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

- 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
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 society, 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.
3 pillars of Horizon Europe grant proposals

3 pillars:

- EXCELLENCE
- IMPACT
- IMPLEMENTATION

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

What are project results?

- identified
- reported
- protected
- disseminated
- exploited
## Task: Horizon Europe WP - Impact and outcome

<table>
<thead>
<tr>
<th>Expected impact</th>
<th>Expected outcome</th>
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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

### 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.

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

**Example 2**
- Scientific: New breakthrough scientific discovery on transparent electronics.
- Economic/Technological: A new market for touch enabled electronic devices.
### 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?

### 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?

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

What are the specific needs that triggered the project?
What do you expect to generate by the end of the project?
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PECUNIA EU Horizon 2020 (ProgramME in Costing, resource use measurement and outcome valuation for Use in multi-sectoral National and International health economic evaluations)

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.

Project

PECUNIA (ProgramME in Costing, resource use measurement and outcome valuation for Use in multi-sectoral National and International health economic evaluations)

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.

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.
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.
NO PROJECT IS AN ISLAND
Communication, Dissemination and Exploitation Plan
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.openlivinglabs.eu
Living Lab – H2020 project examples

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

“... 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.”

C&D&E in HE projects for Horizon 2020

Oral content:

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Living Lab research concept in Rural Areas
2018-2021
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C&D&E in HE projects for Horizon 2020
Responsible Research and Innovation

PUBLIC ENGAGEMENT

GENDER EQUALITY

SCIENCE EDUCATION

OPEN SCIENCE

ETHICS

GOVERNANCE

'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 acceptance of science and technology outcomes.

'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.

'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-creator 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.

'Share results to advance'
Science has always been open, unlike the processes for producing research and disseminating 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.

'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.

'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.

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.
Citizen science

More examples of citizen science projects on zooniverse.org

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

Dr. Cser Erika
Szakmai koordinátor

Fekete Judit
Horizon Információs Pont

Dr. Schenk Borbála
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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)