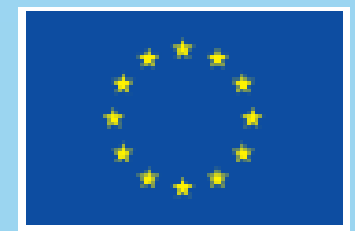


# Communication activities

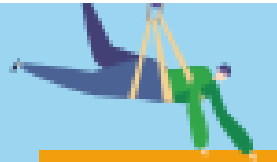
Lelia Rotaru  
Communication officer





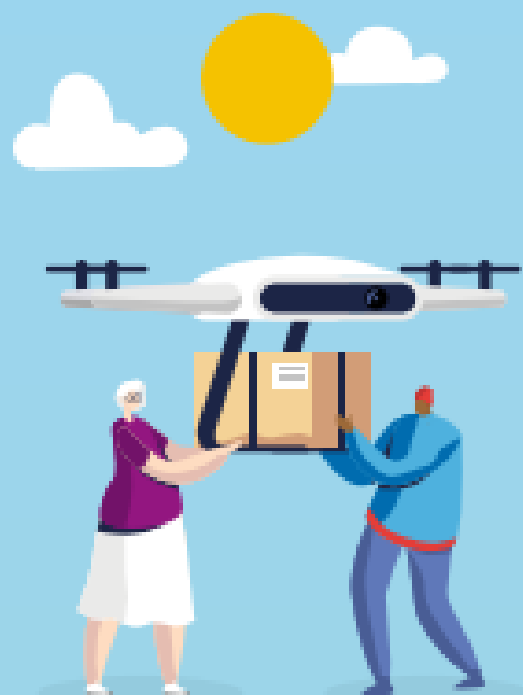


EUROPEAN UNION



#HorizonEU

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



## Communication

Inform, promote and communicate  
activities and results



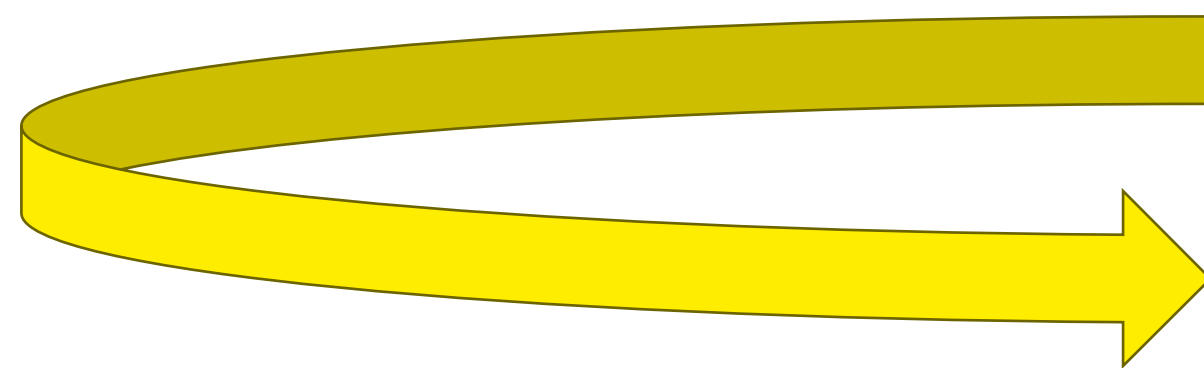
## Dissemination

Make knowledge and results  
publicly available free-of-charge

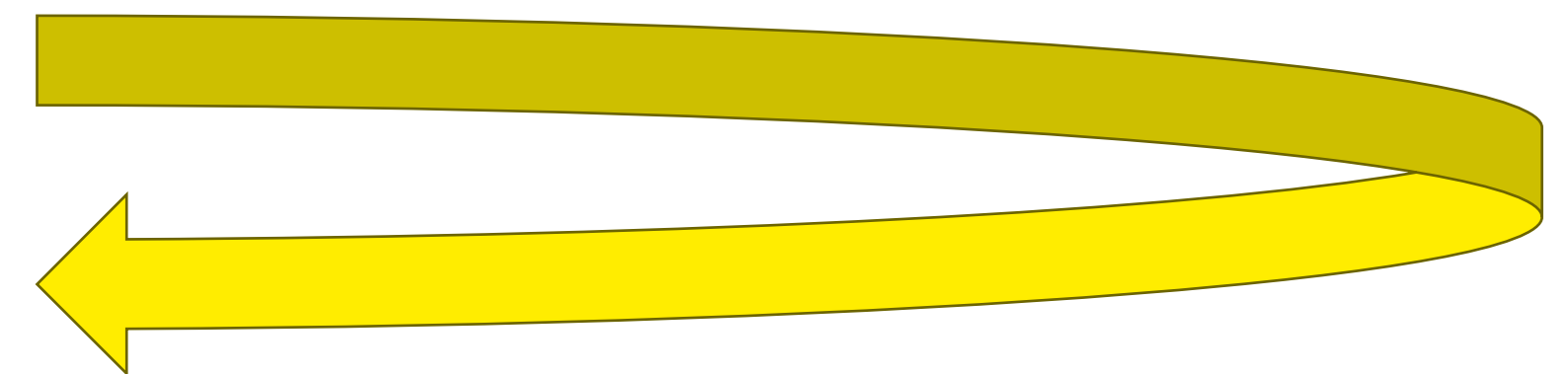


## Exploitation

Make concrete use of results  
for commercial, societal and political purposes



Scientific,  
Socio-economic  
IMPACT



# Communication

- **What?** Informs, promotes, communicates about activities and results
- **Who?** Various audiences, including non-specialist ones: citizens, stakeholders, media
- **When?** From the start – until the end of the action
- **Why?** Transparency, show benefits of research, engage with stakeholders, obtain acceptance of the technologies

+ Legal obligation!

Article 17 & Annex 5 of Horizon Europe Grant Agreement

## Legal requirements



EU Beneficiaries are expected to :

- Actively engage in communication activities
- Promote the projects to a non-specialist audience: citizens, media
- Publicly acknowledge the EU support

*"the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner."*

**Article 17 & Annex 5 of Horizon Europe Grant Agreement**

## Communication activities



- **Effective** (Have clear objectives – aligned with the project goals)
- **Strategic** (ad hoc efforts are NOT sufficient)
- **Planned** from the outset, **throughout the lifespan** of the project
- **Proportionate** to the scale of the action
- **Inclusive** (communicate to various audiences, including **non-specialist ones = go beyond the project community**)
- **Coherent** (avoid contradictory messages, all partners must be aligned)



# Plan. Budget. Update



Under Horizon Europe, **communication, dissemination & exploitation activities must be part of the proposal** (admissibility condition)

**1. At the proposal** stage, applicants must submit a first draft of the plan for **communication, dissemination, and exploitation**

- Communication will be taken into consideration as part of the **award criteria**
- **Foresee a dedicated budget** for it in the proposal
- **Promote the project from the outset & throughout the full project lifespan**

**2. Detailed plan** for the dissemination and exploitation including **communication activities**

- **within 6 months** of the project (aligned with the draft proposal)
- **periodically updated** in alignment with the project's progress !!!

# Communication, Dissemination and Exploitation Plan

Describe the planned measures  
to maximise the impact of your project

- How the project communicates with its many different stakeholders;
- How it shares knowledge and achieves impact; and
- How the outputs of the project can be made available to encourage innovation and long-term use

# Recommendations

- Set out a **description and timing** for each activity
- Define the main **messages**
- Define your **target groups**
- Use different **tools and channels**
  - **Project website** (within first 6 months)
  - **Newsletter**
  - **Press release** on major milestones / breakthroughs
  - **Events**: conferences, webinars, school visits, round tables, exhibitions, workshops, open days
  - **Social media** account (twitter, LinkedIn, YouTube)
  - **Videos and visual materials - infographics**, posters, leaflets
  - Earn / Buy media



Think of your project  
as a success story !



Clean Hydrogen  
Partnership

**A blueprint to transport hydrogen  
via Europe's gas grid**

Development of a pan-European hydrogen transport network is a key objective of Europe's energy transition goals, including repurposing Europe's gas grid to enable

Hydrogen Storage and Distribution

Clean Hydrogen  
Partnership

**Setting sail for zero emission  
shipping on Europe's waterways**

Transport End-uses

Shifting freight transport from road to water results in significant emission reductions. Use of ageing vessels on inland waterways still produces high levels of pollution. Clean Partnership-funded projects are demonstrating how fuel cell technology can enable Europe's inland waterway transport, safely and in a commercially sustainable way.

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# Available Resources

## Funding and Tenders Opportunities Online Portal

[Online Manual](#)

[HE Dissemination and Exploitation Guide](#)

[Communicating your project – Acknowledgement of EU funding](#)

Presentation(s) at Coordinators/info day on D&E

## IPR Helpdesk

Helpline

Trainings

IP Resources library

## Dissemination towards potential users of results:

[CORDIS](#)

[Horizon dashboard](#)

[Horizon Results Platform](#)

[Innovation Radar](#)

[Horizon Results Booster](#)

