



**Dissemination, communication,  
exploitation**



**Dieter BRIGITTA**  
**BBI JU Project Manager**  
*Info Day, 26 June 2015*



# Why this presentation?

1. Importance for BBI JU & you!
2. Explain the difference between:
  - Dissemination
  - Communication
  - Exploitation
3. Stress the significance of exploitation in BBI JU projects
4. Highlight the importance of IPR management



# Why this presentation?

- 1. Importance for BBI JU & you!**
2. Explain the difference between:
  - Dissemination
  - Communication
  - Exploitation
3. Stress the significance of exploitation in BBI JU projects
4. Highlight the importance of IPR management



# The BBI JU is...

- ...a Public-Private Partnership
  - Private interest (+70% of investment in BBI JU): sustainable growth in Europe
  - Public interest: benefits for society
- ...dedicated to realising the European bioeconomy potential



***Need for clear dissemination, communication & exploitation of BBI JU results***



# Importance for you

- Purpose of BBI projects:
  - create new jobs, especially in rural regions
  - offer Europeans new and sustainably produced products, sourced and produced locally
  - use renewable resources => sustainable growth
- How does your BBI JU proposal / project contribute to these goals?



***Need for clear dissemination, communication & exploitation of BBI JU project results***



# Why this presentation?

1. Importance for BBI JU & you!
2. Explain the difference between:
  - Dissemination
  - Communication
  - Exploitation
3. Stress the significance of exploitation in BBI JU projects
4. Highlight the importance of IPR management



# Dissemination (1/2)

- What is “dissemination”?
  - “Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its **results** by **disclosing** them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).”
  - “This does **not** change the obligation to protect results, confidentiality obligations, the security obligations or the obligations to protect personal data.”



## Dissemination (2/2)

- Classic forms of dissemination:
  - Website
  - Presentation at a scientific conference
  - Peer reviewed publication
  - ...
- Dissemination of results cannot replace communication activities (or vice-versa)





# Communication (1/2)

- What is “Communication”?:

*“The beneficiaries must **promote the action** and its results, by providing targeted information to **multiple audiences** (including the media and the public) in a **strategic and effective** manner.”*

- Communication Guidelines

- Include a communication plan in the proposal (as a separate - or part of - a WP)
- Be proportionate (large project => more ambition)
- Address audiences that go beyond the action’s own community (including the media and the public)



# Communication (2/2)

- **Examples**

- a press release for the general public at the start of the action
- organising local workshops about the action, targeted at audiences for which the action is of interest
- producing a brochure to explain the action's work to school or university students to show how interesting this specific research topic can be
- ...



# Exploitation

- What is “Exploitation”?

*“Each beneficiary must [...] take measures aiming to ensure ‘exploitation’ of its results (either directly or indirectly, in particular through transfer or licensing) by:*

- a) using them in further research activities (outside the action);*
- b) developing, creating or marketing a product or process;*
- c) creating and providing a service, or*
- d) using them in standardisation activities”*



# Why this presentation?

1. Importance for BBI JU & you!
2. Explain the difference between:
  - Dissemination
  - Communication
  - Exploitation
3. **Stress the significance of exploitation in BBI JU projects**
4. Highlight the importance of IPR management



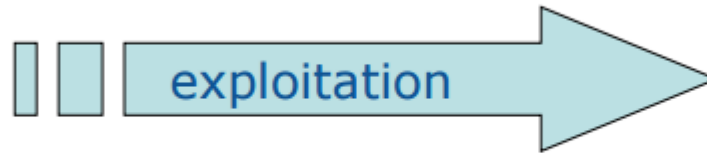
## Relevance for BBI JU projects (1/2)

- Call 2014: comments from observer
  - Is the whole value chain represented (from biomass suppliers to consumers)?
    - *(Also) relevant for **communication***
  - Is business case commercially convincing (enough)?
    - *Focus on **exploitation**, e.g.:*
      - *Evidence-based business plan*
      - *Include risk analysis*

# Relevance for BBI JU projects (2/2)



**Invention**



© Iambic Innovation Ltd



**Innovation**

- **Call 2015.1 Guide for Applicants (GfA)**
  - “Exploitation” is mentioned 20x in the GfA (8 x in the ‘impact’ evaluation criterion alone...)
  - *“For Innovation actions, to determine the ranking, the score for the criterion ‘impact’ will be given a weighting of 1.5”*



# Why this presentation?

1. Importance for BBI JU & you!
2. Explain the difference between:
  - Dissemination
  - Communication
  - Exploitation
3. Stress the significance of exploitation in BBI JU projects
4. Highlight the importance of IPR management



# IPR management

- IPRs = a potential source of conflict during:
  - Proposal writing...
  - ...grant preparation...
  - ...as well as the project itself!
- Tips & tricks
  - Discuss IPRs asap...
  - ...and continuously!
  - Use the consortium agreement **as a tool** to identify potential IPR issues => prepare consortium agreement asap





# More info? (1/4)

- Participant Portal H2020 online manual
  - [http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm)
  - Specific sections on communication, dissemination and exploitation



European  
Commission

## RESEARCH & INNOVATION

### Participant Portal H2020 Online Manual



> H2020 Online Manual > Grants > Grant management >

Keeping records

Amendments

Reports & payment requests

Deliverables

Dissemination & exploitation

Communication

Checks, audits, reviews & investigations

H2020 Online Manual

My Area - User account & roles

> Login with ECAS

> Roles & access rights

> Terms and Conditions of Use

## More info? (2/4)

- Communicating EU research and innovation - guidance for project participants
  - [http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)
  - Testimonies, tips & tricks, checklists





## More info? (3/4)

- AMGA - Annotated Model Grant Agreement
  - [http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/amga/h2020-amga\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf)
  - (Much) more than a legal text, very useful definitions & guidelines!
  - Definitions of Dissemination (art. 29.1), Communication (art. 38.1) and Exploitation (art. 28.1) as used in this presentation



## More info? (4/4)

- European IPR helpdesk
  - <https://www.iprhelphdesk.eu/>
  - Free of charge
  - Support within 3 working days
  - Free models of consortium agreements



European  
IPR Helpdesk



## Final thoughts (1/2)

- Good BBI JU proposals include:
  - Dissemination: disclosure of (appropriate) results
  - Communication to a wide(r) audience
  - Exploitation: business plan, IPR management,...
- Not 'nice to have', but essential.
- Do you have dissemination, communication and/or exploitation expertise?



## Final thoughts (2/2)

- Please consider registering as an expert on the Participant Portal
  - <http://ec.europa.eu/research/participants/portal/desktop/en/experts/index.html>
  - Dissemination, communication, exploitation...
  - ...and all other BBI-related expertise
- Better evaluators =
  - Best proposals are selected
  - BBI JU's objectives are reached



**Dissemination, communication,  
exploitation**



**Q&A**