

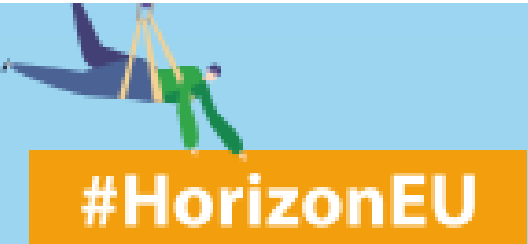
# Communication activities

Lelia Rotaru  
Communication officer

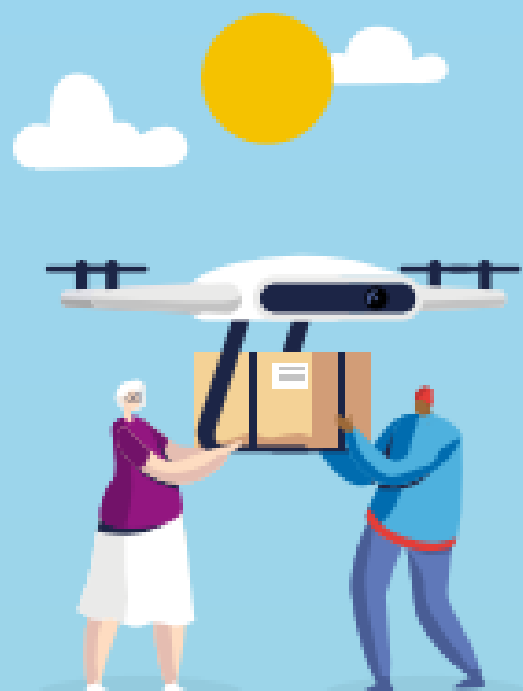




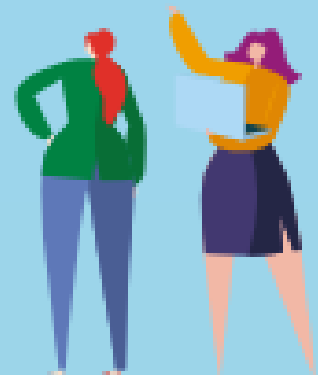
EUROPEAN UNION



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



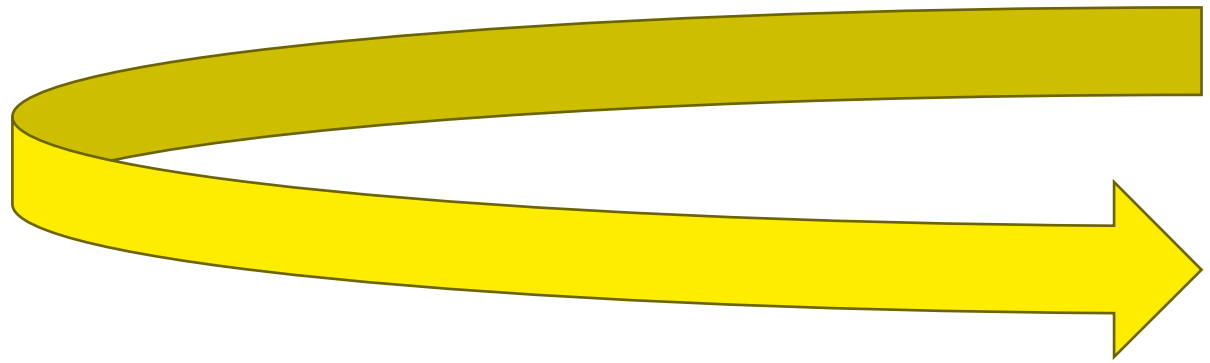
**Communication**  
Inform, promote and communicate activities and results



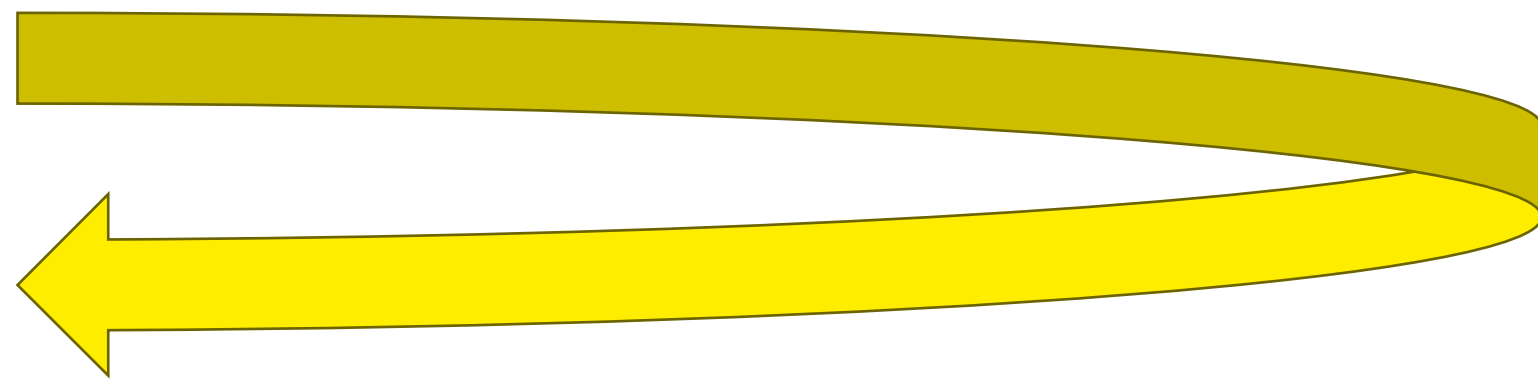
**Dissemination**  
Make knowledge and results publicly available free-of-charge



**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**  
**Hydrogen Storage and Distribution**  
**A blueprint to transport hydrogen via Europe's gas grid**

Development of a pan-European hydrogen transport network is a key element of Europe's energy transition goals, including the goal of achieving net-zero emissions by 2050. The Clean Hydrogen Partnership is working to develop a blueprint for repurposing Europe's gas grid to enable

**Clean Hydrogen Partnership**  
**Setting sail for zero emission shipping on Europe's waterways**  
**Transport End-uses**

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

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## [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](#)

