



European  
Commission

# **H2020-RISE-2016 Coordinators day**

## **HORIZON 2020 Communication Dissemination and Impact**

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REA Communication

# Content

- ❖ Communication
- ❖ Dissemination
- ❖ Communication: Role of beneficiaries and benefits



# Why communication is important?

- ❖ Responsibility – taxpayers' money
- ❖ Awareness
- ❖ Relates to EC political priorities/goals
- ❖ Impact on our lives
- ❖ EC role – gives higher visibility



# Grant Agreement Article 38.1



# Horizon 2020 - Grant Agreement

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". [...]

*(Article 38.1.1 Obligation to promote the action and its results)*



# Horizon 2020 - Grant Agreement

Before engaging in a  
communication activity expected **to have a major  
media impact,**

the beneficiaries must inform the [Commission]  
[Agency] (see Article 52)."

*(Article 38.1.1 Obligation to promote the action and its results)*

# Horizon 2020 - Grant Agreement

## Acknowledgement of EU funding *(Article 38.1.2)*

### ✓ Use EU emblem



High-resolution emblems are available here

<http://europa.eu/about-eu/basic-information/symbols/flag/>

### ✓ Use text as indicated in GA

*This project has received funding from the [European Union's Horizon 2020 research and innovation programme][Euratom research and training programme 2014-2018] under grant agreement No [number].*



# Horizon 2020 - Grant Agreement

## Acknowledgement of EU funding

- ✓ IPR protection for results (Art. 27.3) and standards incorporating results (Art. 28.2)
- ✓ Dissemination of results (Art. 29.4)
- ✓ Obligations relating to infrastructure, equipment and major results: use of templates to be downloaded to be printed and used for suitable labels





# Horizon 2020 - Grant Agreement

- ❖ Comprehensive communication plan
- ❖ Proposal: work package for communication (or included in another work package)
- ❖ Address the "public policy perspective"
- ❖ Communication proportionate to the action
- ❖ Choice of communication activities

# Good communication

- ❖ Start at the outset, continue through entire lifetime
- ❖ Plan strategically
- ❖ Identify and set clear communication objectives
- ❖ Target audiences beyond own community
- ❖ Choose pertinent messages
- ❖ Use the right medium and means

# Commission's R&I Communication

Related to Commission's political goals; showing leverage effects



The collage displays several key communication channels and content types:

- Success stories:** A screenshot of a webpage featuring project status updates.
- Social Media:** A Twitter profile page for the European Commission.
- Publications:** A webpage titled 'Horizon 2020' with various project listings.
- Audio-Visual:** Includes 'Programmes for Futuris' (a video about pizza-making technology) and 'Short videos for YouTube' (a video titled 'FAST FOOD: can it be HEALTHY?').
- Applications:** A webpage for 'Stars of European Research and Innovation' with links to app stores.
- Events:** Photos from an 'Innovation Convention' and an 'Open Doors' event.
- Articles:** A 'Horizon magazine' page with an article titled 'Innovation in tennis brings opportunities and challenges' by Francesco Ricci Bitti, and another article 'Food packaging made from tomatoes'.
- Commissioner's visits, briefings, events with participation of VIPs:** Two photographs showing Commissioner visits to research facilities.

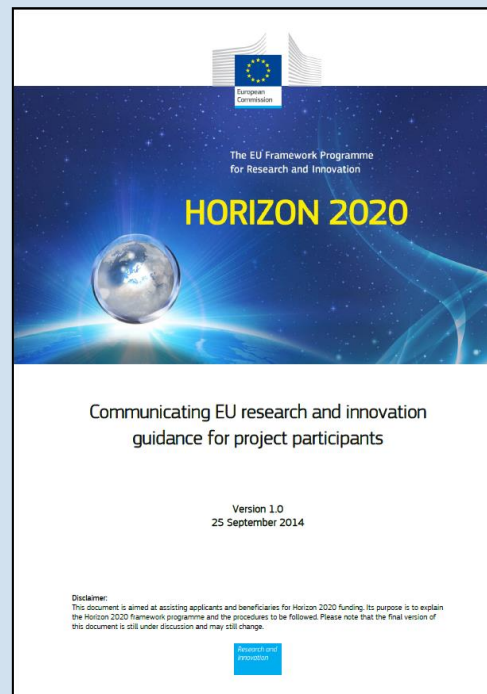
## Useful links

- [Horizon Magazine](#) also on [Facebook](#)
- [Success stories](#)
- Facebook [Innovation Union](#)
- Twitter [@EUScienceInnov](#) #H2020
- [Futuris](#)
- [Publications](#)

Ask your Project Officer if you wish feature your project via our channels!



# Communicating EU Research & 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)

# Communication in the Horizon 2020 project lifecycle

**Proposal** *Work package for communication (or in another work package)*

**Evaluation** *"Impact" criterion*

## Reporting

- *Communication plan*
- *Progress overview of communication activities*

## Project Management

- *PO: interim and final assessment*
- *Beneficiaries: inform PO prior to major communication activity*





# Resources

- ✓ Horizon 2020 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)
- ✓ Annotated GA  
[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)
- ✓ Brochure "Communicating EU Research & Innovation"  
[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)
- ✓ Science communication Event – 24 July 2016  
<http://ec.europa.eu/research/conferences/2016/scicom2016/index.cfm?pg=programme>
- ✓ Video tutorials  
<https://www.youtube.com/playlist?list=PLvpwIjZTs-Lhe0wu6uy8gr7JFfmv8EZuH>



# Dissemination of research results – Art. 29.1

- = public disclosure of results by any appropriate means, including, scientific publications as swiftly as possible
- Intention to disseminate – notice to the consortium of **45 days**. Objection from any beneficiary within **30 days** from receiving the notification
- It does not change the obligations:
  - to protect the results (Art. 27),
  - the confidentiality obligations (Art. 36),
  - the security obligations (Art. 37),
  - obligations to protect personal data (Art. 39)





# Open Access – Art 29.2

- beneficiary must ensure "Open access" to all reviewed scientific publications relating to the results (Art 29.2 and 29.3):
  - **Obligatory** for scientific publications
  - **Pilot access** to research data

In practice:

- As soon as possible (at the latest on publication) – deposit machine-readable copy in a repository for scientific publications + related research data
- Ensure open access to those publications
  - On publication, if an electronic version is available for free via the publisher
  - Within 6 months of publication (12 months for SSH) in any other case
  - Ensure open access to bibliographic metadata



# Open Access – Art 29.2 - publications

Beneficiary must ensure "Open access" to all reviewed scientific publications relating to the results (Art 29.2): Obligatory for all H2020 projects

In practice, each beneficiary:

- ensures open access (free of charge online access for any user) to all peer reviewed scientific publications relating to its results;
- deposits a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;
- ensures open access to the deposited publication — via the repository;
- ensure open access to bibliographic metadata;
- within 6 months of publication (12 months for SSH)



# Open Access to research data–Art 29.3

Beneficiary must ensure "Open access" to all reviewed scientific publications relating to the results (Art 29.2): **Opt-out possible for RISE projects**, before and after GA signature

In practice, each beneficiary participating in the Pilot:

- Provides a Data Management Plan (within the first 6 months);
- Deposits data in a repository of their choice;
- Takes measures to make it possible to access, mine, exploit, reproduce and disseminate data free of charge;
- Provides information about tools and instruments for validating the results

**NB: Being in the Pilot does not mean opening ALL data (ex.: sensitive, commercial, medical, personal,...) – NEW!**

## Open Access – Art 29.4

- Information on **EU funding** and obligation and right to use the **EU emblem** (Art 29.4)
- Obligation to insert **disclaimer excluding Agency responsibility** (Art 29.5)
- ❑ Discuss the dissemination aspects with the consortium and cover these aspects in your contract
- ❑ Non- compliance = the grant may be reduced

## Useful links

- [H2020 Online Manual "Cross Cutting Issues Open Access & Data Management"](#)
- [OpenAIRE: https://www.openaire.eu/opendatapilot](https://www.openaire.eu/opendatapilot)
- [Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020](#)
- [Fact sheet: Open Access in Horizon 2020](#)
- [Open innovation, open science, open to the world – vision of Europe](#)



# Communicating Horizon 2020 projects - Summary

## ➤ **Increased importance of communication**

- Communication plan and work package in the proposal and the grant agreement (GA article 38.1)
- Promote project and its results beyond the projects own community
- Communicate research in a way that is understood by non-specialist, e.g. the media and the public
- Inform PO in advance of communication activities expected to have a mainstream media coverage

## ➤ **Communication ≠ Dissemination**

- Dissemination (GA article 29) is a separate obligation (e.g. through scientific articles and conferences)

Communication	Dissemination
About the <b>project</b> and <b>results</b>	About <b>results only</b>
<p><b>Multiple audiences</b> Beyond the project's own community (include the media and the public)</p>	<p><b>Audiences that may use the results</b> in their own work e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers</p>
<p><b>Inform</b> and <b>reach out to society</b>, show the benefits of research</p>	<p><b>Enable use</b> and <b>uptake</b> of <b>results</b></p>
<p>Grant Agreement art. <b>38.1</b></p>	<p>Grant Agreement art. <b>29</b></p>
<p>Starts at the outset of the project</p>	<p>When results are available</p>
<p><b>Communication ≠ Dissemination</b></p>	



# Questions?

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# Communication: Role of beneficiaries

- **Important role** to play in reaching out to broad non-specialists audiences (Obligation - Art. 38.1)
- **Ambassadors** of the EU-research funding (tax payers): impact on their lives, good use public money
- **Media activity**: info to citizens, to other interested in the field (future collaborations/ funding/ commercialisation /input to policy)
- **Public engagement** (RRI)



# Communication: Benefits for you

Strategic communication will help to:

- Find a **consensus** within the research community
- Find **synergies** and potential **collaborations**
- Draw the **attention** of national governments, public and private funding sources to the needs and eventual benefits of the research
- Increase the **success rate** of the proposals submitted for EU-funding
- Find **financial** backers or licences
- Generate **market demand** for the products or services which have been developed



**Thank you!**

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