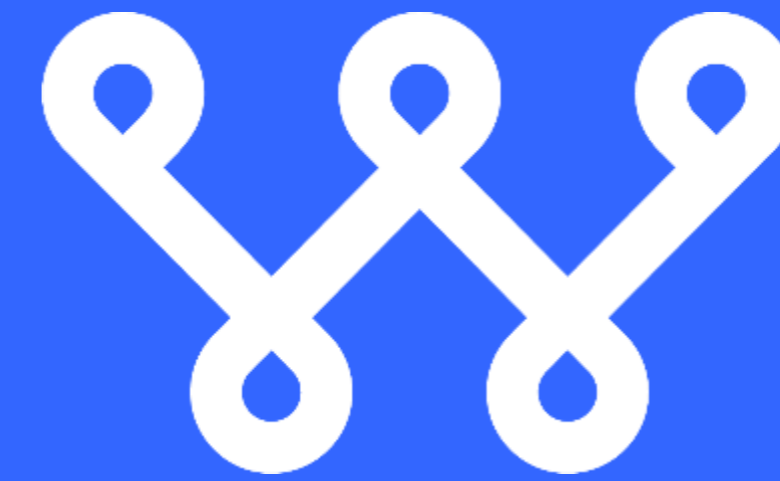




APRE

Agenzia per la Promozione
della Ricerca Europea



*wider***Advance**
Facility

Result dissemination for different Stakeholders

Introduction to dissemination strategies and stakeholder engagement

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4/03/2026, online



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Nice to see you all!

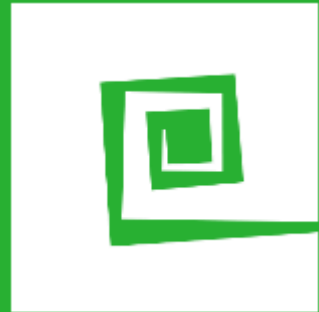
Let me introduce myself!



Objectives of this session

- Understand **what is dissemination** (and what it is not!).
- Understand **Quadruple and Quintuple Helix** models.
- Identify **priority stakeholder** groups.
- Build a **measurable action plan** (KPIs, tools, budget).
- Learn **stakeholder engagement techniques**.
- Review **best practices** from Widening countries.

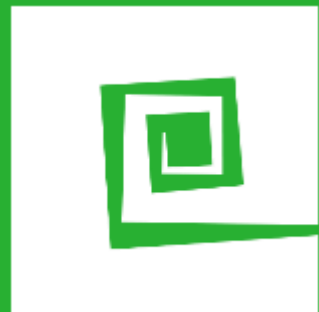
What is Dissemination?



Dissemination is not visibility!

- **Dissemination** is the **public disclosure of project results** by appropriate means, to **enable their use by stakeholders and end users**.
 - It focuses on **sharing exploitable results** (e.g., knowledge, methods, tools, data, guidelines) with **target groups that can apply or further develop them**.
- **Different from Communication!**
 - **Communication and visibility** aim to **inform and raise awareness about the project and its activities** among a broad audience.
 - **Dissemination**, instead, is **results-oriented and targeted**, addressing **specific stakeholders who are relevant for the uptake and exploitation of the results**.

Dissemination ensures that **project results reach the stakeholders and end users capable of using them**, supporting their **uptake, replication, or further development.**



Quadruple & Quintuple Helix Approach



From Triple to Quintuple Helix: Evolution of Innovation Ecosystems

- **Triple Helix:** Academia – Industry – Government
- **Quadruple Helix:** + Civic Society and Media
- **Quintuple Helix:** + Environment and Sustainability dimension
- **Why this matters** for EU-funded projects: Helix models provide a **structured framework** to systematically **involve** academia, industry, public authorities, civil society, and environmental actors, **strengthening** co-creation, societal relevance, policy alignment, and ultimately **maximizing measurable impact** in line with Horizon Europe expectations.

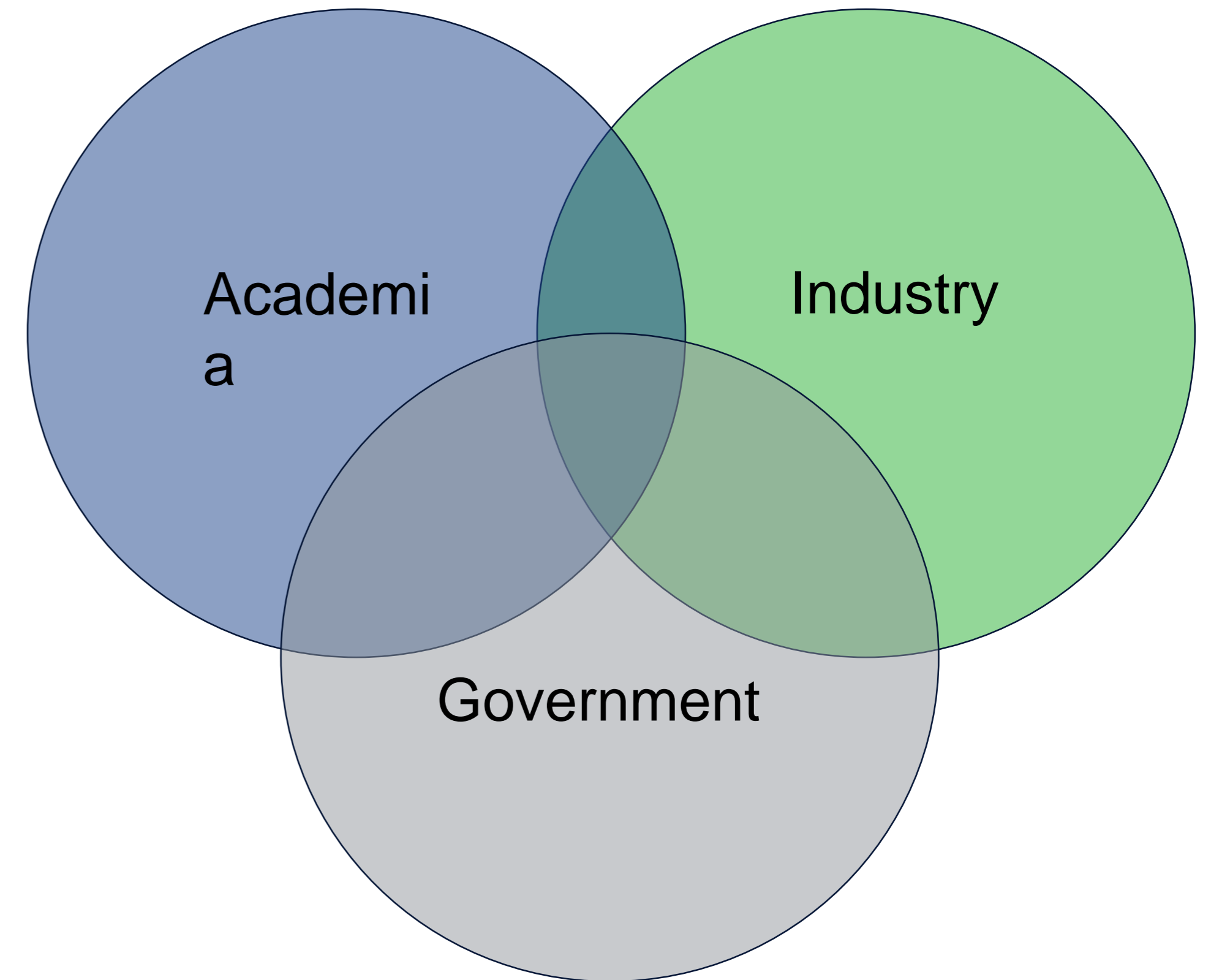
Triple Helix

The **Triple Helix** model describes innovation as the interaction between **academia (universities and research organisations)**, **industry (private sector)**, and **government (public authorities)**.

Emphasis is on **research transfer, technology development, and policy alignment**.

Benefits for Stakeholder Engagement

- Facilitates knowledge transfer between research and industry.
- Aligns research outputs with policy priorities and market needs.
- Strengthens innovation ecosystems and public–private collaboration.
- Supports exploitation and scaling of project results.



When to Involve?

- Development and validation of solutions or technologies.
- Preparation for exploitation, commercialization, or policy uptake of results.

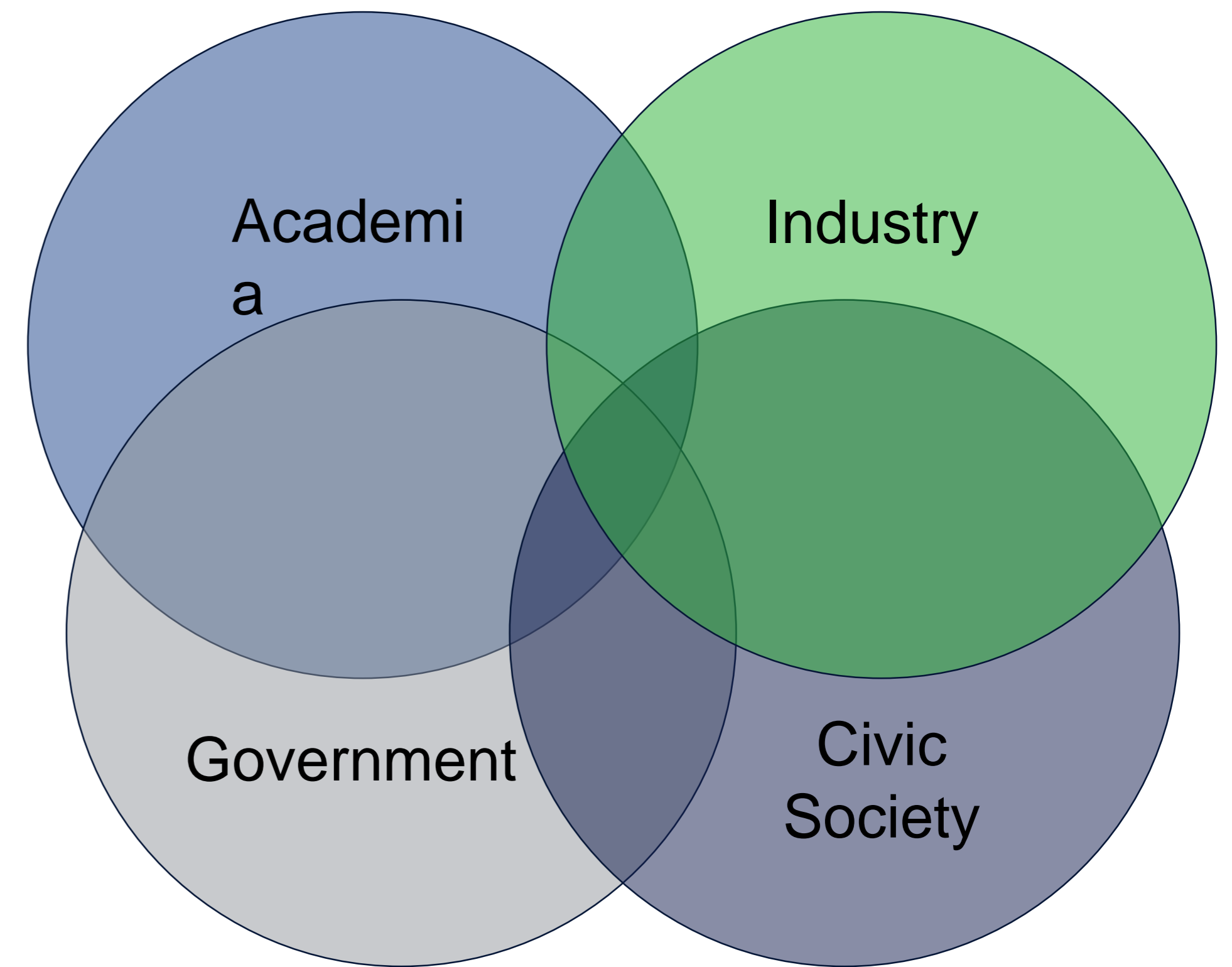
Quadruple Helix

The Quadruple Helix expands the Triple Helix by **adding civil society** and the **public** (citizens, NGOs, users, media, cultural actors).

Innovation processes **incorporate societal perspectives, user needs, and social acceptance**. Focus on participatory innovation and co-creation with society.

Benefits for Stakeholder Engagement

- Ensures solutions reflect real societal needs and expectations.
- Improves legitimacy, transparency, and public acceptance of innovations.
- Enables co-creation and user-centered design.
- Strengthens social impact and relevance of project results.



When to Involve?

- Co-design and co-creation of solutions with end users.
- Dissemination and societal engagement activities.

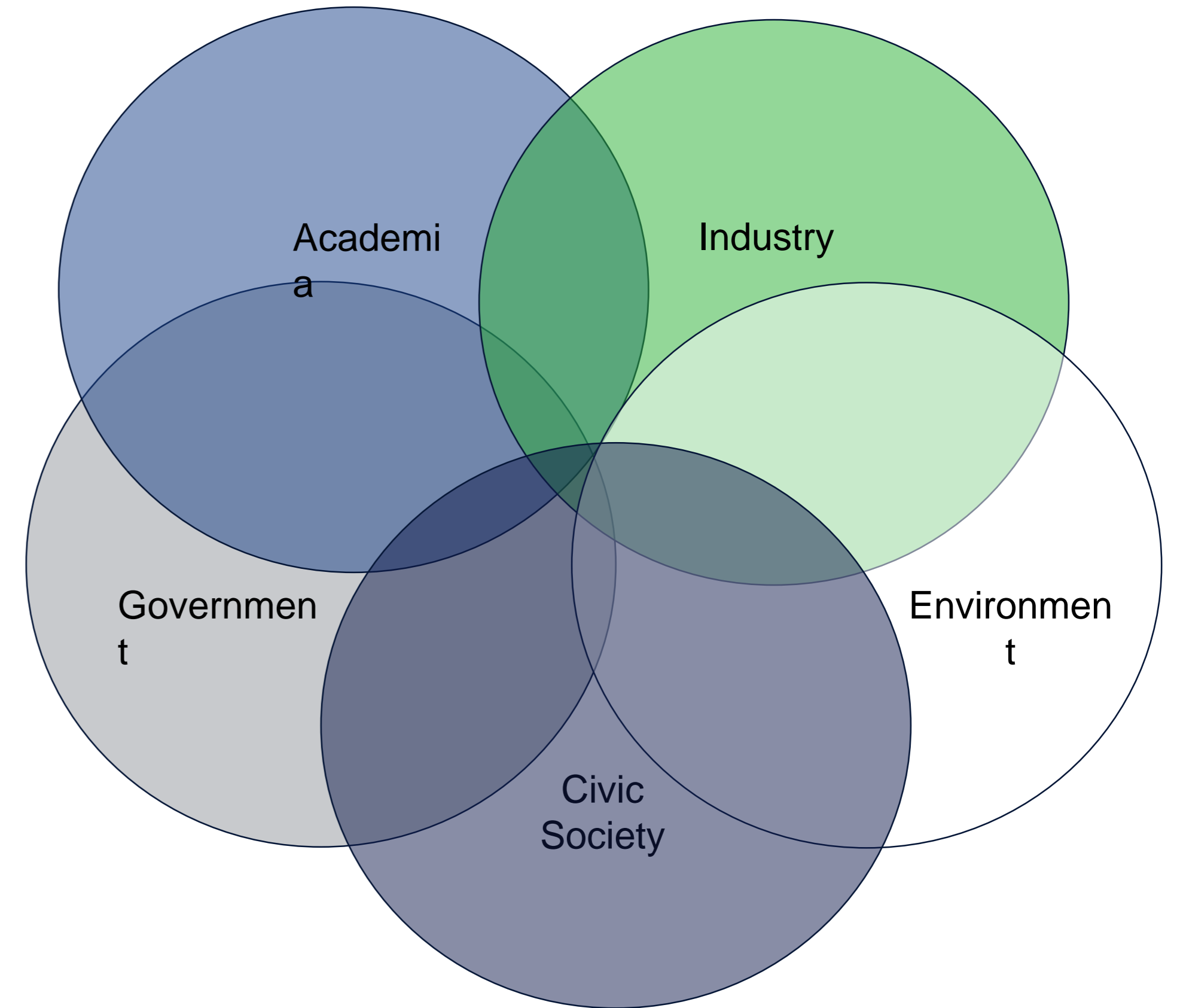
Quintuple Helix

The Quintuple Helix extends the model by incorporating the **environment and sustainability dimension** (environmental systems, ecological stakeholders, sustainability actors)..

Innovation is framed within **socio-ecological systems**, linking knowledge production with **sustainable development and environmental responsibility**.

Benefits for Stakeholder Engagement

- Integrates environmental sustainability into innovation processes.
- Encourages systemic solutions addressing societal and ecological challenges.
- Supports alignment with sustainability policies and green transition goals.
- Promotes long-term resilience and responsible innovation.



When to Involve?

- Strategic planning and policy alignment for sustainability objectives.
- Development of environmentally responsible solutions.
- Assessment of environmental impacts and sustainability outcomes.
- Scaling and long-term implementation of sustainable innovations.

Stakeholder Prioritisation Matrix

What is it?

Strategic tool used to identify, analyse, and prioritise stakeholders based on their **level of interest** in the project and their **level of influence** over its outcomes.

It is commonly structured as a **2×2 matrix (Influence / Interest)** that classifies stakeholders into engagement categories.

What is the purpose?

It helps projects **focus engagement and dissemination efforts on the stakeholders most relevant for the uptake of results.**

Steps to building a Stakeholder Prioritisation Matrix

1. Identify Stakeholders

2. Assess influence + interest

3. Position stakeholder in the matrix

4. Define engagement strategies

Example of Stakeholder Prioritisation Matrix

	High Interest	Low Interest
High Influence	Key Players (Manage Closely) <ul style="list-style-type: none"> • Policymakers and regulatory authorities • Industry partners / technology providers • Strategic project partners 	Keep Satisfied <ul style="list-style-type: none"> • National or regional authorities not directly involved • Large industry associations • Funding bodies
Low Influence	Keep Informed <ul style="list-style-type: none"> • End users and practitioners • NGOs and civil society organisations • Local communities • Researchers in related fields 	Monitor (Minimal Effort) <ul style="list-style-type: none"> • General public • Media with limited topic relevance • Organisations with a marginal connection to the project

Stakeholder Prioritisation Matrix

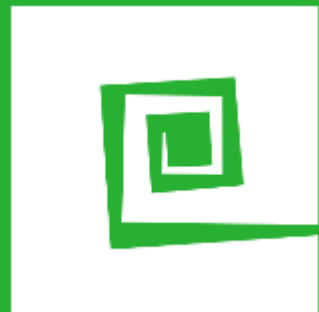
How does it support dissemination?

- The matrix helps **identify priority target groups** for dissemination activities.
- Supports **targeted dissemination**, ensuring that project results reach stakeholders who can use, adopt, or scale them.
- Enables **efficient allocation of resources**, focusing dissemination efforts where they can maximise impact and uptake of results.

In the table we find:

- **Key players (high influence / high interest):** Targeted dissemination such as **policy briefs, technical workshops, and direct engagement.**
- **Keep satisfied (high influence / low interest):** **Strategic updates and tailored briefings** to maintain support.
- **Keep informed (low influence / high interest):** **Newsletters, webinars, and accessible outputs** to maintain engagement and encourage uptake.
- **Monitor (low influence / low interest):** **General communication activities** (website updates, social media).

Building a Dissemination Strategy



Steps to building an effective Dissemination Strategy



Step 1: Define objectives

What do you want to achieve?

Examples:

- Increase policy uptake.
- Stimulate industry collaboration.
- Strengthen academic citations.
- Support replication in Widening countries.

Make objectives **SMART!**

Specific

Measurable

Achievable

Relevant

Time-bound

Step 2: Define target audience

Segment by:

- Helix category
- Geography (EU, Widening, regional)
- Maturity level (early adopters vs mainstream)

Develop the Stakeholders Prioritisation Matrix to organise your work!

Broader groups= more difficult to create a tailored strategy!

Step 3: Craft Key Messages

To craft an effective dissemination message, for each stakeholder group, identify:

- Problem relevance.
- Project value.
- Call to action.

Always **adapt the format, tone, and technical depth** of the messages to the **stakeholder's profile, tools chosen, and project phase**, ensuring that dissemination is **effective and actionable**, not just informative.

Step 4: Select Channels

Match channel to stakeholder type!

- Selecting the **right tools and channels** ensures that stakeholders receive **relevant, timely, and accessible information**.
- Choice depends on **stakeholder type, level of influence, interest, and stage of the project**.

Matching Tools to Stakeholders & Phases

- **High influence / high interest:** Workshops, policy briefs, bilateral meetings.
- **High influence / low interest:** Strategic reports, updates, targeted briefings.
- **Low influence / high interest:** Newsletters, webinars, accessible knowledge products.
- **Low influence / low interest:** Website updates, social media posts.

Step 4: Select Channels

Digital:

- Website
- Newsletter
- LinkedIn / X
- Webinars

Offline:

- Workshops
- Conferences
- Policy roundtables

Collaborative:

- Living labs
- Co-creation sessions
- Advisory boards

Step 5: Timing and Roadmap

- Ensures that **stakeholders are engaged at the right stage of the project** to maximize relevance, uptake, and impact.
- Helps plan **dissemination and co-creation activities** in a structured, results-oriented way.

Phases to consider:

- Pre-launch
- Mid-term
- Results phase
- Post-project sustainability (connection to exploitation)

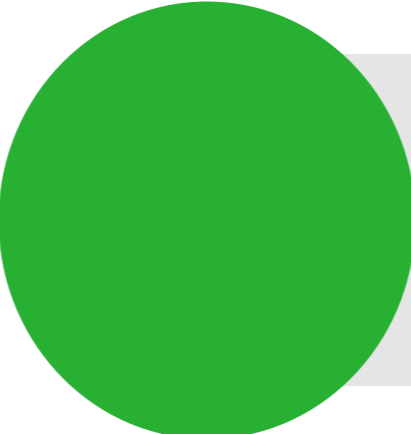
Stakeholder Engagement Strategies



Choose the Engagement level!

 Inform

 Consult

 Co-create

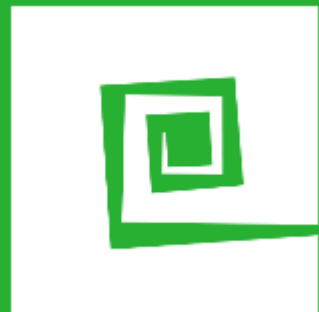
 Involve

 Collaborate

Engagement by Stakeholder type

Stakeholder Type	Engagement Tools / Activities	Level / Use Case
Policy Makers	<ul style="list-style-type: none"> • Policy briefs • Closed roundtables • Evidence-based recommendations 	Inform and influence policy, align results with legislation and strategic priorities
Industry / Private Sector	<ul style="list-style-type: none"> • Pilot demonstrations • Matchmaking events • Business cases 	Support adoption, commercialisation, and scaling of results
Academia / Research Organisations	<ul style="list-style-type: none"> • Joint publications • Open data • Conferences 	Share scientific outputs, encourage collaboration and validation
Civil Society / General Public	<ul style="list-style-type: none"> • Citizen workshops • Media storytelling • Participatory events 	Ensure societal relevance, co-creation, and awareness of project results

Best Practices for Widening Countries



Best Practices for Widening Countries

Why dissemination in Widening Countries?

1. Strengthen Research & Innovation Ecosystems

- Sharing project results supports **capacity building in research organisations and SMEs.**
- Encourages **adoption of best practices, methodologies, and technologies.**

2. Promote Inclusive Growth and Competitiveness

- Helps **reduce innovation gaps** between Widening countries and more developed regions.
- Enables **local stakeholders to exploit project results**, boosting economic and societal impact.

3. Foster Cross-Border Collaboration

- Dissemination **creates opportunities for partnerships** with other EU regions, universities, and industry.

Best Practices for Widening Countries

4. Support Policy and Societal Impact

- Provides **evidence-based recommendations** for local and regional policymakers.
- Engages **civil society and local communities** in using and benefiting from project outcomes.

5. Enhance Long-Term Uptake and Sustainability

- Ensures that project outputs **continue to be used and developed after the project ends**.
- Encourages **replication, scaling, and integration into local innovation ecosystems**.

Best Practices for Widening Countries

1

**Strong Regional
Ecosystem Integration**

2

**Policy-Driven
Dissemination**

3

**Capacity Building and
Internationalisation**

Strong Regional Ecosystem Integration

Context:

- Widening countries often face fragmented innovation ecosystems.
- Ensures that **local actors are connected with regional stakeholders**, enhancing knowledge exchange and adoption.

Key Actions:

- Map and engage **regional stakeholders**: universities, SMEs, public authorities, NGOs.
- Foster **collaboration platforms, local hubs, and innovation clusters**.
- Encourage **joint projects, pilots, and co-creation initiatives** within the region.

Benefits:

- Strengthens **local innovation capacity and collaboration**.
- Facilitates **uptake of project results by relevant regional actors**.
- Enhances **regional visibility and attractiveness for EU funding**.

Example:

- A regional consortium of universities, SMEs, and public authorities jointly piloting **digital solutions for smart city challenges**, increasing adoption at local scale.

Policy-Driven Dissemination

Context:

- **Align with regional and national policy priorities** to maximize relevance and uptake.
- Targeted dissemination ensures **results reach the right stakeholders** capable of applying them.

Key Actions:

- Map **policy makers and regulatory authorities** as key stakeholders.
- Prepare **policy briefs, recommendations, and evidence-based reports** aligned with local strategies.
- Organize **roundtables, consultations, and advisory meetings** with policy actors.

Benefits:

- Supports **policy uptake of research results**.
- Enhances **alignment of project outcomes with regional development goals**.
- Improves **long-term sustainability of innovations** through regulatory support.

Example:

- Delivering **policy briefs and workshops to regional authorities** to inform digital transformation strategies, resulting in integration of project solutions in local programs.

Capacity Building and Internationalisation

Context:

- Widening countries benefit from **developing internal research and innovation capacities** and **connecting to international networks**.
- Capacity building ensures **skills, knowledge, and infrastructure** are sufficient to adopt and replicate project results.

Key Actions:

- Offer **training, mentoring, and mobility programs** for researchers, SMEs, and innovation managers.
- Promote **participation in EU and international consortia** to exchange best practices.
- Upgrade **infrastructure and digital tools** for local institutions and SMEs.

Expected Benefits:

- Strengthens **research and innovation capabilities** of local actors.
- Facilitates **integration into EU-wide R&I networks**.
- Accelerates **adoption and exploitation of project outputs** at local and regional levels.

Example:

Local SMEs attending **EU-funded capacity-building workshops** and participating in international pilot projects.

Common Success Factors

- Early stakeholder mapping
- Continuous engagement
- Local language dissemination
- Policy alignment
- Clear exploitation pathway

Key Takeaways

1. Dissemination is Targeted & Results-Oriented

- Different from general communication; focuses on **reaching stakeholders who can use, adopt, or scale project results.**

2. Stakeholder Prioritisation is Essential

- Map stakeholders by **interest and influence to tailor engagement strategies and dissemination tools** effectively.

3. Timing Matters

- Engage stakeholders **early, during development, at validation, and in dissemination phases** for maximum impact.

4. Tools and Channels Should Be Adapted

- Use a mix of **digital, in-person, and knowledge-based tools** aligned with stakeholder type and project phase.

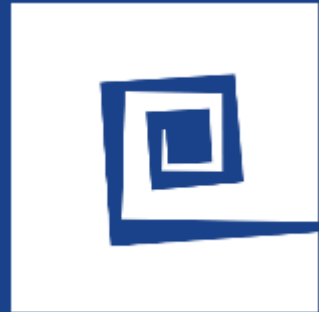
5. Best Practices for Widening Countries

- Strong Regional Ecosystem Integration
- Policy-Driven Dissemination.
- Capacity Building and Internationalisation.

6. Impact is Maximised When Stakeholders Are Engaged Strategically

- Proper engagement and dissemination lead to **adoption, scaling, policy integration, and long-term regional innovation impact.**

Q&A!



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