

Programme Monitoring, Communication, Dissemination and Exploitation of results

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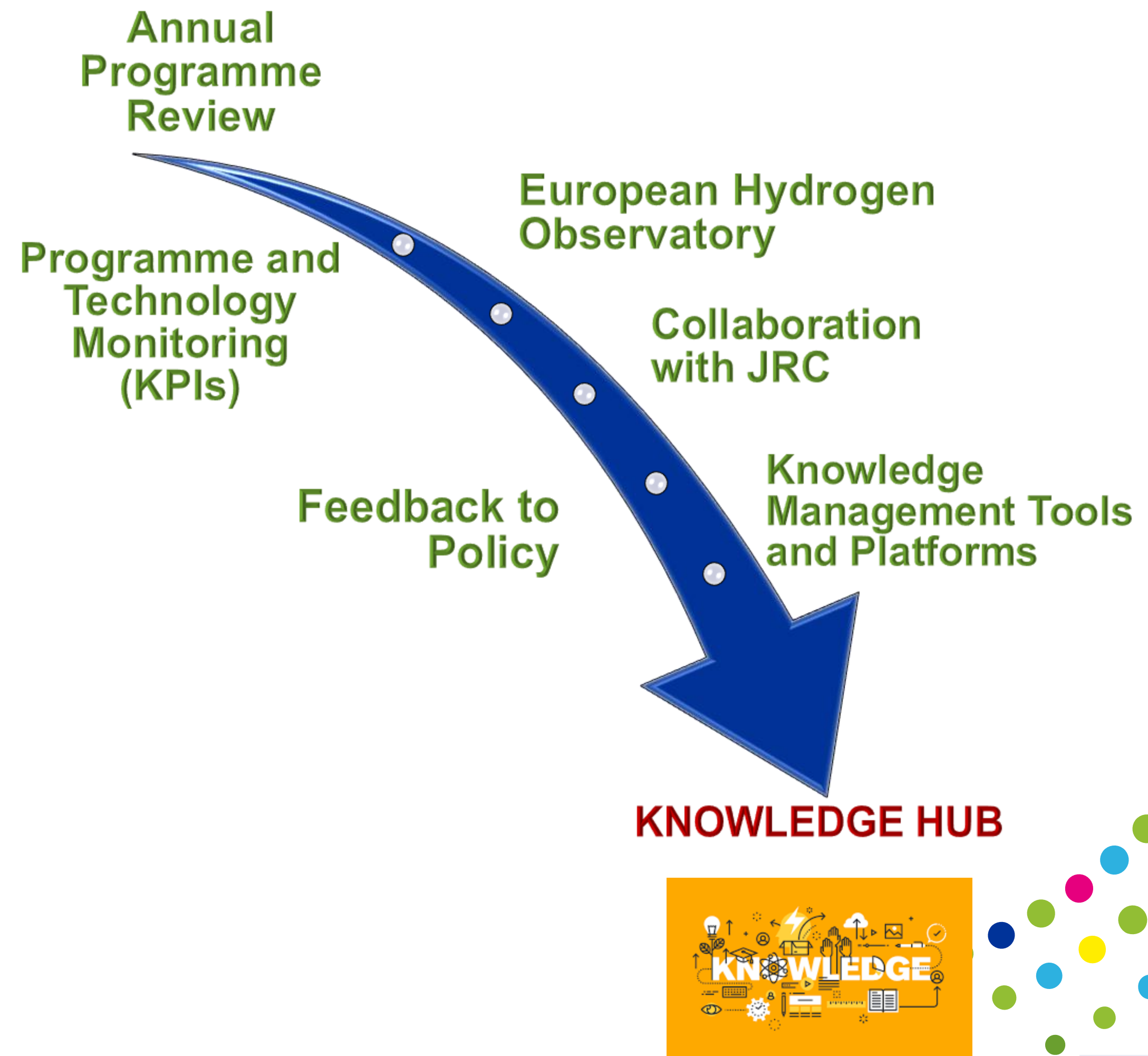


Knowledge Management *including* Programme Monitoring

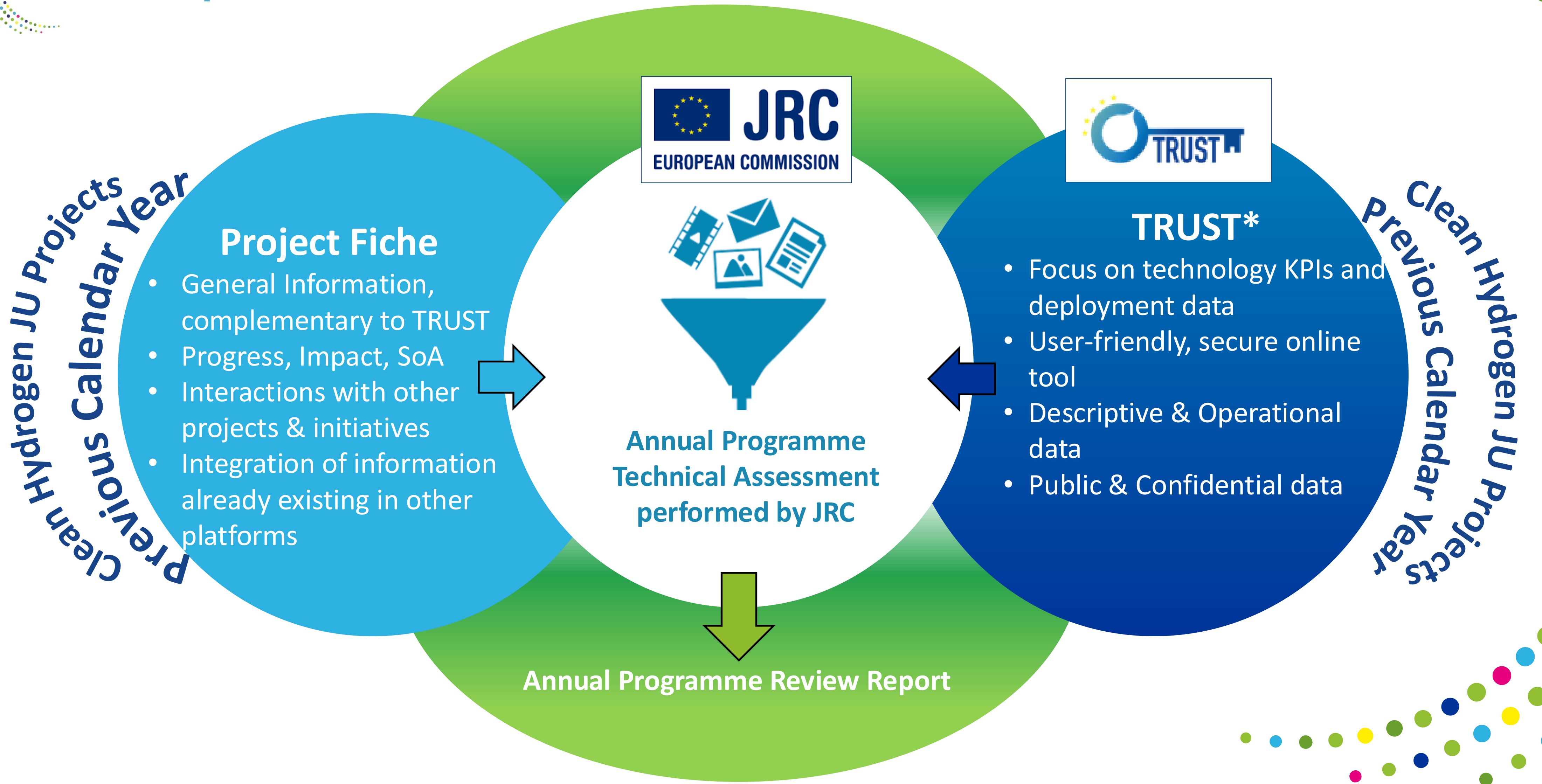


Knowledge Management Activities

- **Horizontal activity**, collecting and handling data and results from JU projects and other sources, in order to create and share knowledge.
- **Main activities:**
 - Annual Programme Review
 - Programme and technology monitoring (KPIs)
 - European Hydrogen Observatory (EHO)
 - Feedback to Policy
 - Collaboration with JRC
 - Maintain other Knowledge Management Tools and Platforms
- **Goal:** Clean Hydrogen JU to become the European Hydrogen Knowledge Hub, serving the entire hydrogen community.



Data Collection Methodology



- The success of the Programme Review relies on the Data Collection Exercise!
- **Important Role of Data Collection Exercise**
 - Horizon Europe brought **increased monitoring and reporting obligations**, both for projects (MGA, e.g. Annex 5) and the JU (SBA, e.g. articles 5.2, 74)
 - Foreseen in the common elements applicable to the topics in the Call (AWP, Section 2.2.3.2)
 - Necessary input for the monitoring framework of the JU
- **Isn't continuous reporting sufficient?**
 - No, as it covers mainly data related to resources and actions, not on technology and outcomes.
 - But we are now trying to minimize overlaps and avoid having projects report same information twice
- **What about data confidentiality?**
 - It is respected by the JU, but needs to be properly justified to the POs!
 - In general, data collected are only accessed by the JU and very rarely used as such
- **Main use of data?**
 - Feed in the Programme Review exercise (see Report and PO presentations of EU Research Days)
 - Inform the JU Specific KPIs and the SRIA technology KPIs
 - Help identify areas where more support is needed by the Programme

Public / Confidential data

- **Public ≠ published:** Data collected from the JU are very rarely published as such. Standard practice is to anonymise and aggregate them.
- Public characterisation allows the JU to use them in cases such as:
 - It's the only reported value for a specific KPI
 - The JU wants to report on an achievement
- If any project data should be considered sensitive or confidential, the JU should be informed, as well as for the reasons why, to be confirmed by the relevant project officer.
- The beneficiary will still need though to submit this information to the JU, which will be labelled as confidential.
- Confidential data shall only be used for internal purposes in their original form and only by the Programme Office.

Annual Programme Review Timeline

January:

Each project specifies data providers (*may be more than one to respect confidentiality issues*)
Data collection workshop for data providers

Very important to deliver data within deadline!!!

February:

Data collection from Projects

March:

Data validation by Project Officers

April-September:

- JRC Programme Technical Assessment
- Data analysis, aggregation, development of views and messages

November:

- EU Research Days (*presentations by selected projects*)
- Programme Review Report

December:

Revision of templates and methodology



Clean Hydrogen Knowledge Hub

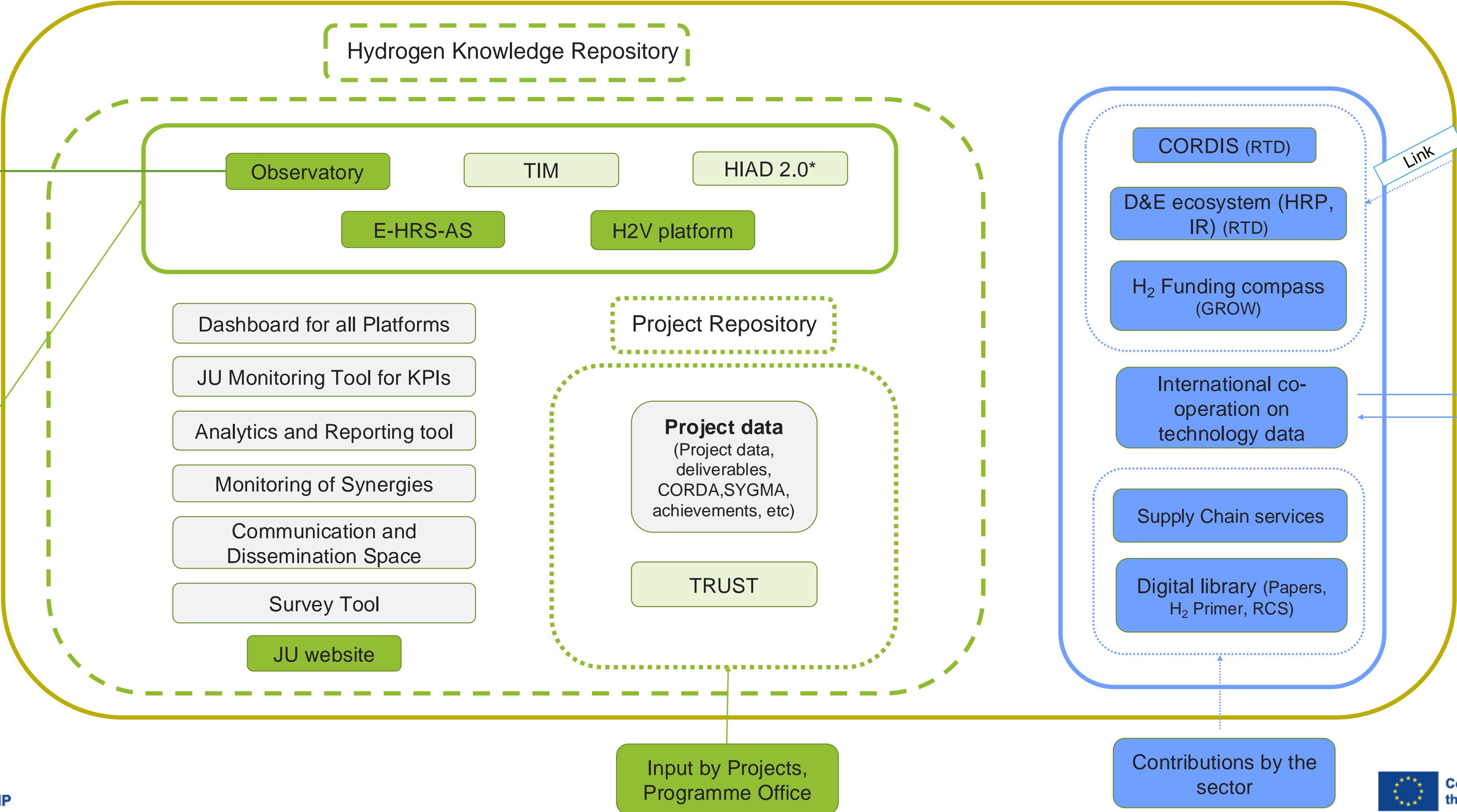
A complete database with analysis, reporting and visualisation tools, with varying access rights across users

- Observatory includes:
1. Technology and Market Data
 2. Tools and Reports
 3. Market Directory
 4. Education and Training Material
 5. Media

Managed by JU Contractors

Legend

- To be developed
- existing
- Existing To be Upgraded
- Not managed by the JU



Communication, Dissemination and Exploitation of results



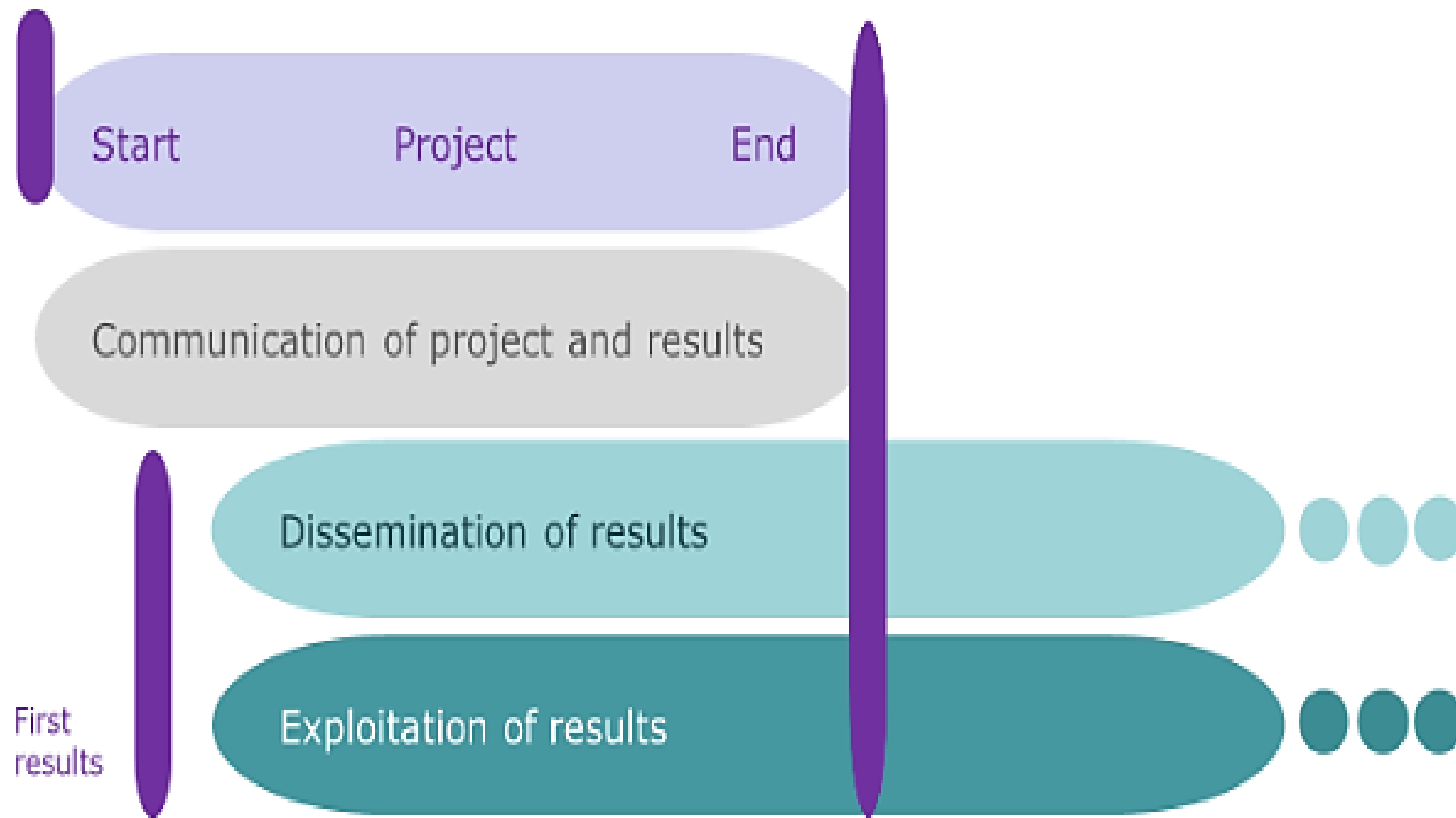
Horizon Europe C, D & E Legal Basis

(Article 17, HE Model Grant Agreement)

Unless otherwise agreed with the granting authority, **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.**

Before engaging in a communication or dissemination activity expected to have a major media impact, **the beneficiaries must inform the Clean Hydrogen Partnership.**

Maximising Impact



But: Dissemination and Exploitation planning starts with the project planning

Communication



- About the **project and results**
- **Multiple audiences**
Beyond the project's own community
(include the media and the public)
- **Inform and reach out to society**, show the benefits of research

Dissemination



- **To make visible the results**
- **Audiences that may use the results** in their own work

e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers
- **Enable use and uptake of results**

Exploitation



- Identify **key exploitable results**
- Results **generated during and after the project lifetime**
- **Impact - Actual use of the results** for scientific, societal, economic purposes or for policy making

What is in D&E for the project?

More opportunities for the partners



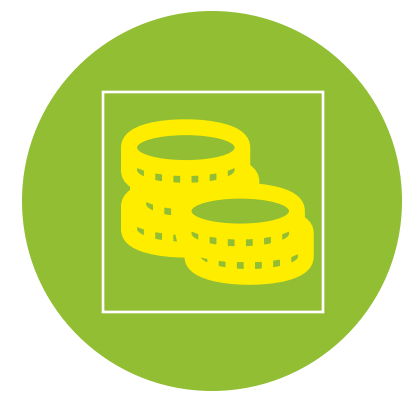
Attracts new talents to join their team



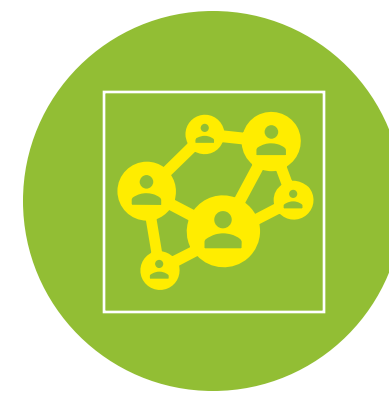
Provides international and interdisciplinary collaboration opportunities



Improves access to other funding opportunities



May generate a new source of income



Contributes to societal goals, thereby providing more visibility/prestige to the researcher/institution

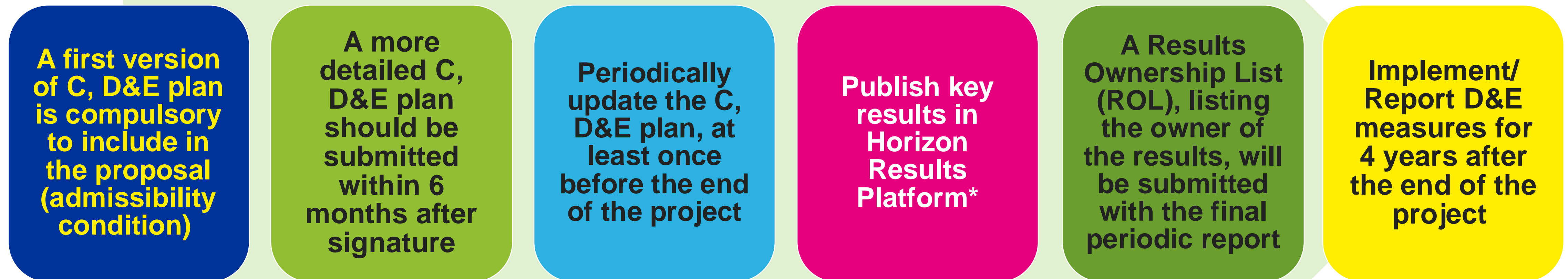


May contribute to policy making in their research field (through policy briefings)

And: Increase visibility of partners as researchers/innovators

** According to EC Grants Guidance – Dissemination and Exploitation of research results*

Communication, Dissemination and Exploitation steps

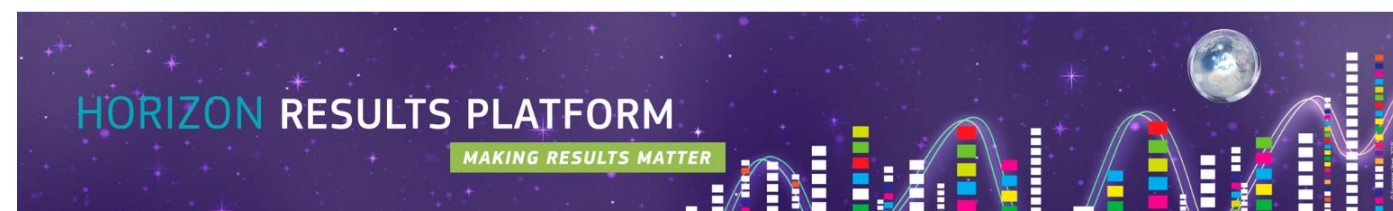


** Becomes obligatory if a key result is not exploited up to 1 year after the end of the project*

Quality of the dissemination and exploitation plan is evaluated as part of the 'impact' criterion.

Supporting the D&E activities of the project

During and after the funding period



Horizon IP Scan (IP Helpdesk)

- Portfolio D&E Strategy
- Business Plan development
- Go-to-Market

Revision or creation of standards

Helping SMEs manage and exploit Intellectual Property (IP) in R&I collaborations

! Dissemination - Exploitation and Communication is often neglected! Substantiate the impacts – Be realistic



Competitiveness/
Growth



New market
opportunities?



Climate Change -
environment

- NEW: raising awareness of the technologies, increasing public acceptance
- Important role of the projects: source of information & data, ambassadors for the programme, relay
- Important role of coordinators: ensure **coherence of communication** (avoid contradictory messages, communicate with one voice, report communication-worthy news, achievements)

➔ **Maximise programme and projects impact through communication!!!**

Maximise projects' impact through communication



EU Beneficiaries are expected to :

1. Publicly acknowledge the EU support
2. Actively engage in communication activities
- 3 Promote the projects to a non-specialist audience

1. Acknowledge the EU support

All projects have the legal obligation to acknowledge the EU funding received according to the signed grant agreement (see also [Model Grant Agreement](#), Horizon Europe, Article 17 – Communication, Dissemination and Visibility and Annex 5).



Co-funded by
the European Union



- 1) display the Clean Hydrogen Partnership logo
- 2) display the EU emblem “co-funded by the European Union”
- 3) add the acknowledgment of funding



Co-funded by
the European Union

Funding statement (acknowledgment of funding) for Horizon Europe projects:

“The project is supported by the Clean Hydrogen Partnership and its members.”



Co-funded by
the European Union

Different versions and languages [here](#)



Consult our new guidelines

https://www.clean-hydrogen.europa.eu/media/visual-identity_en

2. Communication activities



- **Planned** from the outset, **throughout the lifespan** of the project
- **Strategic** (ad hoc efforts are NOT sufficient) = **communication plan!**
- **Effective** (Have clear objectives – aligned with the project goals)
- **Proportionate** to the scale of the action
- **Inclusive** (communicate your research to various audiences, including **non-specialist ones = go beyond the project community**)

3. Promote the project (to a non-specialist audience)

- Raising awareness and acceptance of the technologies = benefits all
- Set out a **description and timing** for each activity
- Define your **target groups – including non-specialist audiences**
- Define the main **message, 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

The shift to gigawatt-scale fuel cell manufacturing



The large-scale deployment of hydrogen technology for low- or zero-carbon transport and energy use requires massive fuel cell production. A project funded by the Clean Hydrogen Partnership developed innovative manufacturing techniques to lower costs and achieve volumes to help meet an anticipated surge in demand for fuel cells from 2025.

“ It's not all about content. It's all about stories. It's not all about stories. It's all about great stories. ”



Clean Hydrogen Partnership Awards 2022

Award winners showcase hydrogen energy innovation



Resources for projects

[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](#)

