raising awareness** about ERASE's overall objectives, consortium, progress, and benefits for stakeholders (**M1-36**).
- **Establishing synergies** and initial contacts with sister projects, local communities, and EU agencies with the aim of involving them during the implementation (**M1-36**).
- Sharing **improved knowledge** about GBV practices in ERASE institutions and the role these play in driving institutional and policy change (**M7-18**).
- **Disseminate scientific results** and new knowledge among research institutions, partner institutions and beyond (**M7-36**).
- Provide streamlined and inclusive **policy recommendations** and new strategic lines for future improvements of GBV practices (**M31-36**).
- Guarantee proper **uptake** of inner-institutional roadmaps with the aim to underpin the **sustainability and long-term self-commitment** of the implementing institutions (**M31-36**).

# Audience

What type of stakeholders/actors are you targeting?

At which level? What are their communication consumption patterns?

## Value-Chain/Stakeholder map





# Tools

Ask yourself: what is the best **channel/tool** to reach the intended audience?

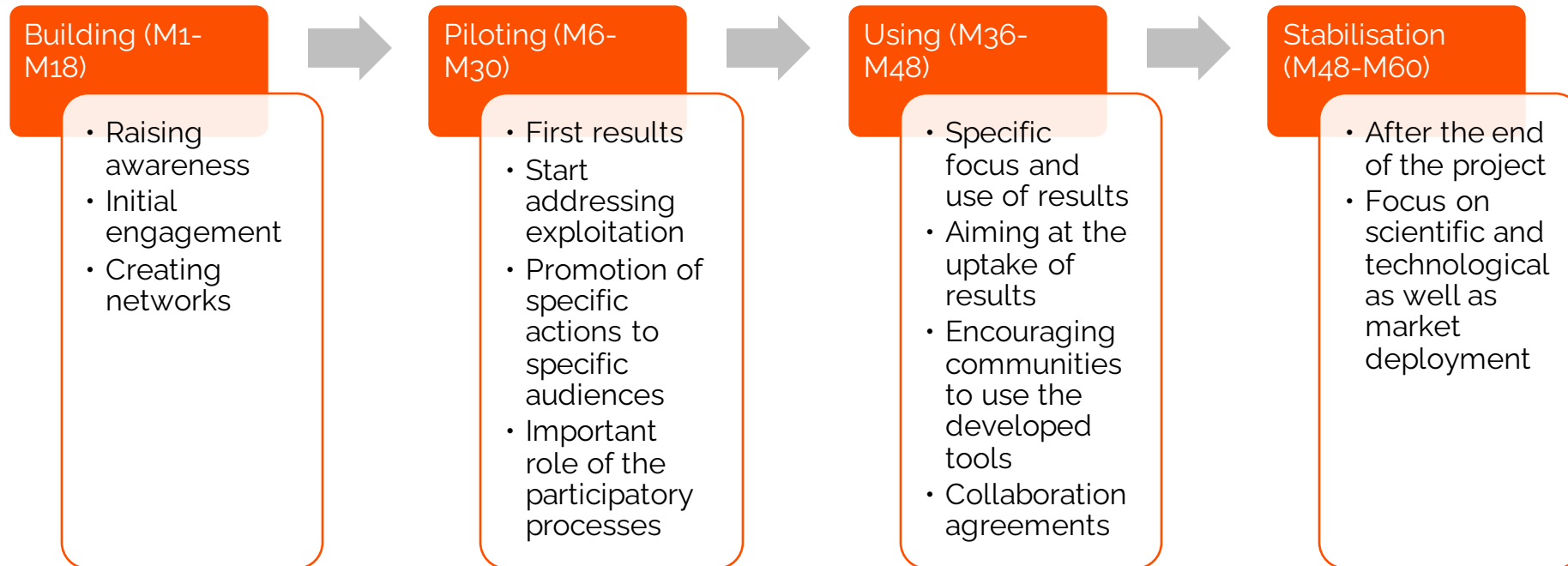
## D&C Measures and Tools

- Website(s), Applications
- Articles in popular press
- Papers published in peer-reviewed scientific journals
- Interviews, media briefings
- Press releases, TV clips
- Promotion materials: flyers, branded materials, factsheets
- Oral presentations, poster and exhibition spaces at events, workshops
- Thesis, PhD works
- Newsletter
- Blogs
- Videos, animations, podcasts
- Event participation
- Dissemination materials (flyers, brochures, posters)

💡 Some channels and tools can be used for both dissemination and communication



## How is your strategy changing over the project's lifetime?



# How can you **set** and **measure** your targets?

Quantitative indicators may be:

- Number of press releases
- Number of publications
- Number of times a deliverable was downloaded
- Number of unique visitors to your project website

Assessment might be performed through:

- Google Analytics
- Social Media analytics
- Presence sheets at face-to-face events
- Qualitative assessment through feedback questionnaires

**Table 10** Communication tools/channels and KPIs

TOOL/CHANNEL	KPI	M24	M48
Website	Number of views	10,000	20,000
Social Media	Number of followers (total for all accounts)	1,000	2,000
Articles (blog posts, policy briefs, scientific articles)	Number of articles	At least 20	At least 35
Dissemination materials (flyers and brochures)	Number of materials distributed	250	500
Events	Number of events and conferences attended (including events organized by FLOW)	50	100
Final Conference	Number of attendees	At least 100	
Synergies with F2F and GD projects and initiatives	Number of joint activities organized	At least 10	At least 20
Multimedia (podcasts, videos)	Number of multimedia materials produced	At least 7	At least 14
Newsletter	Number of newsletters issued	At least 4	At least 10

💡 Chance for adjusting/changing your channels, tools, messages, style, etc.



# Draft Dissemination Strategy (1/2)

Target audience	Objective	Message	Tools/channels and key performance indicator/s
Scientific community in the field	Inform the scientific community about the project results and to encourage expert discussions on the approach with the aim to make it more known internationally and also to critically reflect it. <u>Result:</u> Algorithms; methodology.	The COLLECTiEF methodology is a new approach for achieving energy efficiency and energy flexibility. New knowledge is available both in the field of research and development and also in testing and demonstration.	Presentations at scientific conferences (at least <u>two presentations during the project</u> ), publications in journals (at least <u>four scientific articles</u> submitted during the project duration)
Individual building owners	Disclose the benefits of the solution and promote the uptake of results. <u>Results:</u> Edge Node; deployment service; Sphensor.	The project provides exclusive access to services, and energy optimization based on the developed algorithms in this project.	Exhibitions ( <u>4 exhibitions</u> , 1 per demo site), stakeholder workshops ( <u>4 workshops</u> , 1 per demo site) and e-learning materials ( <u>4 e-learning</u> s).

# Draft Dissemination Strategy (2/2)

**I. LAUNCH, branding and promotion of INSPIRE & STRATEGIC alliances, widening countries engagement and collaborations with other GE initiatives (M1-M48)**

**II. SCIENTIFIC knowledge and good practices exchange via CoPs and Knowledge and Support Hubs (M4-M48 and beyond the end of the project)**

**III. INSTITUTIONALIZATION through sustainability measures and policy dialogue (M8-M48 and beyond the end of the project)**

Outputs prepared for scientific and technological advancement as well as market deployment. Market research conclusions and business planning for developing a comprehensive sustainability plan (D7.3). Private & public actors invited to test the validity and sustainability of proposed solutions. Tailored measures used to encourage policy dialogue and convey evidence to policymakers.

**Messages/results of interest:** easy to access and free of charge training units and support packages; capacity building for development and implementation of GEPs to meet HE eligibility criteria. Evidence for policymakers to continue policy dialogue and advance policymaking in the field.

**Target groups:** Patent/IP/knowledge transfer and utilisation specialist, Open Innovation industry-research networks, organisation using evidence/knowledge for development and sustainability (UN, WHO, UNESCO, OECD, WWF, WMO); NCPs; Governmental sector / Policy stakeholders (GE in R&I national policy makers, Education & training policy makers, Science & education ministries, Gender equality policy makers, Inclusion/Equalities policy makers, Employment policymakers, Statistical offices e.g. EURO-STAT, SHE Figures, EC.

**Tools & Channels:** promotion of INSPIRE service portfolio (training units and support packages) via **advertisements**, paid ads on **social media**, **strategic agreements**; **direct mailing**, information spread through existing and new projects, EU, and global-level dissemination platforms; **CoE Network of Strategic Alliances**. Policy-related outputs disseminated via **policy workshops & EU events**. **INSPIRE Q&A ask the Expert** targeted to Policy Makers (T7.5).

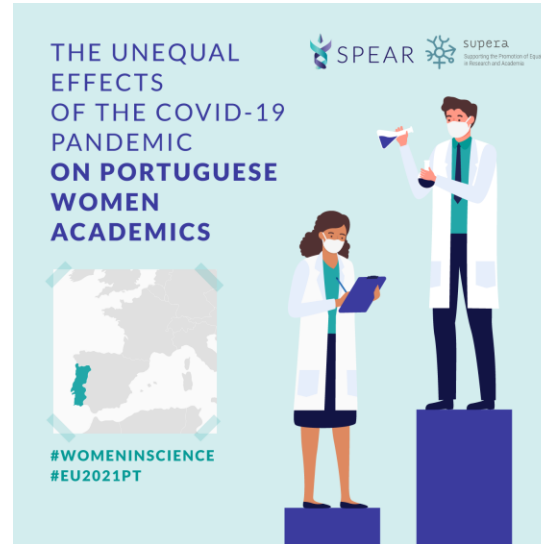
## How to reach and engage my audience?

- Quality content
- Diversity of content
- Paid ads
- Conventional/non-conventional measures
- Team up with other H2020 projects
- Make use of EC's tools

💡 Engage with (EU) influencers







## Communicate through collaborations (1/2)

Building synergies and joint actions with sister projects is a practice highly supported by H2020 & HorizonEU.



WHY

- Reach a broader audience
- Enhance your visibility
- Gain new followers

HOW

- Online campaigns
- Workshops
- Events
- Blog posts
- Academic publications

*We have ethical management activities both in kind of project level but also work packets levels and in task level also.  
So there are a certain tasks which are not studied before, ethical assessments have been done.  
So we know we are doing the right things at the right way.*

**Jaana Keränen**  
BuildERS

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 833496

**BuildERS** **LINKS**  
**engage** **RESILOC**

#DRS01 #H2020  
#ResilienceForAll

**CMiNE**  
Fostering Innovation  
in Crisis Management

## International Day for Disaster Risk Reduction:

How to enhance resilience  
of populations in local  
and national level



Check our new publication  
Sustainable Energy  
Skills in the  
Construction Sector

# Should a project have a social media presence?

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## LinkedIn

- Professional networking
- Longer posts, articles, pictures, videos, links



## Facebook

- Personal connections
- Long posts (but..), pictures, albums of pictures, videos, "feelings", create events.



## Twitter

- Citizen journalism
- Short posts, pictures, videos, links, mentions, emojis, link shorteners
- Brief messages



## Instagram

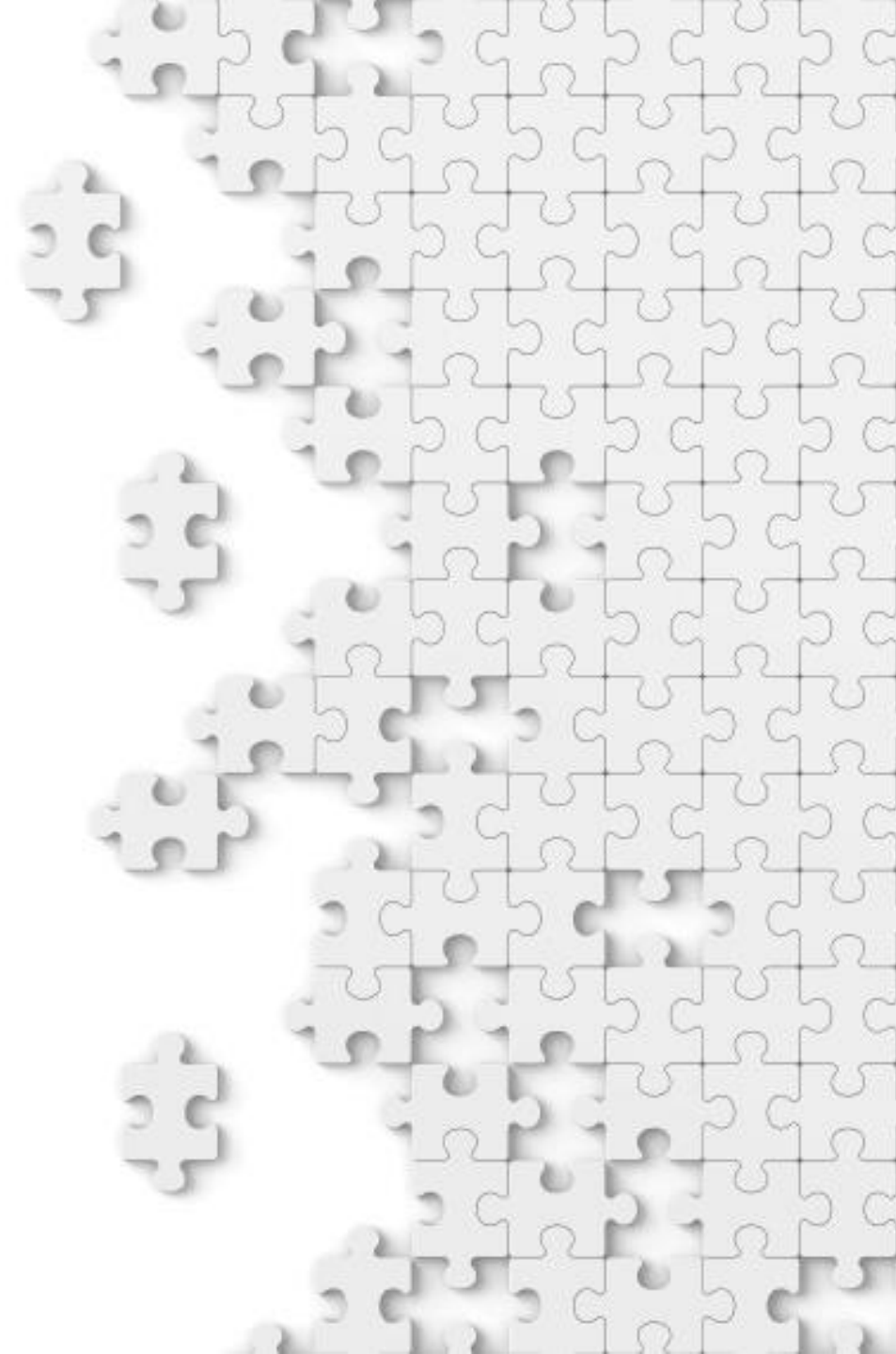
- Strong visual identity
- Instagram stories



# Policy Feedback

- Describe possible **feedback** to policy measures generated by the project;
- If relevant, describe how you contribute to designing, monitoring, reviewing and rectifying (if necessary) **existing policy** and **programmatic measures** or shaping and supporting the implementation of **new policy initiatives and decisions**.
- Focus will be on **the timely knowledge diffusion towards the concerned stakeholders**.

💡 We will NOT produce and deliver policies; only policy recommendations.



**Impact Canvas**

## 2.3 Summary

To complete the Impact Canvas, ask yourself the following questions:

- What are the specific needs that triggered this project?
- What do you expect to generate by the end of the project?
- What dissemination, exploitation and communication measures will you apply to the results?
- Who will use or further take up the results of the project?  
Who will benefit from the results of the project?
- What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?
- 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?



### 2.3 Summary: KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS	EXPECTED RESULTS	D&E&C MEASURES
<p>Lack of bioeconomy strategies in CEE2ACT target countries, despite existing initiatives (Ministerial led) in the region. The development of bottom-up and inclusive approach to develop bioeconomy strategies at national level is vital for making Europe a circular, climate neutral and sustainable economy, achieving this will require bringing together all relevant stakeholders (listed in target groups) to identify regulatory barriers, and local gaps, and to enable capacity building and innovative governance models, while also informing a supportive policy framework.</p>	<ul style="list-style-type: none"> <li>* Development of National-level roadmap for the bioeconomy strategies in CEE2ACT target countries</li> <li>*National Bioeconomy Hubs as a permanent interface supported by a set of e-solutions (inventories, e-learning, self-assessment and B2B matchmaking tool) and methodology for developing bottom-up bioeconomy strategies.</li> <li>* CEE2ACT MoU signed by NBHs members</li> <li>*Updating and tailor-made support of policy and roadmaps for national bioeconomy strategies.</li> <li>*Recommendations for the EU, national, and local policy-makers and bodies</li> </ul>	<p>Dissemination to <b>scientific community</b> through open access scientific publications and conference presentations. Dissemination to <b>industry</b> through good practices and presentations at industry events and fairs, in-person local workshops, and online events. <b>Education and training to policy makers</b> through e-solutions, workshop sessions, for continuing education and new workforce training. <b>Exploitation</b> through further research by project partners, exploitation plan and sustainability strategy to ensure continuation. An IPR strategy to manage rights within the consortium. <b>Feedback to policy:</b> Workshop series (described in table 1), and targeted events at national level and in Brussels to engage policymakers at European level as well as other multipliers of CEE2ACT target group <b>Communication to general public:</b> Participation in civil society fairs and events, social and traditional media campaigns to activate multipliers, website.</p>
TARGET GROUPS	OUTCOMES	IMPACTS
<p>CEE2ACT target groups: Policy and decision makers, public administrators, bio-based value chains actors (primary sector, industrial and waste sector), investors, SMEs, research institutions, academia, environmental organizations, NGOs and CSOs and NBHs members.</p>	<ul style="list-style-type: none"> <li>* Wide use of the published results beyond the CEE2ACT target countries; baseline assessments, stakeholder engagement and knowledge transfer strategy and programme, e-solutions, and roadmaps.</li> <li>*Replication of CEE2ACT bottom-up approaches in other countries lacking bioeconomy strategies.</li> <li>*Enabling CEE2ACT target groups to efficiently collaborate in a bottom-up approach to develop national bioeconomy strategies or action plans.</li> </ul>	<p><u>Policy:</u> Development of the National Bioeconomy Hubs in the countries without Bioeconomy Strategies, which will act as “Innovative governance models enabling sustainability and resilience notably to achieve better informed decision-making processes, societal engagement and innovation.</p> <p><u>Scientific:</u> Better understanding of the enriching use of mixing social sciences, environmental sciences, and economic sciences for assessment of local contexts. Relevant scientific data collection in CEE2ACT target countries.</p> <p><u>Societal:</u> Increased bioeconomy literacy and entrepreneurship skills both at a national level beyond, a more gender-inclusive decision-making process, Increased awareness on the importance on green transition and stakeholder engagement in the process of co-creating bioeconomy roadmaps.</p> <p><u>Environmental:</u> new and deepened cooperation for bioeconomy policy development in CEE2ACT countries, favouring green transition and climate neutrality. <u>New norm:</u> applying bottom-up approach and co-creation methods in the creation of national bioeconomy strategies.</p>



# **Dissemination and Communication in the Proposal: Section 3**

# Operational level

## Within implementation

### 3.1 Work plan and resources

- Good practice: conceive a standalone Dissemination and Communication Work Package
- Person months for all partners to contribute to D&C activities (budget for WP leader and WP overall)
- Do not forget resources needed for participation in conferences (access fees, travel costs, etc.), open access, etc.

### 3.2 Capacity of participants and consortium as a whole

- Consider including a professional organization that can help you with D&C
- **Mention industrial/commercial partners in the project to highlight how their involvement will boost the exploitation of your results**



**A complete exploitation, dissemination and communication plan must be submitted during the first 6 months of the project!**



**New Tools and Procedures**

# New Tools and Procedures

## Horizon Europe

- Continuous reporting **beyond the end** of the project on D&E activities and **adapting the reporting templates**
- **Enhanced guidance** and support to applicants offered by the EC on dissemination and exploitation strategy.
- **Enhanced D&E support** to projects based on the reported needs
- Fostering synergies
- Strengthening feedback to **policy**

### Tools

- [Horizon Impact Award contest](#)
- [Open Research Europe platform](#)
- [Dissemination](#) & [Exploitation](#) boosters
- Horizon Result Platform TV (under development)
- [Horizon Result Booster](#) by META Group
- [IP Booster](#) by META Group
- [Horizon IP Scan](#)





# HORIZON RESULTS PLATFORM

MAKING RESULTS MATTER

## Follow up on R&I results after the end of the project

- If, despite the best effort for exploitation, no uptake happens within 1 year, then the project must use the **Horizon Results Platform** to make exploitable results visible (unless obligation is waived)
- The Horizon Results Platform is free, is part of the F&T portal, available to all beneficiaries and is **based on results (KERs)**, not on projects.
- **A structured questionnaire** available to beneficiaries to report on the progress, their needs and obstacles on their path for exploitation.

My Project(s)

Results: 4

Download excel list

ACRONYM	CALL	PROGRAM	PROJECT	PHASE	ACTIONS
901241_wik_cosmeGA	C09-ENTEDU-2014-4-06	COSME	901241		Actions
ADABTS	FP7-SEC-2007-1	FP7	218197	Active	Actions
HIGHTECS	SP1-JTI-CS-2009-01	FP7	255749	Active	Actions
M-ERA.NET 2	H2020-NMP-ERA-NET-2015	H2020	903732		Actions

Project Results

HIGHTECS

Results: 3

+ Create result

ID	TITLE	STATUS	CREATION DATE	ACTIONS
2632	NGPaaS Architecture	Published	Sep 5, 2019, 5:10:59 PM	Actions
2818	Testing-new-publication-workflow	Published	Nov 4, 2019, 4:54:35 PM	Actions
2878	test	Draft	Nov 18, 2019, 12:06:38 PM	Actions

# Final tips



- Strong visual identity
- Understandable and precise messages
- Specific figures, tailored plans with end-user engagement
- Proactive team (coordinator, partners, communication departments)
- Cooperation with other projects and initiatives
- Out-of-the-box ideas and tools



A black clothespin is hanging a white rectangular card from a thin, dark string. The card is centered and features the word "QUESTIONS?" in a bold, orange, sans-serif font. The background is a light gray, textured surface.

**QUESTIONS?**

Thank  
you

*for your attention*

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