Horizon Webinar

How to communicate about and disseminate project results under Horizon Europe Cluster 1 'Health' and Horizon 2020

HaDEA & DG RTD

Housekeeping

- Q&A at the end via Slido
- Recording and slides shared after the event

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Welcome

Stéphane Hogan
Head of Unit
HaDEA.A3 'Health Research'

Towards a valorisation ecosystem

Katrina Barkane
Policy Officer
RTD.G6 'Common knowledge and data management service'

DISSEMINATION & EXPLOITATION:

KEY CONCEPTS

Towards an integrated dissemination & exploitation ecosystem

FOCUS ON RESULTS

Any tangible or intangible output of the action, such as data, knowledge & information whatever their form or nature, whether or not they can be protected.
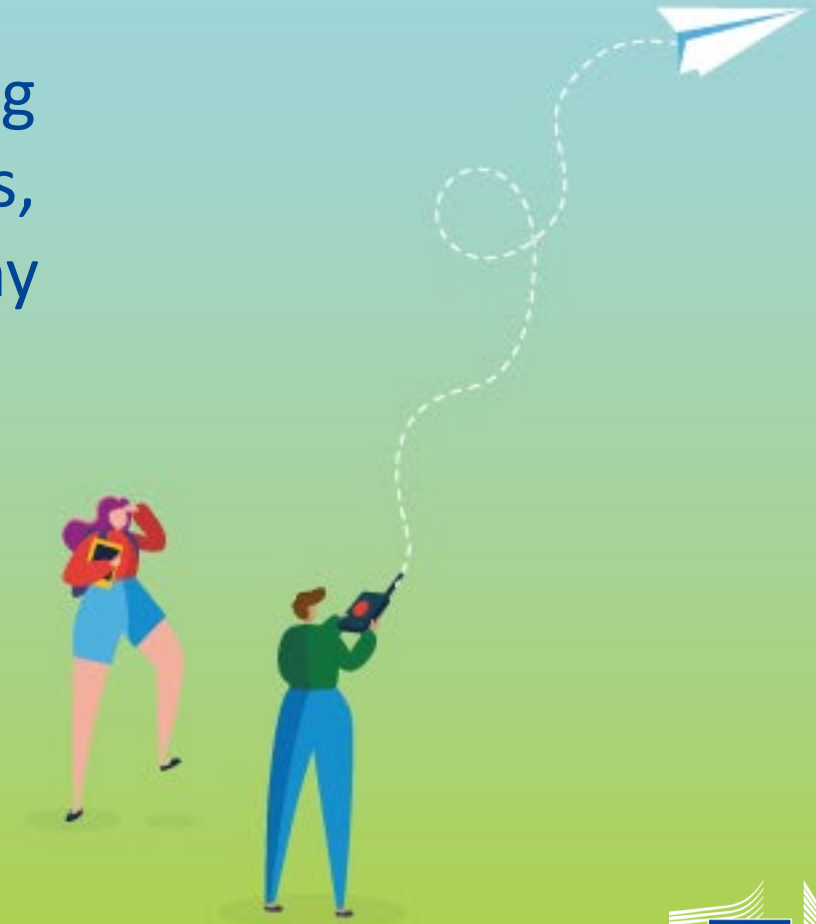
Project results can be reusable and exploitable (e.g. inventions, prototypes, services) as such, or elements (knowledge, technology, processes, networks) that have potential to contribute for further work on research or innovation.

Key exploitable results (KERs) are the **outputs generated during the project which can be used and create impact**, either by the project partners or by other stakeholders

The **public disclosure of the results by appropriate means**, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

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EXPLOITATION

The **use of results** in further research and innovation activities other than those covered by the action concerned, **including** among other things, **commercial exploitation** such as **developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities**.

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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.

- Strategically planned with pertinent messages, right medium and means.

Dissemination

The **public disclosure of the results by appropriate means**, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

- **Circulation of knowledge & results to those who 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.

Exploitation

The **use of results** in further research and innovation activities, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation and policy making activities.
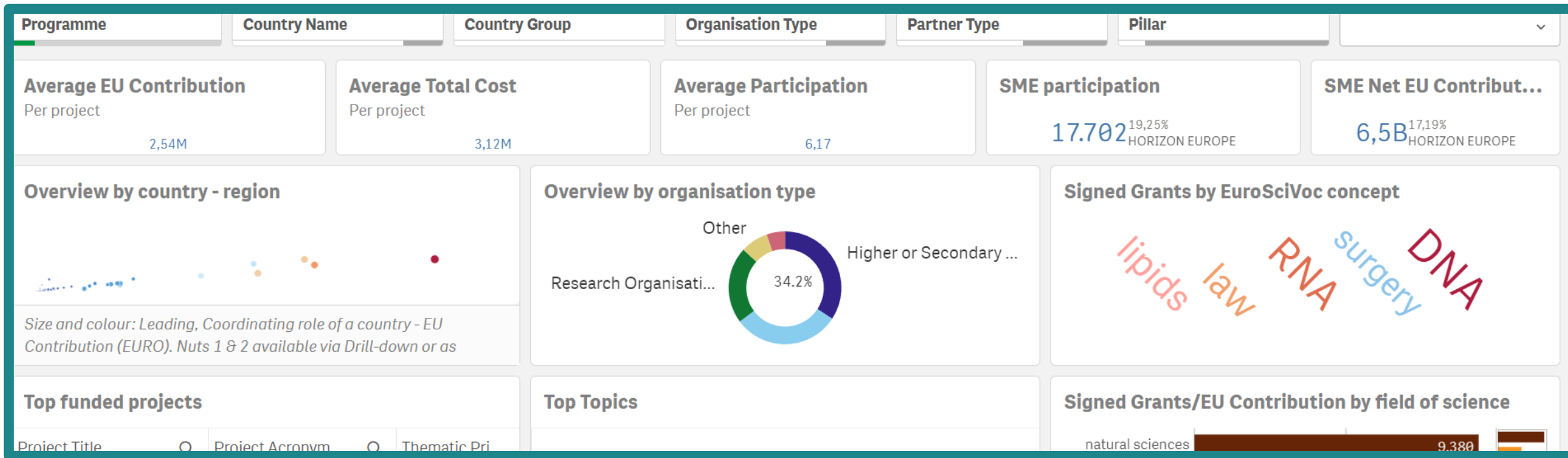
- Recognise exploitable results and their stakeholders, identify the value added from their use.

- Beneficiaries can use their results or let them being exploited (=used) by interested third parties.

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Towards an integrated dissemination & exploitation ecosystem

Horizon Dashboard

- **Source of data** and **statistics** on projects founded since FP1 until Horizon Europe
- Focus on **visualisation**, customized filters to your own specific needs & export of data, graphs, maps
- Place of reference for country profiles
- And so much more!

CORDIS

Public repository with general information on R&I projects and results

CORDIS

Results in Brief

Read general public summaries of the main outcomes at the end of each project, explaining the achievements and highlighting the next steps

RESULTS IN BRIEF

Mixed reality training for medical first responders

18 October 2024

Explore all

News

Discover ongoing projects with our news articles based on media reports or project announcements

NEWS

ASK AN EXPERT

Could we make a goo that contains all our nutritional needs?

18 October 2024

Read all news

Thematic Packs

Keep up with the latest breakthroughs enabled by EU funding with our multilingual collections of the articles focusing on a specific theme

RESULTS PACK

Building smarter and more sustainably with green manufacturing

18 October 2024

Explore all

Videos

Connect with EU science thanks to our short explanatory videos focusing on the scientific content and exploitation aspects of EU research projects
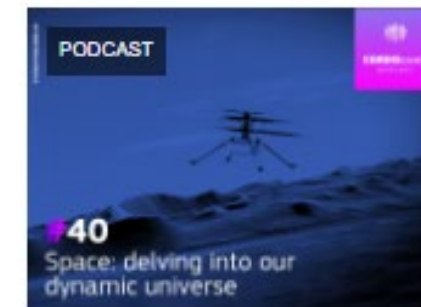
VIDEO

How can carbon dioxide make green energy cheaper?

25 September 2024

Watch more

Podcasts

Dive into some of the key scientific solutions being developed by EU-funded researchers to address the major societal challenges that we all face today

PODCAST

40

Space: delving into our dynamic universe

15 October 2024

Discover more

How to request?

→ **Contact your Project Office**

Horizon Results Platform

Promoting
EU-funded technology &
research results

Matchmaking:
innovators
+
investors, corporates,
policymakers, partners…

Connecting innovators to the
Commission support services
(e.g. Booster, IP Helpdesk)

Hosted on the on Funding & Tenders Portal

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Horizon Results Booster becomes the **Booster**

Free-of-charge support services to support D&E activities

Booster services

1. Personalised Support

1.1. Entry-Level Consultation
⧖ < 2 months

1.2. Follow-Up Support via Single Point of Contact / Mentor
Min. 1 online meeting every 6 months

2. D&E Building Blocks

2.1. Dissemination Support
⧖ < 6 months

2.3. Go-To-Market Support
⧖ < 6 months

3. D&E Add-Ons

3.1. Networking
⧖ < 6 months

3.2. Portfolio Analysis
⧖ < 6 months

3.3. Intellectual Assets Management
⧖ < 6 months

3.4. Coaching for Public Speaking
⧖ < 6 months

3.5. Audio-Visual Support
⧖ < 6 months

BOOSTER

Applicant(s)

Single organisation

One project

Group of organisations

Group of projects

BOOSTER

Online application

Apply online

All applicants need to **apply online via www.horizonresultsbooster.eu** for initial consultation and services introduction.

Request received

A Booster mentor is assigned and organise the first step, Personalised Support with initial consultation.

BOOSTER

Open access to scientific publications

Gabriella Leo
Policy Officer
RTD.A4 'Open Science and Research Infrastructures'

European Strategy to Open Science

- **Open Access to peer-reviewed scientific publications -** *mandatory, no exceptions*

  ➤ **Immediate** OA **via trusted repository** under CC-BY or equivalent; **metadata open** under CC0 or equivalent

  ➤ Information via the trusted repository about data and tools needed to validate conclusions

  ➤ **IPR retention** to comply with OA requirements

- **Research Data Management -** *mandatory; OA mandatory with exceptions*

  ➤ RDM in line with FAIR, **mandatory Data Management Plan**

  ➤ **OA via trusted repository** under CC-BY or CC0; metadata under CC0;

  ➤ **exceptions to OA possible** ('as open as possible, as closed as necessary')

  ➤ Information about software and other tools needed to reuse or validate data

- **Additional OS practices** *- encouraged*

  ➤ Providing OA to research outputs beyond publications and data

  ➤ Research output management beyond publications and data

  ➤ Early and open sharing of research, e.g. preregistration, registered reports, preprints

  ➤ Measures to ensure reproducibility of research outputs

  ➤ Involving citizens and end users in co-creating R&I agendas and content

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Open Access to scientific publications

➤ **Freedom to publish in venue of choice** provided that all the open access-related obligation as detailed in the Grant agreement are fulfilled - *Section 6 of Annex 5*

➤ **Publication fees reimbursable only if publishing venue is <u>full open access</u>** (publication fees in hybrid journals not reimbursed)

The **Journal Checker Tool** can help to determine whether a specific publishing venue allows compliance with the open access obligations of Horizon Europe

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Open Research Europe

Beneficiaries will have the possibility to publish at **no costs (during & post grant)** in **Open Research Europe**, the European Commission open access publishing platform

Why Open Research Europe?

- **Support our open access policy** and beneficiary capacity to adhere to it and also enables **publishing post-grant**

- Leading by example in operationalising **open science principles** within scientific publishing and **enabling the European Research Area**

- Contribute to **transparency** and **cost-effectiveness** and explore **sustainable** open access publishing business models

What is Open Research Europe?

- **A peer-reviewed** publishing platform. Not a repository. Post-publication peer-review model. First beneficiaries publish, then review takes place. Publication and review reports open access under CC BY licenses. Optional service for the beneficiaries at no cost to them.

Trusted vs NOT trusted repository

Trusted repository: see **Annotated Grant Agreement**

- **Europe PMC** for life sciences including biomedicine and health;

- **ArXiv** for physics, mathematics, computer science, quantitative biology, quantitative finance and statistics;

- **Phonogrammarchiv** for audio-visual recordings;

- **CLARIN-DK-UCPH** repository for digital language data;

- **European Nucleotide Archive** or databases of astronomical observations;

- **Zenodo**, developed by CERN.

- Institutional repositories: **IRIS** in Italy, **HAL** in France, **DigitalCSIC** in Spain

Personal websites and databases, publisher websites, as well as cloud storage services (Dropbox, Google Drive, etc) are **NOT** considered repositories. Academia.edu, ResearchGate and similar platforms do not allow open access under the terms required and therefore are also **NOT** considered repositories.

Horizon Magazine

Joao Carmona
Communication Expert
RTD.F4 'Communication'

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Horizon Magazine

• The successful project is proposed by the Project Officer (PO) and/or communication correspondent in charge as a newsworthy story, and as a "safe one" (i.e. no risks in project management, no administrative issues, not under OLAF investigation)

• To request an article, you need to fill in this [TEMPLATE](#) and send it to RTD-HORIZON-MAGAZINE@ec.europa.eu with subject line "Request Template"

• An editorial team will assess the request according to its communication potential and, if approved, the contractor will propose an article outline for validation to the relevant Project, Policy and Communication Officers

• The project coordinators will be interviewed by the contractor's writers, and the draft article will be sent for validation to the interviewee, the relevant Project, Policy and Communication Officers

• The contractor will produce an article, a video, a carousel, and will promote them to via multipliers, media relations, advertising, and across Horizon Magazine and other EU R&I social media channels

• The production process will take at least **4 weeks**

Success Stories

Marta Albertini
Information and Communication Officer
RTD.F4 'Communication'

Success Stories

What is a Success Story

- A short article presenting a successful and closed R&I project funded under H2020 or Horizon Europe.

- The article showcases the project's contribution to people's daily lives and its impact on a specific policy sector or area in Europe. The story should explain a problem and the solution this project has brought.

Where can you read a Success Story?

- Publication on the R&I dedicated page:Success stories | Research and Innovation (europa.eu)

- Publication on R&I social media channels, newsletters and intranet

- Reuse of Success Stories to be promoted on world days and exhibitions

Success Stories

Differences between a Success Story and a Horizon Magazine Article

SUCCESS STORIES	HORIZON MAGAZINE ARTICLES
• Non-specialised audiences with interest in R&I • One single project • Closed project • Selection & request comes from PO • Produced by the Publication Office • Published on R&I website and promoted across R&I's social media channels.	• People open to science • One or two projects featured per article • Projects can be closed or ongoing • Request from Project, Policy and Communication Officers • Selection of projects from an editorial team • Produced by a contractor: article, video, carousel, newsletter • Published on Horizon Magazine website • Promoted via multipliers, media relations, advertising, and across Horizon Magazine and other EU R&I social media channels

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Success Stories

•The successful project is proposed by the Project Officer (PO) and/or communication correspondent in charge as a newsworthy success story, and as a "safe one" (i.e. no risks in project management, no administrative issues, not under OLAF investigation).

• To request a success story, you need to fill in all the points in this TEMPLATE and send it to RTD-SUCCESS-STORIES@ec.europa.eu

• Unit RTD F4 will review the request and follow up with the PO in case of missing, or send it to the OP for production

• The PO and project coordinators will be contacted by the OP and the production process is managed by the OP

• The production process will take at least **5 weeks**.

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Project Briefs & Profiles

Ester Bonadonna & Karin-Liis Lahtmäe
Communication Advisers
HaDEA.C3 'Staff, Communication and Support'

European Commission

Project stories: HaDEA

**Project results
on website
and social media**

**Video
testimonials**

On-site videos

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Project stories: HaDEA

Project Profiles

- Longer articles based on a written interview (<1000 words);
- Answers provided by the project representative;
- Edited and reviewed by HaDEA team.

Project Briefs

- Short videos (<1 minute);
- Self-recorded by the project representative;
- Edited and adapted to the format by HaDEA team.

For HaDEA-managed projects:
Identify an upcoming international health day and reach out to your PO

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Project stories: HaDEA

Project Profiles

PROJECT PROFILES

CANCERLESS

Cancer is the second leading cause of death in Europe and cancer-related mortality is twice as high among the homeless population ⎘.

On World Cancer Day, we spoke with Dr. Igor Grabovac, a specialist physician in public health and associate professor at the Department of Social and Preventive Medicine at the Medical University of Vienna, in Austria. Dr. Grabovac is the coordinator of the CANCERLESS project, which aims to prevent cancer among underserved homeless populations by delivering person-centred interventions and facilitating their timely access to quality prevention and screening services. The project works with homeless populations in Austria, Greece, Spain and the United Kingdom.

A unique project

According to Dr. Grabovac, the project plays a crucial role in the field of cancer research and cancer

Project Briefs

European Health and Digital Executive Agency (HaD...   + Follow   ...
29,816 followers
5mo · 🌐

#EndometriosisAwarenessMonth may have come to an end, but efforts to raise awareness of this disease have not, as #endometriosis continues to affect the lives of millions of people around the world. ...more

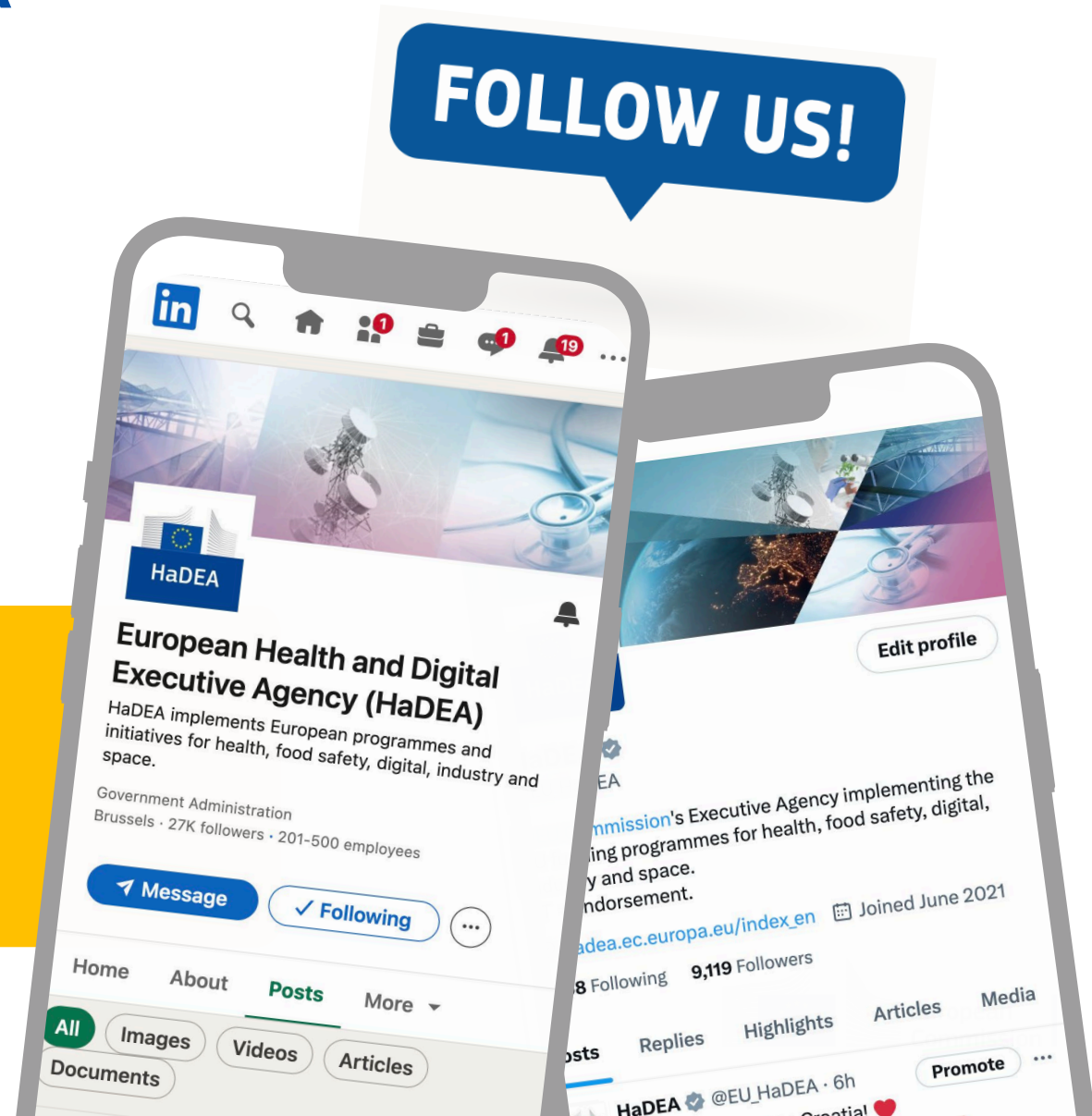Ulrik Bak Kirk
Coordinator
FEMaLe
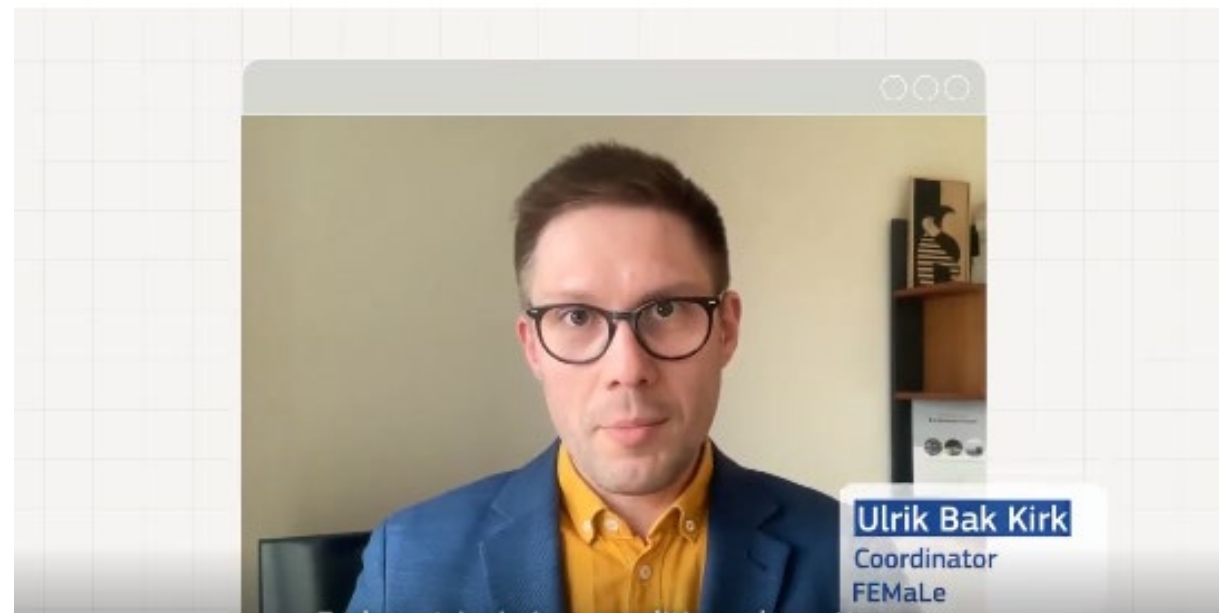
Social media at HaDEA

@EU_HaDEA

European Health and Digital Executive Agency

> **One account for the whole Agency on both channels**

Popular hashtags

#EUFunded   **#MissionCancer**

#HorizonEU   **#ResearchImpactEU**

#H2020   **#EUCancerPlan**

**! You can verify the popularity of the hashtags
that you are using through a quick online search.**

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Social media at the Commission

Directorate-General for Research and Innovation (DG RTD)

𝕏 @EUScienceInnov

𝕏 @Horizon_EU

Directorate-General for Health and Food Safety (DG SANTE)

𝕏 @EU_Health

in EU Health and Food Safety

European Commission

𝕏 @EU_Commission

in European Commission

♂ europeancommission

▶ EUTube

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Thank you

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