

Horizon Europe

THE NEXT EU RESEARCH & INNOVATION INVESTMENT
PROGRAMME (2021 – 2027)

#HorizonEU

Based on the Commission Proposal for Horizon Europe, the common understanding between co-legislators and the Partial General Approach, both approved in April 2019





Communication, Dissemination and Exploitation (D&E), Key Impact Pathways indicators and Open access to data and publications in Horizon Europe

Regional Stakeholder Workshop on Horizon Europe implementation

Ruse, Bulgaria

22 January 2020



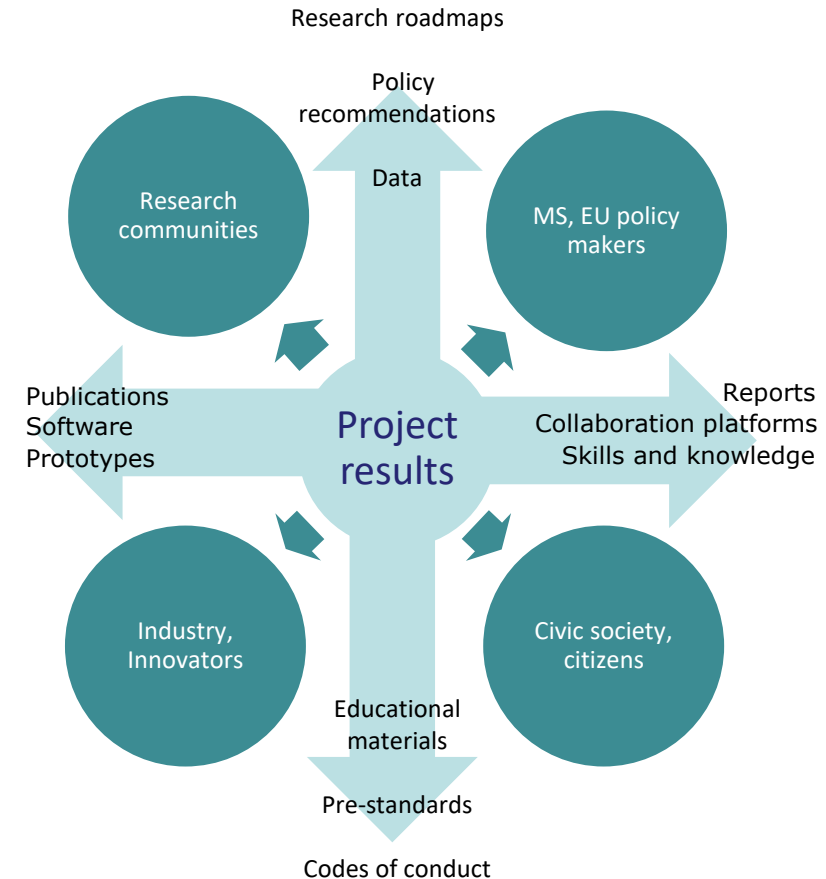
Requirements for Communication, Dissemination & Exploitation

What are project results?

Results

Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected.*

- Key exploitable 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



*http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html



What is communication?

Communication

Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange*

Reach out to society as a whole

Demonstrate how EU funding contributes to tackling societal challenges

Is strategically planned with communication objectives and not only ad-hoc efforts

Uses pertinent messages, right medium and means

* Shortened from http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html



What is dissemination?

Dissemination

Making the results of a project public, not only by scientific publications in any medium*

Circulation of knowledge and results to the ones that can best make use of them

Enabling the value of results to be potentially wider than the original focus

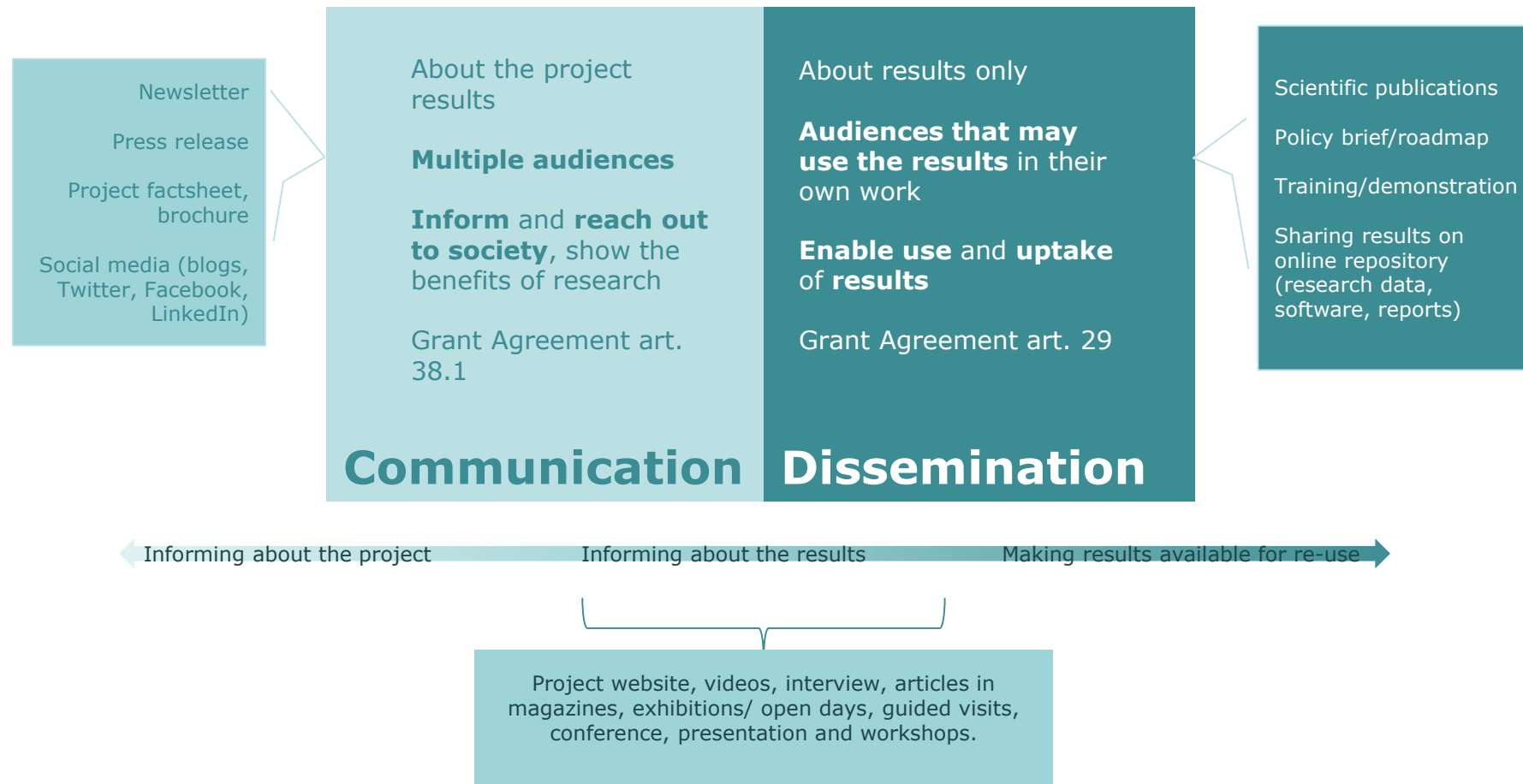
Essential element of all good research practice and vital part of the project plan

Strengthens and promotes the profile of the organisation

* http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html



What is the difference?





What is meant by exploitation?

Exploitation

The utilisation of results in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.*

Make use of results; recognising exploitable results and their stakeholders

Concretise the value and impact of the R&I activity for societal challenges

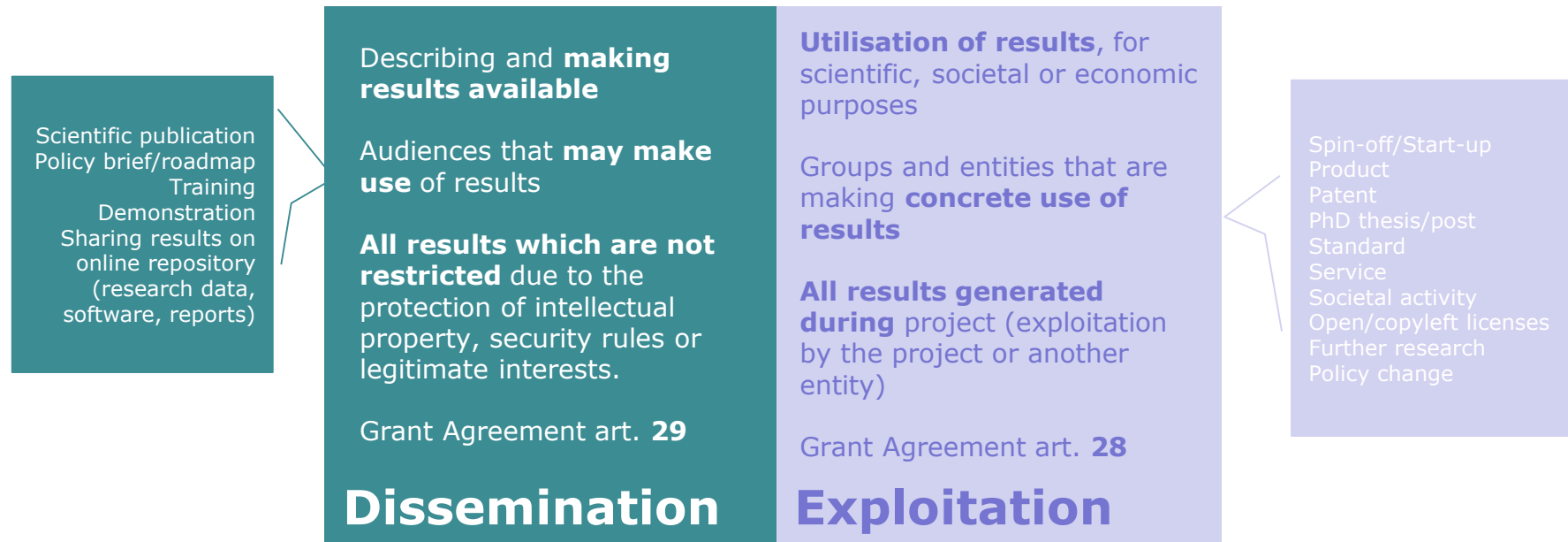
Can be commercial, societal, political, for improving public knowledge and for policy making

Project partners can exploit results themselves, or facilitate exploitation by others (e.g. through making results available under open licenses)

* http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html



What is the difference?



Innovation management, Copyright management, Data management plan, Active stakeholder/user engagement.



How does the EC support beneficiaries?

Example 1 - Communication

Home > Research and Innovation > Projects > Success Stories >

Bioenergy villages wave goodbye to fossil fuels

Seven communities in south-eastern Europe plan to install biomass-based district heating systems thanks to an EU-funded project designed to reduce reliance on fossil fuels and strengthen local economies.

https://ec.europa.eu/research/infocentre/article_en.cfm?&artid=51125&caller=FP

How does the EC support beneficiaries?

Example 2 - Dissemination

Results Packs



How the digital revolution is transforming EU-funded brain research

As the world continues to be remodelled by the digital revolution, we are seeing digital technologies embed themselves firmly into all aspects of our lives, including into the mainstream of neurosciences research to help unravel the complexity of brain disorders. In this cross-cutting CORDIS Results Pack, we highlight innovative projects from across the full spectrum of EU-funded research programmes that are helping science make sense of arguably the most complex and mysterious machine in existence – the human brain.

DIGITAL ECONOMY

INDUSTRIAL TECHNOLOGIES

HEALTH

<https://cordis.europa.eu/article/id/401587-cordis-results-pack-on-the-brain/en>

How does the EC support beneficiaries?

Example 3 – Dissemination/Exploitation

Two Pilots: Common Dissemination & Exploitation Boosters (Framework contracts)

- From 2016-2019: tailored services to projects to help them bridge research with the market
- Budget: EUR 2.2 million

Successor: D&E Booster

- The [call](#) was launched in September (no deadline)
- Types of services: (i) Portfolio Dissemination & Exploitation Strategy; (ii) Business Plan Development; (iii) Go-To-Market assistance
- Budget: EUR 12 million



Why does it not always happen?

From the side of the project/beneficiaries

- Lack of capacity or skills
- Focus on scientific work and not so much on how this can benefit end users
- Interpreted as an activity after the project lifetime
- Not truly part of the overall project design

From the side of the Commission

- The current reporting on D&E may not be fit for the purpose
- Limited follow up on the project results after the end of the project



C&D&E in Horizon Europe

C&D&E remains key in FP implementation



- **Dissemination is a specific objective for all measures**
- **C&D&E in FP**
 - Information, communication, publicity and D&E
 - Calling for a comprehensive D&E strategy
- **FP and SP annexes on D&E**
 - Demonstrate the impact and maximise the European added value of the FP
 - Dissemination of clusters of mature results to EU regions
 - Accelerate exploitation towards market uptake
- **Delivery mechanism**
 - Contractual obligations of beneficiaries for C&D&E reporting during and after the project
 - Encourage the third party exploitation



C&D&E orientations in Horizon Europe

- Focus on strengthening the link between science and society
- Outreach activities addressing novelties of Horizon Europe
- Enhanced communication with National Contact Points (NCPs)
- Enhanced reporting and data collection for supporting the D&E objectives
- Introducing a feedback to policy framework for translating R&I results into policy making & programming



C&D&E orientations in Horizon Europe

- Encouraging third party exploitation (where appropriate)
- Emphasis on continuous reporting on D&E (even after the end of the project)
- Improvements on the proposal/reporting template to introduce more specific language on D&E
- Fostering synergies with other EU programmes and initiatives
- Introducing incentives for exploitation, provide support to beneficiaries through existing tools for increasing the use of their results

Incentives for exploitation – a recent example

Horizon Impact Award contest

- First of its kind to celebrate and recognise projects with demonstrated impact on society
- The applicants had to showcase how they transformed their results into concrete outcome





Enhanced D&E support to beneficiaries – a new initiative

Horizon Results Platform

- Results are presented in visually attractive way (e.g. videos), and optionally with more in-depth content references
- Beneficiary-driven
- Beneficiaries can demonstrate their needs to ‘unblock’ them from scaling up their results





Horizon Results Platform

- Integrated with Innovation Radar
- Integrated with the D&E Booster services
- Integrated with a targeted dissemination strategy





Open Science in Horizon Europe

What is the general orientation?

- Open Science as modus operandi for science in the FP
- Towards a more open, collaborative, data-intensive and networked way of conducting research and sharing research results, enabled by developments in ICT and related infrastructures and the increasing proliferation of data

Open Access to publications in Horizon Europe

- Open access via repositories kept but made immediate
- Copyright retention
- Publication in hybrid journals allowed (but costs not eligible)

Open Access to Research data in Horizon Europe

- Mandatory Data Management Plan
- FAIR principle
- Open by default (exceptions will apply)
- European Open Science Cloud



Key impact pathways in Horizon Europe

Key Impact Pathways

The KIPs will aim to:

- Tell the story of the progress of the Programme as a whole, according to its objectives
- Monitor progress at any moment in time (short-term, mid-term, long-term)

Key Impact Pathways

In this process, we need to :

- Know who the individual researchers are (e.g. through unique identifiers)
- Track the FP outputs better, through a structured reference to the funding source in publications, patents and other IPR applications
- Make more use of available data and links to relevant existing databases so as to minimise the administrative burden of beneficiaries

The 9 KIPs

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/
Technological
Impact**



Take away messages

- Increased emphasis on Dissemination & Exploitation for fostering the visibility, availability, use, uptake and valorisation of R&I results
- Open Science as modus operandi for enhancing knowledge circulation
- Key Impact Pathways for more efficient and effective Programme monitoring

