

COMMUNICATION, DISSEMINATION AND EXPLOITATION WHY THEY ALL MATTER AND WHAT IS THE DIFFERENCE?

Communication: Promote your action and results

Inform, promote and communicate
your activities and results

 **Reaching multiple audiences**
Citizens, the media, stakeholders

How?

- Having a well-designed strategy
- Conveying clear messages
- Using the right media channels

When?

From the start of the action until the end

Why?

- Engage with stakeholders
- Attract the best experts to your team
- Generate market demand
- Raise awareness of how public money is spent
- Show the success of European collaboration

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Dissemination: Make your results public

Open Science: knowledge and results (free of charge)
for others to use

 **Only to scientists?**

Not only but also to others that can learn from the results:
authorities, industry, policymakers, sectors of interest, civil
society

 **How?**

Publishing your results on:

- Scientific magazines
- Scientific and/or targeted conferences
- Databases

 **When?**

At any time, and as soon as the action has results

 **Why?**

- Maximise results' impact
- Allow other researchers to go a step forward
- Contribute to the advancement of the state of the art
- Make scientific results a common good

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Exploitation: Make concrete use of results

Commercial, Societal, Political Purposes

 **Only by researchers?**

Not only, but also:

- Industry including SMEs
- Those that can make good use of them:
authorities, industrial authorities, policymakers, sectors of
interest, civil society

 **How?**

- Creating roadmaps, prototypes, softwares
- Sharing knowledge, skills, data

 **When?**

Towards the end and beyond, as soon as the action has exploi-
table results

 **Why?**

- Lead to new legislation or recommendations
- For the benefit of innovation, the economy and the society
- Help to tackle a problem and respond to an existing demand

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EUROPEAN COMMISSION TOOLS



Research and Innovation success stories ●●●

A collection of the most recent success stories from EU-funded Research & Innovation.



Horizon Dashboard ●●

An intuitive and interactive knowledge platform where you can extract statistics and data on EU Research and Innovation programmes – sorting by topics, countries, organisations, sectors, as well as individual projects and beneficiaries!



CORDIS ●●●

Multilingual articles and publications that highlight research results, based on an open repository of EU project information.



Horizon Results Booster ●●

A service free of charge in case you would like to apply to benefit from one of these services:

1. Portfolio Dissemination & Exploitation Strategy
2. Business plan development
3. Go-to-Market Support



Horizon Magazine ●

The latest news and features about thought-provoking science and innovative research projects funded by the EU.



Innovation Radar ●●

A data-driven method focused on the identification of high potential innovations and the key innovators behind them in EU-funded Research and Innovation projects.



Horizon Impact Award ●

An annual prize to recognise and celebrate outstanding projects that have used their results to provide value for society. The award enables individuals or teams to showcase their best practices and achievements, and inspire beneficiaries of research and innovation funding to maximise the impact of their research!



Horizon Results Platform ●●

A public platform that hosts and promotes research results thereby widening exploitation opportunities. It helps to bridge the gap between research results and generating value for economy and society. You can create your own page to showcase your results, find collaboration opportunities and get inspired by the results of others!

● Communication

● Dissemination

● Exploitation

Keep in touch



Contact your PO



Funding & Tenders Opportunities portal



Research Enquiry Service