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D4.1 DEC Plan with monitoring

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Executive Summary

This deliverable aims to report on the planned dissemination and exploitation strategy including communication activities and share and action plan for the dissemination and exploitation activities of the project results. The draft DEC Plan has been proposed in the Grant Agreement and forms the basis for this detailed strategy and concrete actions to disseminate, exploit and protect the results generated within the project.

It is a “living” document, which will be updated during the project’s implementation to actively address the needs of the project based on its interim results.

All partners will be actively engaged in dissemination and communication of the project messages and results.



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List of Acronyms

CA	Consortium Agreement
COST	European Cooperation in Science and Technology
C&D	Communication and Dissemination
D	Deliverable
DEC	Dissemination, Exploitation and Communication
DG REA	Directorate-General for the European Research Executive Agency
DG	Directorate-General for Regional and Urban Policy
REGIO	
DG RTD	Directorate-General for Research and Innovation
DoA	Description of Action
EARMA	European Association of Research Managers and Administrators
EC	European Commission
EEN	Enterprise Europe Network
EERA	European Educational Research Association
EIASM	European Institute for Advanced Studies in Management
EIT	European Institute of Innovation and Technology
ERA	European Research Area
EU	European Union
EUA	European University Association
FSIR	Findable, Accessible, Interoperable and Reusable
GA	Grant Agreement
HEI	Higher Education Institutions
IPR	Intellectual Property Rights
KEP	Key Exploitable Result
KPI	Key Performance Indicator
M	Month
MSCA	Marie Skłodowska-Curie Actions
NCP	National Contact Point
OR	Outermost Regions
ORE	Open Research Europe
R&I	Research and Innovation
REA	European Research Executive Agency
RFO	Research Funding Organisation
RMA	Research Management and Administration
RPO	Research Performing Organisation
RTO	Research and Technology Organisation
RIS3	Research and Innovation Strategies for Smart Specialisation
WP	Work Package

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Dissemination Plan

Dissemination objectives

The dissemination strategy of the widerAdvance Facility is designed to maximise the visibility, uptake and long-term use of the project's results across Widening Countries and Outermost Regions. It aims to empower research-performing organisations and innovation stakeholders through tailored knowledge sharing and strategic engagement.

The main dissemination objectives are:

- **Ensure strategic visibility of results** at relevant moments in the project lifecycle through publication of results, participation in events, and engagement with relevant networks and stakeholders.
- **Support knowledge circulation** by promoting good practices, lessons learned, and strategic insights emerging from the service delivery and matchmaking efforts.
- **Support institutional and policy uptake** by aligning dissemination outputs with the evidence needs of national and EU-level policy actors and funding agencies.
- **Foster cross-border and cross-sector collaboration** by facilitating visibility among key stakeholders, including EU institutions, national bodies, and intermediary networks.
- **Ensure widespread recognition and use of training and support services** to lay the groundwork for sustainability and transferability of the KERs beyond the project duration.

Dissemination will be carried out in English at the European and international level, while local and national-level activities will use the relevant national languages to ensure accessibility. Dedicated outreach will also be implemented in Widening Countries not directly represented in the consortium, using established networks and initiatives.

These objectives will be pursued through a phased approach - Building, Service Provision, and Sustainability - which will allow for tailored messaging and engagement strategies at different stages of the project.



Dissemination phases

The dissemination strategy of the widerAdvance Facility follows a phased approach that aligns with the project's implementation timeline and evolving outputs. Each phase has a distinct focus, set of objectives, and engagement methods tailored to reach the right stakeholders at the right time. This structure ensures a coherent flow from early awareness-raising to long-term adoption and impact.

I. Building (M1-48)

Phase I focuses on awareness-raising, ecosystem mapping, and network-building. It prioritises visibility and early engagement through a combination of storytelling, direct outreach, and participation in relevant events and lays the groundwork for more intensive knowledge sharing and uptake activities in later phases.

Objectives: introduce the Facility and its purpose across Widening Countries and Outermost Regions; build strategic connections with early adopters, influencers, networks, other relevant running projects and initiatives; establish the groundwork for collaboration and knowledge exchange to support future uptake of KERs.

Target groups: research teams and institutions involved in Horizon Europe Widening projects; [National Contact Points \(NCPs\)](#); Research and management administrators; European Commission institutions and agencies; networks of research management professionals (e.g. [EARMA community](#), [RM Roadmap](#)); [EEN](#) representatives supporting research commercialisation; project coordinators of underexploited R&I projects in Outermost Regions; widening projects (running and finished), [IP Helpdesk Ambassadors](#), [EIT KICs](#).

Key messages: "Let's talk impact: widerAdvance is here to support research teams in Widening Countries to turn results into something bigger. Join the conversation."; "Your region. Your results. Your voice. We're building networks that reflect the full diversity of EU research"; "From Tirana to Tallinn, we're building a community of practice for real-world impact from research."; "Dissemination & Exploitation matter everywhere, especially in Widening regions. widerAdvance is here to support your journey."; "We're connecting research actors across underrepresented regions to rethink how results are shared, used and scaled."

Channels and Tools: social media and joint campaigns (in English and local languages); website; LinkedIn newsletter; articles, interviews, press releases; sharing of good practices; participation in seminars, conferences, webinars (e.g. NCP meetings, info days, Researchers' Night); targeted stakeholder engagement (direct contact, network mobilisation); study visits and case-based storytelling formats (e.g. podcast, videos).

II. Service Provision (M4-48)

Phase II focuses on promoting the Facility Open Call and services (D&E Academy, IP and standardisation support, Preparation to match with third parties, Online training). Dissemination efforts are expanded to reach professional communities and institutional actors that can benefit from or replicate the project's outputs.

Objectives: disseminate knowledge and insights generated through the delivery of services and pilot activities; highlight good practices, promote KERs, and engage broader audiences in mutual learning.

Target groups: Higher Education Institutions (HEIs), Research Performing Organisations (RPOs), Research Funding Organisations (RFOs), Research and Technology Organisations (RTOs); Researchers and students from Widening countries and Outermost regions; Project coordinators and D&E advisors (e.g. grant officers, tech transfer staff); Innovation practitioners and intermediaries; Policy stakeholders and thematic networks; Press and specialist media outlets.

Key messages: "Got a Knowledge Exploitable Result (KER) worth sharing? We'll help you boost its visibility and reach the right people."; "The widerAdvance Facility is live! Explore our training, tools and support services to boost your project's visibility and impact."; "Don't miss our trainings, webinars, and peer sessions. Learn new skills and share your experience with others working on similar challenges."; "Real stories from real projects: see how other teams are using our tools and what they've learned along the way."; "From pitch coaching to IPR guidance, our services are flexible and free. If you're in a Widening country, this is for you."

Channels and Tools: social media promotion of open call and services offer (organic and sponsored content); LinkedIn newsletter; direct mailing to key stakeholder groups; joint communication and dissemination campaigns with related projects; articles, testimonials, and use-case features; participation in

EU-level and international events ([EURAXESS ERA TALENT Platform](#); [Global Service Facility "Support to the EU-Eastern Partnership research and innovation cooperation"](#); [European Research and Innovation Days](#); [Horizon Europe Info Days](#); [COST Annual meeting](#); Researchers' Night; Transfer Technology Days; [Central European Technology Forum](#); EARMA annual conference); local stakeholder workshops F2F and online promoting the Facility; webinars and online sessions open to institutions across Widening Countries; articles in local and EU media (e.g. NCP, EEN, IP Helpdesk, Diaspora networks, R&I newsletters)

III. Sustainability (M12-48 and beyond)

Phase III focuses on long-term use and policy engagement and support the further development and adoption of the widerAdvance Facility, securing the future availability of the Facility for the target countries. It aims to connect the project's findings and resources with long-term structures and funding pathways. Dissemination will be closely aligned with exploitation and policy engagement, contributing to the Facility's ongoing relevance and integration into broader EU strategies.

Objectives: sustain momentum, build policy-relevant evidence, and turn one-off support into institutional practice. Dissemination will focus on showcasing replicable models, securing collaboration agreements, and framing KERs within broader strategies (e.g. Smart Specialisation, ERA Policy Agenda).

Target groups: regional and national research and innovation funding agencies; NCPs; EENs; Research and Innovation Strategies for Smart Specialisation governing bodies (RIS3); RIS3 experts ; government and institutions from Widening Regions; European Commission services and agencies (e.g. DG REGIO, DG REA, DG RTD, JRC); development and cohesion policy actors; Widening Country stakeholders not directly represented in the consortium; universities, research institutions, and networks looking for post-project services or models; national stakeholders and international platforms involved in R&I policy; practitioners and D&E advisers: (e.g. grants offices, technology transfer experts, innovation advisers, media professionals); widening projects (running and finished).

Key messages: "Let's turn successful pilots into scalable models—join us in shaping the legacy of widerAdvance."; "D&E should be built into every research strategy. Let's make that standard practice in Widening countries.";

“We believe every region should have equal access to research impact. widerAdvance is here to make that a reality.”; “This is just the beginning. Let’s build on what works and keep improving D&E capacity where it’s needed most.”; “We’re not just delivering services. We’re working to embed lasting and inclusive D&E support in institutions and policy frameworks.”

Channels and Tools: website; podcasts and short videos on the Facility outputs and success stories; targeted webinars for RIS3 actors and national innovation agencies; bilateral meetings with national policymakers and institutional stakeholders; consultation sessions with local institutions and NCPs to discuss national uptake potential; collaboration agreements with existing networks (e.g. NCP projects incl. [NCP_WIDERA.NET](#), [EURAXESS](#)); policy briefs and infographics based on WP1 and WP3 findings.

This phased model ensures that dissemination evolves with the project, starting with visibility and dialogue, moving into service-related knowledge sharing, and culminating in long-term integration of results into relevant systems. Clear messaging and tailored outreach will support stronger engagement, especially in Widening Countries and Outermost Regions.

Across all phases, specific attention will be paid to reaching Widening Countries not directly represented in the consortium. Dissemination efforts in these countries will be supported through targeted outreach in national languages, mobilisation of NCP_WIDERA.NET, EEN and IP Ambassadors networks, and collaborative actions with ongoing EU-funded initiatives.

Stakeholders and networks

The main objective of engaging with stakeholders and networks at national, European, and international level is to maximise the outreach and uptake of the widerAdvance Facility, foster a culture of dissemination and exploitation across Widening Countries and Outermost Regions, and ensure that project services are relevant, visible, and embedded within broader research and innovation ecosystems.

By building strong collaborations and leveraging existing communities of practice, *widerAdvance* aims to support institutional change, raise awareness of valuable project outputs (KERs), and enable access to further opportunities, funding, and policy dialogue. Engagement will take place

through targeted outreach, shared events, joint campaigns, peer exchange, and strategic matchmaking across relevant actors.

Below is a preliminary list of networks facilitating collaboration, knowledge exchange, and capacity building across various levels and regions with which widerAdvance Facility aims to build synergies and explore collaboration opportunities.

Table 1 List of networks and stakeholders

Name	Description
NCP WIDERA.NET	The key network of National Contact Points supporting Horizon Europe's Widening participation and ERA actions.
EURAXESS - ERA Talent Platform	A European-wide initiative supporting researcher mobility and career development, aiding in the dissemination of opportunities and tools.
RADIANCE	A network of National Contact Points for Marie Skłodowska-Curie Actions. No website yet.
Horizon Results Booster (HRB)	An EC service assisting projects in disseminating and exploiting research results.
Enterprise Europe Network (EEN)	A cross-border business network providing support for SMEs to innovate and grow internationally.
COST (European Cooperation in Science and Technology)	Offers networking opportunities for researchers and innovators to strengthen Europe's scientific and technological research through European cooperation.
EIT Knowledge and Innovation Communities (KICs)	Partnerships that bring together businesses, research centres, and universities.
Eastern Partnership	Strengthens and deepens the political and economic relations between the European Union, its Member States and six Eastern European and South Caucasus partner countries.
Network of National Contact Points (NCPs)	The main structure to provide guidance, practical information and assistance on all aspects of participation in Horizon Europe.
European Association of Research Managers and Administrators (EARMA)	Provides a platform for research managers and administrators in Europe to share knowledge, experiences, and best practices.



<u>International Network of Research Management Societies (INORMS)</u>	Connects research management societies globally to share best practices and promote professional development in research management.
<u>IP Helpdesk Ambassadors</u>	IP Helpdesk-EEN initiative: a scheme of national European IP Helpdesk Ambassadors all across Europe aiming to help with IP issues.
<u>IP Helpdesk</u>	A first-line intellectual property (IP) service providing free-of-charge support to help European SMEs and beneficiaries of EU-funded research projects manage their IP in the context of transnational business or EU research and innovation programmes.
<u>IASP</u>	The mission of International Association of Science Parks and Areas of Innovation is to be the global network for science parks and areas of innovation, and to drive growth, internationalisation and effectiveness for our members.
<u>TTO Circle</u>	The European Technology Transfer Offices (TTO) circle brings together the major 35 Research and Technology Organizations in Europe, including the Joint Research Centre.
<u>EBN</u>	EBN (European Business and Innovation Centre Network) is the non-profit that facilitates this pan-European, global community of people using innovative business as a driver for regional (economic, sustainable, and social) development.
<u>GÉANT</u>	A pan-European data network for the research and education community, facilitating high-speed data transfer and collaboration.
<u>ELIXIR</u>	An intergovernmental organisation that brings together life science resources from across Europe.
<u>European Institute for Advanced Studies in Management (EIASM)</u>	An international network for management research and teaching, promoting advanced studies in management.
<u>European Educational Research Association (EERA)</u>	An association of national and regional associations representing educational researchers in Europe, promoting collaboration and communication.

<u>European Platform of Women Scientists (EPWS)</u>	An umbrella organization bringing together networks of women scientists and organizations committed to gender equality in research.
<u>Confederation of Laboratories for Artificial Intelligence Research in Europe (CAIRNE)</u>	A network of AI research laboratories and institutions across Europe, promoting collaboration in AI research and innovation.
<u>European Institute of Innovation and Technology (EIT)</u>	Independent EU body established to strengthen Europe's ability to innovate by integrating education, research, and innovation.
<u>Alliance4Life</u>	A strategic partnership of leading research institutions from Central and Eastern Europe aiming to improve research excellence and innovation.
<u>European University Association (EUA)</u>	The collective voice of the universities of Europe.
<u>Young European Research Universities Network (YERUN)</u>	Brings together like-minded young research universities in Europe, with the primary objective of raising the voice of young universities in Europe.
<u>The Young Universities for the Future of Europe</u>	YUFE aims to shape a holistic and inclusive future for European students and learners, and their society.
<u>Science Europe</u>	The association representing major public organisations that fund or perform excellent, ground-breaking research in Europe.
<u>International Association of Universities</u>	A membership-based organisation created under the auspices of UNESCO serving the global higher education community.
<u>The European Association of Science Editors (EASE)</u>	An international community of editors who share a passion of science and scholarly communication, editing and publishing.
<u>Coalition for Advancing Research Assessment</u>	A collective of organisations committed to reforming the methods and processes by which research, researchers, and research organisations are evaluated.
<u>Joint Research Centre (JRC)</u>	Works closely with research and policy organisations in EU countries, European institutions and agencies, and scientific partners in Europe and worldwide.
<u>Academy of Science of Czech Republic</u>	Conducts research in a broad spectrum of the natural, technical and social sciences and the humanities.

<u>European Innovation Council</u>	Europe's flagship innovation programme to identify, develop and scale up breakthrough technologies and game changing innovations.
Regional Innovation Agencies	Support regional innovation strategies and facilitate the uptake of research results, playing a key role in regional development. Country-specific (e.g., nkfih.gov.hu ; adrnordest.ro ; hamagbicro.hr ; adim-mayotte.fr)
National Research Funding Organisations	Manage public research investments and support national research agendas, crucial for aligning dissemination efforts with national priorities. Country-specific (e.g., ncn.gov.pl ; fct.pt ; lmt.lt ; apvv.sk)
Outermost Regions' Research Institutions	Engage in research activities specific to their regional contexts, important for inclusive dissemination strategies. Country-specific (e.g., univ-reunion.fr ; univ-antilles.fr ; univ-guyane.fr ; uma.pt ; uac.pt ; aircenter.org ; ulpgc.es ; ull.es ; plocan.eu)

Open Science Practices

The widerAdvance Facility commits to embedding open science principles throughout the project lifecycle to ensure transparency, reproducibility, and broad accessibility of knowledge. This approach will enhance the visibility and impact of the project's Key Exploitable Results (KERs) and promote inclusiveness across the widening and wider European research communities.

First, widerAdvance will adopt open data and open access policies aligned with the European Commission's guidelines. All project deliverables, datasets, and research outputs will be made publicly available via trusted repositories such as Zenodo, supporting persistent referencing and long-term preservation. This open availability will facilitate reuse and adaptation of tools and results by diverse stakeholders, from academic institutions to policy bodies and innovation actors.

widerAdvance will prioritise open and inclusive stakeholder participation in research and dissemination aiming to facilitate their direct engagement with project content, provide feedback, and share best practices. Training

materials, toolkits, and communication assets will be delivered in open formats (such as .pptx) to encourage wider use.

Data management issues

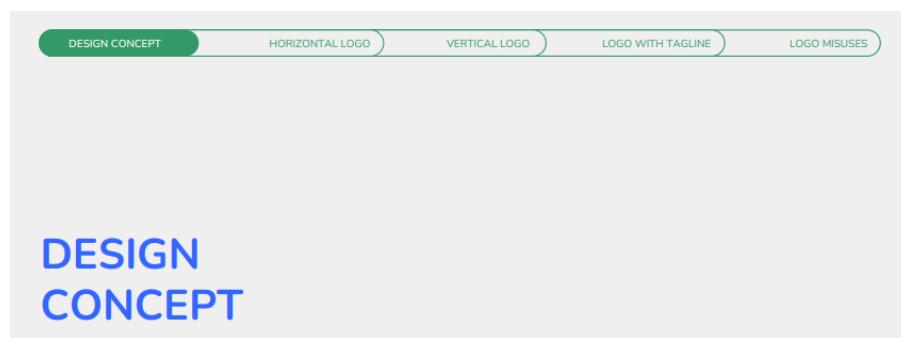
Data management and open science practices in widerAdvance Facility will comply with the FAIR principles supporting high-quality data stewardship and ethical standards. Continuous monitoring and internal peer review will maintain data integrity and promote best practices (Task 5.5).

Communication Plan

Graphic design

A distinctive visual identity was created by the design team of Europa Media to ensure the effective implementation of the project's dissemination and communication activities. Brand guidelines were provided to help project partners in their own communication efforts and ensure cohesiveness across all external communication. Various Microsoft templates were created as well (Word, PowerPoint) to match the visual identity of the project, which is reflected also in the dissemination materials: roll-ups, posters, flyers, visuals, infographics, GIFs.

An extensive description of the visual identity can be found in D4.2 “Visual identity and promo package of the project” submitted in M4.



The logo featuring interconnected dots forming a net in the shape of the letter "W" represents networking, collaboration, and inclusivity.

The "W" symbolizes Widening Participation, while the network of dots highlights the initiative's focus on building strong partnerships, sharing knowledge, and creating a unified, impactful research and innovation ecosystem.

Figure 1 Screenshot from Brand Book

Social media channels

Social media plays a central role in the widerAdvance Facility communication strategy. It helps amplify the project's key messages, engage directly with diverse stakeholders, and build a recognisable presence across Widening Countries and the broader European Research Area. To maximise visibility and outreach, the project is active on three social media channels: LinkedIn ([widerAdvance Facility](#)), BlueSky ([@wideradvance.bsky.social](#)) and YouTube ([@widerAdvance](#)).

All social media channels will be monitored and if necessary, will be updated or modified in agreement with the European Commission.

The widerAdvance Facility developed a structured yet flexible content calendar designed to:

- Raise awareness about the widerAdvance Facility mission, services and benefits for applicants
- Promote updates on project activities, events, milestones, and deliverables in accessible language
- Connect with researchers, policymakers, innovation actors, and other stakeholders
- Foster a community around research valorisation and innovation
- Foster collaborations and increase visibility through joint campaigns with sister projects and initiatives
- Support targeted outreach to underrepresented regions and communities through multilingual content and tailored messaging
- Embrace the storytelling approach and share success stories.

Content is tailored to communicate key messages, highlight progress, and promote participation, with a consistent tone that is clear, inclusive, and accessible to both expert and non-expert audiences. The editorial calendar aligns with the project's three dissemination phases - Building, Service Provision, and Sustainability - and supports ongoing stakeholder engagement and knowledge sharing. It is planned around recurring themes to ensure consistency and visibility over time, including:

- “Meet the Partners” campaign to introduce consortium members, their role in the project, and expertise
- Weekly Widening Country spotlight, including research strengths, R&I context, and key actors
- Key concepts explained to clarify core terminology such as DEC, KERs, KERs, fostering shared understanding
- Event participation, promoting upcoming project involvement in EU and national events and sharing post-event takeaways
- Open Call promotion with updates, reminders and testimonials
- Spotlight on services to present the available support, tools and resources developed within the Facility
- Success stories sharing impact, testimonials and outcomes from beneficiaries

To improve discoverability and foster a cohesive presence, a core set of hashtags will be used consistently across platforms, including:

#widerAdvanceFacility #Widening #OutermostRegions #HorizonEU

#EUInnovation #ResearchImpactEU #WIDERA #ERA

#KnowledgeValorisation

Each social media channel is selected based on its relevance to target audiences and its role in achieving communication goals. They are managed centrally by the WP4 lead partners, with contributions and content ideas from all partners. Social media toolkits will be provided to partners to ensure consistent branding and messaging and ensure widespread outreach of specific campaigns (e.g. Open Call promotion). Regular analytics will be used to monitor engagement, adapt strategies, and focus efforts where most effective.

LinkedIn

LinkedIn is the project's main professional networking channel, aimed at engaging research managers, funding bodies, policymakers, and academic institutions. It is used to:

- Share project news, updates, and articles
- Promote events, webinars, and workshops
- Highlight the KERs and their applications
- Tag and engage relevant organisations and initiatives
- Build a professional community around research excellence in Widening countries



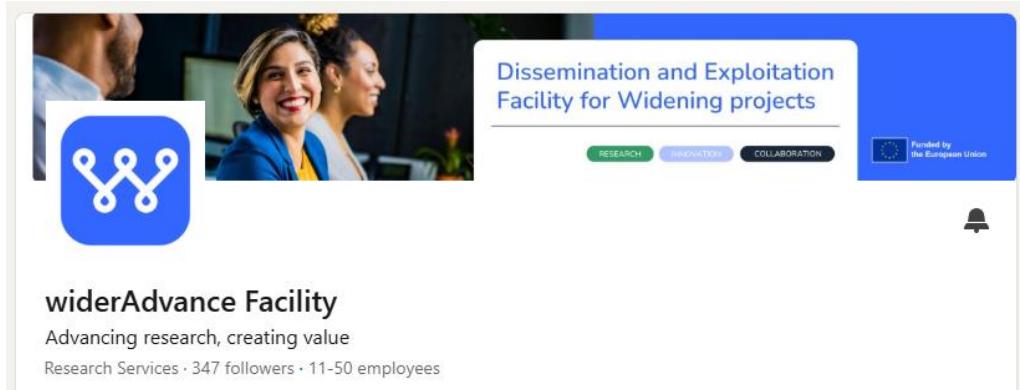


Figure 2 widerAdvance Facility LinkedIn

BlueSky

BlueSky offers an emerging, decentralised platform to reach early adopters, open science advocates, and digitally active researchers. The effectiveness of this communication channel will be reassessed after six months of project implementation. Any necessary adjustments will be documented in the communication strategy and reflected in the project reporting. It allows the project to:

- Experiment with more informal, conversational content
- Join niche discussions around research policy and open science
- Share quick updates, commentary, and behind-the-scenes content
- Connect with thought leaders in innovation systems, research funding, and knowledge transfer

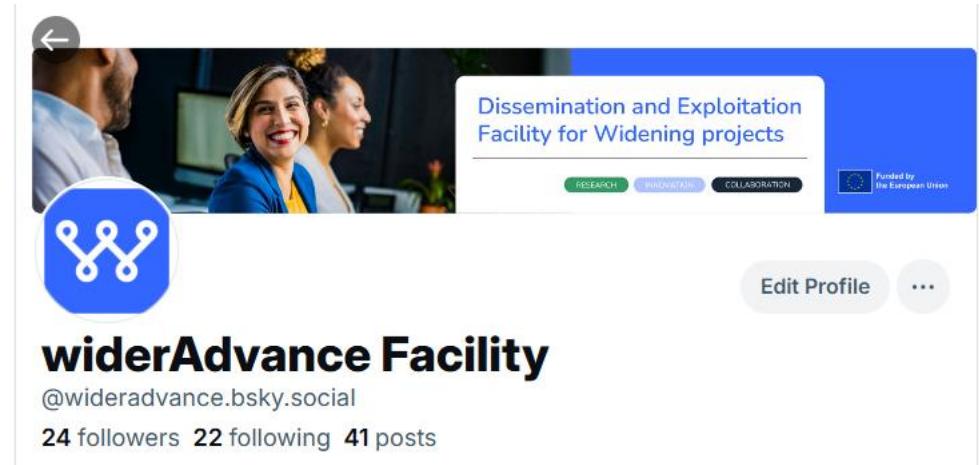


Figure 3 widerAdvance Facility BlueSky

YouTube

YouTube will serve as the central hub for multimedia content, showcasing the project's story and impact visually. It will be used to:

- Host recorded webinars and stakeholder events
- Publish short explainers and animated videos
- Share interviews with project partners, users, and policymakers
- Highlight case studies and field stories from Widening Countries

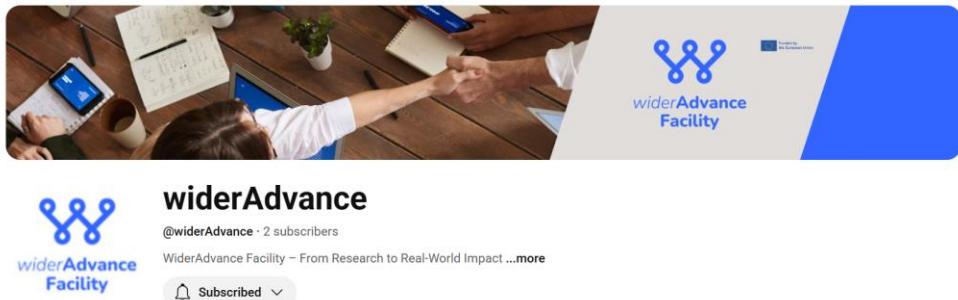


Figure 4 widerAdvance Facility YouTube

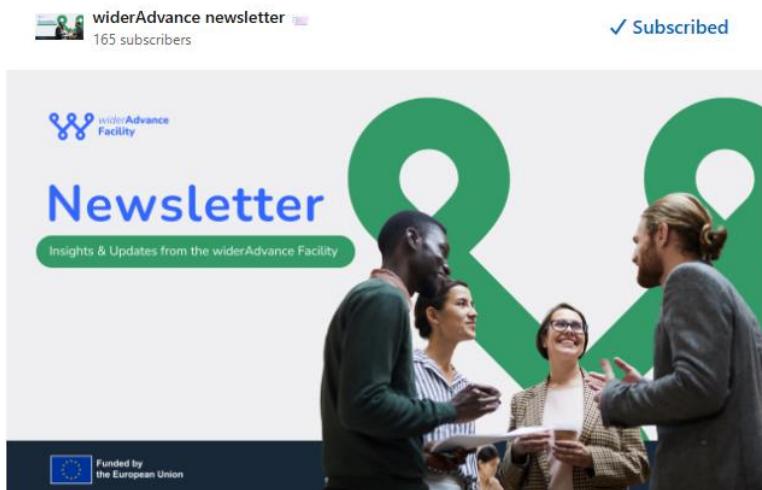
LinkedIn newsletter

The widerAdvance Facility LinkedIn newsletter ([widerAdvance e-Bulletin](#)) is a key communication tool designed to provide regular, high-quality content to a targeted and engaged audience. While social media posts offer timely snapshots, the newsletter allows us to take a deeper dive into topics that matter for the widening community, our stakeholders, and collaborators.

The newsletter aims to:

- Share progress updates on the widerAdvance Facility and its services
- Highlight key results, success stories, and impact from the project's piloting and engagement efforts
- Provide insights into the challenges and opportunities for Widening countries
- Feature partner contributions, interviews, and expert commentary
- Create visibility for upcoming calls, events, and collaboration opportunities

The newsletter is published directly through LinkedIn on a quarterly basis. It targets professionals active in the European R&I landscape, particularly those working in or with Widening Countries and aims to complement our broader dissemination and communication efforts. Unlike traditional email newsletters, LinkedIn newsletters benefit from built-in network effects. All followers of the widerAdvance Facility LinkedIn page are automatically invited to subscribe when the newsletter launches, significantly increasing initial subscriber numbers. Subscribers also receive notifications for each new issue, boosting both visibility and engagement. Open rates and click-throughs are consistently higher on LinkedIn compared to standard email campaigns, especially when content is well-aligned with the professional interests of the audience. This makes it easier to reach professionals in relevant fields without relying on external mailing platforms.



1st Edition – March 2025



Figure 5 widerAdvance Facility LinkedIn newsletter

Website

The widerAdvance Facility website (wideradvance.eu) is the central online hub for all project-related information, updates, and resources. Launched at Month 4, it serves as a key tool in our communication strategy to ensure visibility, transparency, and accessibility of the project's progress, outcomes and opportunities.

More than just a source of information, the site is a dynamic space where stakeholders can connect, collaborate and find the tools they need to turn knowledge into impact. It offers a seamless mix of content, innovation and interaction, telling the story of widerAdvance Facility while enabling users to engage with our services, discover new opportunities and take action.

The website targets a broad audience, including research managers, policymakers, higher education institutions, R&I support actors, and the general public. Content is clearly structured and regularly updated to reflect the project's evolving scope. It offers entry points to our services, showcases activities and results, and hosts important updates such as calls, events, and deliverables.

The website is aligned with the project's identity and visual guidelines, ensuring coherence across all digital communication. It is maintained regularly and structured to grow with the project as new results and services become available. Further technical details, including its structure, functionalities, and development process, are included in **D4.3 “Project portal with the registration tool”**, which was submitted upon the website launch at **M4**.

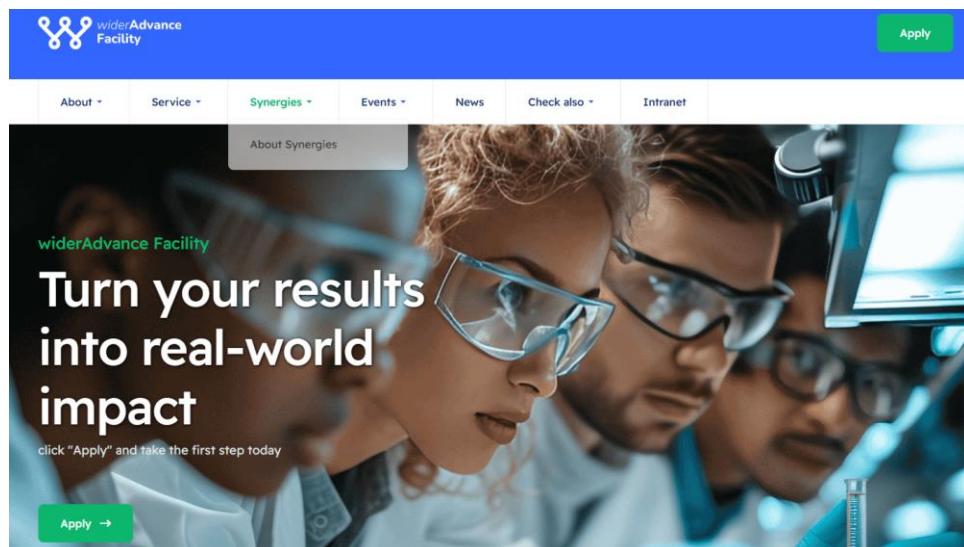


Figure 6 widerAdvance Facility website homepage

Communication and dissemination materials

Several dissemination materials are being created to help increase the visibility of widerAdvance Facility and introduce the project to diverse

audiences across our target countries. These materials are created and designed by Europa Media with inputs from all consortium partners.

The first set of communication materials includes:

- Package of e-templates for internal use (Word, Power Point)
- PPT presentation which can be used by the partners in events, workshops, seminars
- Project leporello (in digital and printed format)
- Open Call leaflet (in digital and printed format)
- Project rollup
- Background for virtual meetings
- Email signature for partners
- Canva templates for social media visuals

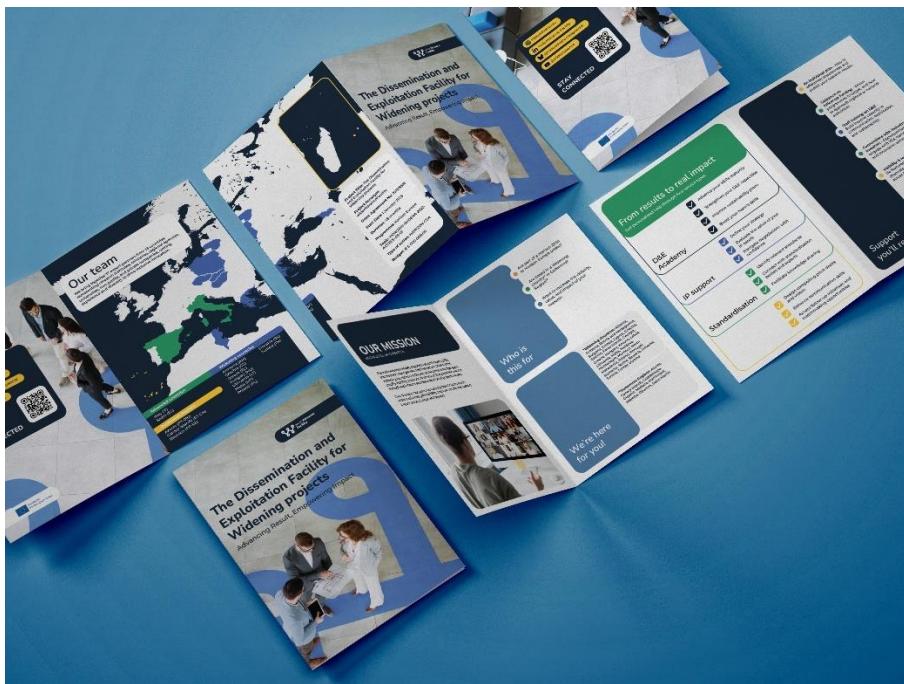


Figure 7 Project leporello



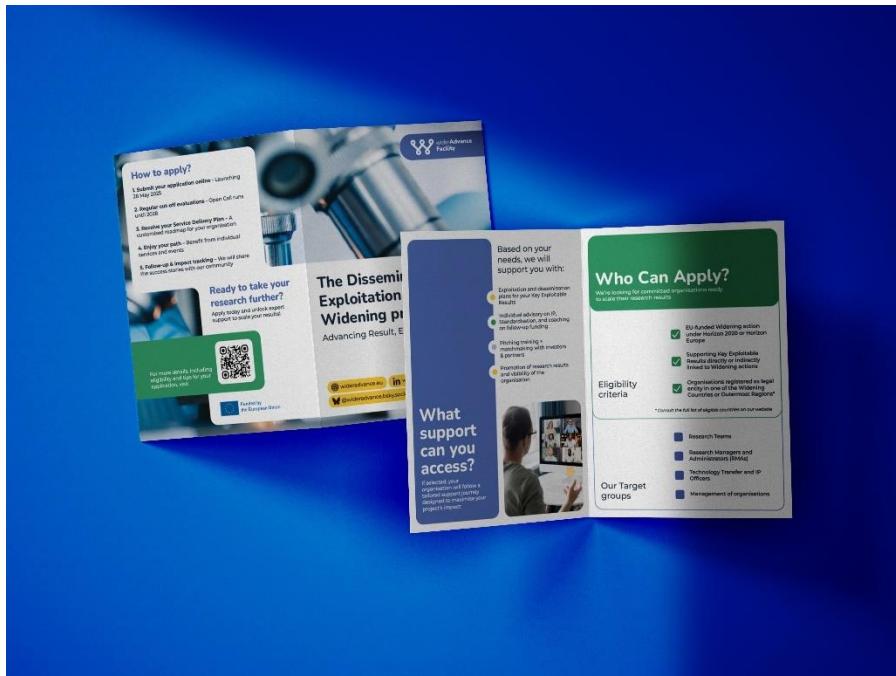


Figure 8 Open Call leaflet



Figure 9 Project rollup

Additional communication and dissemination materials will be created as the project progresses based on needs and requests from partners and stakeholders, including:

- Infographics illustrating project objectives, services, and outcomes
- Social media assets for campaigns and thematic weeks



- Short video introducing the Facility's services
- Project media kit including logos, factsheets, boilerplate text, and contact information for media use

To maximise the project's outreach and ensure inclusiveness, core communication and dissemination materials will be translated into local languages. This will support broader understanding, local engagement, and equitable participation.

Preference will be given to digital formats to minimise environmental impact, while printed versions will be used selectively where they offer added value (e.g. for physical events). All the materials will be available online on the project website in a downloadable format for external distribution and on the website intranet for the project consortium.

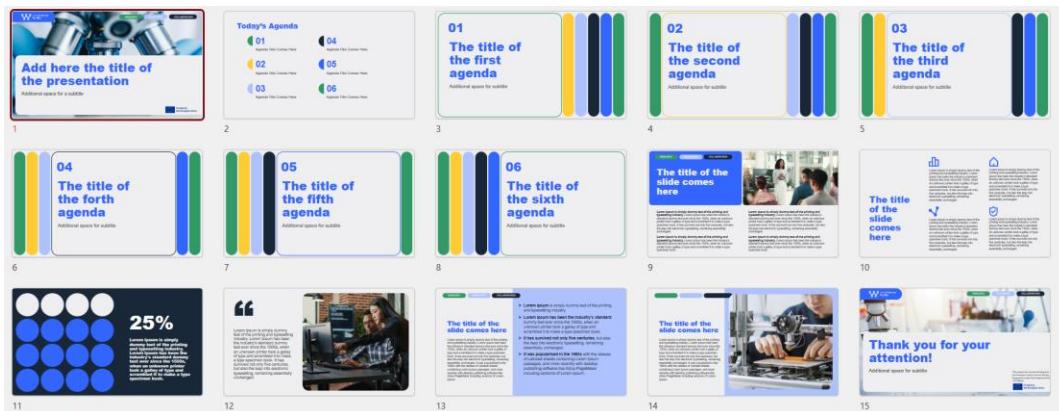


Figure 10 PPT template

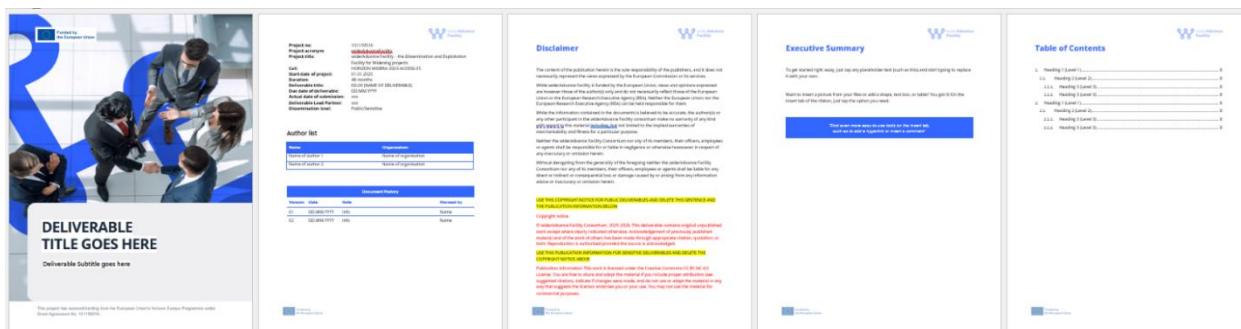


Figure 11 Word deliverable template



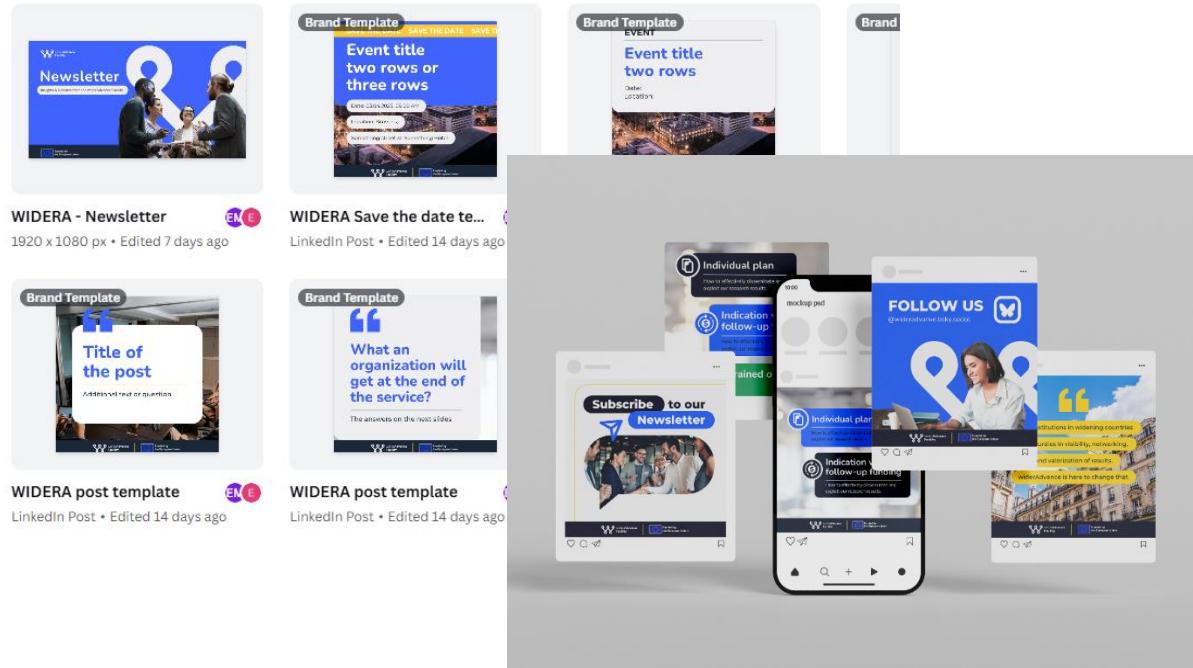


Figure 12 Canva templates for social media

Press, media and national platforms

widerAdvance Facility will build strong and meaningful relations with local, national and international media outlets, including newspapers, online publications, TV channels, radio, etc., to communicate the project's activities and regular news and disseminate the main results.

In collaboration with all partners, we will:

- Develop a media contact database consisting of a comprehensive list of relevant contacts across all target regions
- Distribute regular press releases to share timely updates on project milestones, events, and outcomes
- Prepare media kits providing journalists with comprehensive information packages, including fact sheets, visuals, and contact details
- Monitor media coverage to assess outreach effectiveness and inform future strategies



Table 2 List of media outlets

Name	Country	Link
Horizon Magazine	EU	projects.research-and-innovation.ec.europa.eu/en/horizon-magazine
Science Business	EU	sciencebusiness.net
Innovation News Network	EU	innovationnewsnetwork.com
EUobserver	EU	euobserver.com
WIT News	EU	witnews.eu
News Trust	EU	news.trust.org
Euractiv	EU	euractiv.com
EurekAlert	EU	eurekalert.org
Are We Europe	EU	areweeurope.com
The Grant - The EU funding podcast	EU	thegrant.eu
Science in Poland	Poland	scienceinpoland.pl/en
Forum Akademickie	Poland	forumakademickie.pl
CzechCrunch	Czech Republic	cc.cz
VědaVýzkum.cz	Czech Republic	vedavyzkum.cz
Akademie věd České republiky	Czech Republic	avcr.cz/cs
Veda na dosah (Science Within Reach)	Slovakia	vedanadosah.cvtisr.sk
STAscience	Slovenia	znanost.sta.si
Radio Slovenia	Slovenia	rtvslo.si/radio
DELO	Slovenia	Delo.si
ERR Novaator	Estonia	novaator.err.ee
LSM - Science & Innovation	Latvia	lsm.lv
LRT	Lithuania	lrt.lt
BTA - Bulgarian News Agency	Bulgaria	bta.bg
Croatian Science Portal	Croatia	hrcak.srce.hr/en
Le quotidien de La Réunion	La Réunion	lequotidien.re
Zinfos974	La Réunion	zinfos974.com

Réunion la 1ère	La Réunion	la1ere.franceinfo.fr/reunion
Canarias7	Canary Island	canarias7.es
Diário dos Acores	Azores	diariodosacores.pt
Science+	Bulgaria	www.bas.bg

Events

All partners commit to present widerAdvance Facility objectives, partnership, activities, services and outcomes whenever possible. This includes the organisation and participation in suitable events, workshops, seminars, conferences at national, regional and international level where our results can be better presented and promoted.

Over the project's lifespan, the consortium will take part in more than 20 national and local events, ensuring the Facility's visibility in key strategic fora, such as initiatives like Science and Innovation Weeks, Horizon Europe Info Days, COST Annual Meetings and Researchers' Night. At least two Facility presentations per year at events organised by NCPs, EEN or local partners will be completed in each Widening country and outermost region. This is expected to result in a total of approximately 320 participations over the duration of the project. NCPs and partners will also integrate the Facility in their regular events, such as Widening Info Days, on a bi-annual basis.

To further boost the Facility's reach and influence, the consortium will actively engage in at least 10 high-level European and international events, including: EARMA Annual Conference; Global Service Facility events on EU-Eastern Partnership (EaP) R&I cooperation; brokerage events under Horizon Europe Pillar II and III NCP networks; events organised by EIT KICs and Interreg programmes; industry days and partnering events by the Enterprise Europe Network. Participation in these events will not only showcase the Facility's services and results but also support beneficiaries in identifying strategic opportunities for further collaboration, funding, and exploitation.

Throughout the project, we will focus on networking and matchmaking opportunities that support participation in competitive calls. An online matrix of brokerage and networking events will be maintained and updated on the project website.

Dedicated Matchmaking and Open Day events will be organised by the project starting from M9, bringing together Facility beneficiaries (those with qualified Key Exploitable Results), investors, policy makers and other stakeholders. More detailed information on these activities, including



specific events, results and success stories, will be included in future version of this deliverable and in D2.5 "Participation of Service Beneficiaries in EU Networking Events."

Collaborations with other initiatives

Cooperation with sister projects and related initiatives is a crucial step for better communication of the project activities and outcomes. widerAdvance Facility will leverage and build on the knowledge developed by previous and ongoing projects to achieve its mission of fostering an inclusive research and innovation ecosystem.

Below is a preliminary list of such projects and initiatives. The list is non-exhaustive, leaving room for more potential future partnerships. Available databases such as forward-h2020.eu/projects and horizoneuropencpportal.eu will be leveraged to expand the collaboration opportunities with running projects and other relevant initiatives across Widening Countries and Outermost Regions.

Table 3 List of relevant projects and initiatives

Name	Link
NCP.WIDERA_NET	ncpwideranet.eu
RADIANCE	New website is under construction. Here's the LinkedIn: linkedin.com/company/radiance-msca
NCP4HE	horizoneuropencpportal.eu/horizon-academy-project
IP Helpdesk	intellectual-property-helpdesk.ec.europa.eu
IP Ambassadors	intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk/europe-ambassadors-team_en
IASP - International Association of Science Parks and Areas of Innovation	iasp.ws
EBN	ebn.eu
TTO Circle	knowledge4policy.ec.europa.eu/technology-transfer/tto-circle-members_en
Seren5	seren-project.eu
NCP4Industry	ncp4industry.eu
NCP4missions	horizoneuropencpportal.eu/eu-missions



Health-NCP-Net	healthncp.net
RICH Europe	rich-europe.eu
ERA4Health	era4health.eu
ChatMED	cordis.europa.eu/project/id/101159214
SynGRID	syngrid-project.eu
TWIN2SUSTAIN	ucy.ac.cy/twin2sustain
TWILIGHTED	twilighted.eu
REMORA	remora.arditi.pt
isUP-AgrO	cordis.europa.eu/project/id/101159644
ACRI-BIOCIRCULAR-HUB	agri-biocircular-hub.eu
CELESTE	cordis.europa.eu/project/id/101136736
ExGal-Twin	research.iac.es/proyecto/ExGal-Twin/
QCIRCLE	cordis.europa.eu/project/id/101059999
SUSNANO	susnano.eu
GAIN	gain-twinning.eu
CARBONICA	carbonica-hub.eu
ETICA	cordis.europa.eu/project/id/101187166
STREACS	ace.aua.am/projects/streacs
Eastern Partnership Civil Society Facility	eapcivilsociety.eu
NATAE	natae-agroecology.eu
ETUT	etut-itn.org
EuroMedMig	upf.edu/web/euromedmig-phd-network
SEEIIST	seeiist.eu

Intermediaries and influencers

In the early stages of the project, the widerAdvance team will compile a list of strategic intermediaries and influencers who can amplify the Facility's mission, activities, and results. These individuals and organisations operate at local, national, and EU levels and are active in areas such as research policy, innovation support, knowledge valorisation, regional development, and science communication.

We define influencers as professionals with recognised expertise, regular media presence, and an active role in promoting research and innovation through social media, blogs, public speaking, or institutional leadership. Intermediaries include organisations and networks that serve as bridges between the research community and stakeholders in policy, industry, and society. The project will regularly monitor and reshare news, updates, and initiatives from these profiles, while also engaging them directly through

invitations to events, mentions in publications, or contributions to widerAdvance content. Their involvement will help boost visibility, credibility, and uptake of the Facility's results across Widening Countries and Outermost Regions.

Initial examples of relevant intermediaries and influencers include:

European Commission leadership, policymakers, research and innovation agencies:

- Iliana Ivanova – European Commissioner for Innovation, Research, Culture, Education and Youth
- Marc Lemaître – Director-General, DG Research & Innovation (RTD)
- Maria Cristina Russo – DG RTD Director Prosperity and International Cooperation
- Wolfgang Burtscher – Director-General, DG Agriculture and Rural Development
- Joanna Drake – Deputy Director-General, DG RTD (Widening & ERA)
- Jean-Eric Paquet – former Director-General, DG RTD and current EU Ambassador to Japan
- Marc Tachelet – Director, European Research Executive Agency (REA)
- Signe Ratso – former Acting DG of DG RTD, now working on EU international cooperation in science and technology
- Koen Verlaeckt – Secretary-General, Flemish Department of Science, Economy and Innovation (and ERA Forum representative)
- Inge Van Nieuwenhove – Communication Officer, COST Association

Widening initiatives, innovation support and SME stakeholders:

- Leaders of successful Teaming, Twinning and ERA Chair projects in Widening Countries (e.g. CELESTE, QCIRCLE, ExGal-Twin)
- Coordinators of projects like Horizon Academy, REMORA, and RADIANCE
- Editors and contributors to media platforms and national R&I journals



- Enterprise Europe Network (EEN) national contact points and innovation advisors
- Regional Development Agencies in Widening and Outermost Regions
- EIT KIC representatives, especially in RIS countries
- RISE in Croatia
- IP Ambassadors

This list will be expanded during project implementation in collaboration with the consortium partners and reviewed regularly to adapt to evolving policy and communication landscapes.

Collaborations with related initiatives beyond the consortium geographical reach

- To ensure key stakeholders across all Widening Countries and Outermost Regions are aware of and engaged with the Facility, the project will leverage existing R&I networks and platforms in target countries beyond the ones represented in the consortium – i.e. Albania, Bosnia and Herzegovina, Bulgaria, Cyprus, Estonia, Faroe Islands, Georgia, Croatia, Latvia, Morocco (once associated), Moldova, Montenegro, North Macedonia, Romania, Serbia, Slovenia, Türkiye, Ukraine, and Kosovo.

Our outreach strategy will:

- Leverage National Contact Points (such as WIDERA NCPs and the Enterprise Europe Network, IP Helpdesk Ambassadors) to promote calls and share news locally
- Utilise national and regional research news portals and science media in English and local languages
- Engage with local influencers, sectoral associations, and professional networks active in each country and priority domain
- Advertise in EU-funded channels such as Horizon Results Platform, Open Research Europe, and national ministry websites
- Collaborate with ongoing Horizon 2020/Horizon Europe projects to offer services such as exploitation coaching, matchmaking, and policy workshops



The tables below outline Horizon projects that could benefit from the widerAdvance facility's capacity-building and networking support and media outlets that could support the project's outreach efforts across countries not directly represented in the consortium. These partnerships will be approached to promote synergies, enhance uptake, and increase visibility.

Table 4 List of relevant projects beyond the consortium geographical reach

Name	Coordinated in	Link
GreenFORCE	Albania	greenforcetwinning.net
SUSNANO	Albania	www.susnano.eu
POLICY ANSWERS	Austria	westernbalkans- infohub.eu/theme/policy-answers-ri- policy-making-implementation-and- support-in-the-western-balkans
EDIRE	Bosnia and Herzegovina	edire.eu
VMS	Bulgaria	cordis.europa.eu/project/id/190192897
AeroSTREAM	Croatia	cordis.europa.eu/project/id/101071270
InnoThyroGen	Croatia	innothyrogen.eu
MARBLE	Croatia	marble.eu
CaSToRC	Cyprus	hpc-portal.eu/node/569
QUEST	Cyprus	quest.cyi.ac.cy
EMME-CARE	Cyprus	emme-care.cyi.ac.cy
5GSOLAR	Estonia	5gsolar.taltech.ee
FINEST TWINS	Estonia	finestcentre.eu/project/finest-twins
FORGE-AI	Georgia	cordis.europa.eu/project/id/101216703
GAIN	Georgia	gain-twinning.eu
BioMagnetLink	Latvia	cordis.europa.eu/project/id/101187789
MR LATVIA	Latvia	cordis.europa.eu/project/id/101160091
CLUSTER-INN	Lithuania	cordis.europa.eu/project/id/101129820
isUP-AgrO	Madeira	cordis.europa.eu/project/id/101159644
GreenSCI	Moldova	cordis.europa.eu/project/id/101060678
MONTEVITIS	Montenegro	montevitis.eu
MONUSEN	Montenegro	monusen.ucg.ac.me
TRAINEE	North Macedonia	trainee-mk.eu/en
HESPRI	Romania	hespiproject.eu
SCIENCE4FUTURE	Romania	cordis.europa.eu/project/id/101061755
ReCoNnect	Romania	cordis.europa.eu/project/id/101162613
4P-CAN	Romania	4p-can.eu
CREDIT Vibes	Serbia	cordis.europa.eu/project/id/101059942

EINSTEIN	Serbia	einsteineproject.com
INNO2MARE	Slovenia	inno2mare.eu
AutoLearn-SI	Slovenia	cs.ijs.si/projects/228
MAPIT	Türkiye	mapitproject.eu
SolarHub	Türkiye	horizonsolarhub.eu/en
AGRI-BIOCIRCULAR-HUB	Ukraine	agri-biocircular-hub.eu
HEOinUA	Ukraine	horizon-europe.org.ua/en/home

Moreover, the project will engage both local traditional media (print/online) and public broadcasters covering regional innovation, EU-funded research, and development programmes to publish interviews, press releases, and event coverage.

Table 5 List of relevant media outlets beyond the consortium geographical reach

Name	Country	Link
Tirana Times	Albania	tiranatimes.com
Panorama	Albania	panorama.com.al
Balkan Insight	Balkan region	balkaninsight.com
Dnevni avaz	Bosnia and Herzegovina	avaz.ba
Klix.ba	Bosnia and Herzegovina	klix.ba
Nezavisne Novine	Bosnia and Herzegovina	nezavisne.com
Slobodna Bosna	Bosnia and Herzegovina	slobodna-bosna.ba
Dnevnik.hr	Croatia	dnevnik.hr
Poslovni dnevnik	Croatia	poslovni.hr
Cyprus Mail	Cyprus	cyprus-mail.com
Incyprus	Cyprus	in-cyprus.philnews.com
EER.ee	Estonia	news.err.ee/k/science-education
RUV.is	Faroe Islands	ruv.is
Guadeloupe 1ère (TV & Radio)	Guadeloupe	la1ere.franceinfo.fr/guadeloupe
RCI Guadeloupe	Guadeloupe	rci.fm/guadeloupe
Guadeloupe Formation	Guadeloupe	guadeloupeformation.com



Outremers 360	Guadeloupe, Guyane, La Réunion, Martinique, Mayotte	outremers360.com
La1ère Guyane	Guyane	lalere.franceinfo.fr/guyane
Gazeta Mec	Kosovo	gazetatema.net
RCI Martinique	Martinique	rci.fm/martinique
France Antilles	Martinique	martinique.franceantilles.fr
La 1ère Mayotte	Mayotte	lalere.francetvinfo.fr/mayotte
Kwezi TV & Kwezi FM	Mayotte	linfo.kwezi.fr
Moldova.org	Moldova	moldova.org
Montenegro Ministry News	Montenegro	gov.me/en/press
Panorama Romania	Romania	panorama.ro
Romania Pozitiva	Romania	romaniapozitiva.ro
Știință & Tehnică	Romania	stiintasitehnica.com
OPEN SCIENCE PLATFORM 2.0	Serbia	nitra.gov.rs/images/nauka/TONuS-Platforma_2.0-Final-eng.pdf
Delo.si	Slovenia	delo.si
Bianet Science	Türkiye	bianet.org
Ukrainska Pravda	Ukraine	pravda.com.ua/eng
European Western Balkans	Western Balkan region	europeanwesternbalkans.com
Western Balkans RTI Info	Western Balkan region	wbc-rti.info

The list will be extended with the help of all partners for the Widening countries: Bulgaria, Croatia, Cyprus, Czechia, Estonia, Greece, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia and all Associated Countries with equivalent characteristics in terms of R&I performance (Albania, Bosnia & Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia, Turkey, Armenia, Georgia, Moldova, Morocco, Tunisia, Ukraine, Faroe Islands and the Outermost Regions).

EC tools and channels

The European Commission's tools and official communication channels will be integrated into the widerAdvance Facility's outreach efforts. These platforms provide direct access to key audiences interested in European R&I



policy, funding opportunities, success stories, and stakeholder engagement. Relevant EC-managed accounts such as [European Commission](#), [European Research Executive Agency \(REA\)](#) [EURAXESS](#), [European Research Council \(ERC\)](#), [EU Science, Research and Innovation](#) will be monitored and tagged when sharing major project updates or results.

In addition to social media, widerAdvance will explore the use of other Commission-run platforms, including EU Research Results Platform, Horizon Magazine, EURAXESS, Research and Innovation Days & Horizon Europe Info Days. These tools will help the project stay connected with the wider R&I ecosystem and ensure maximum visibility within the official EU communication environment.

Visibility of EU funding

Extract from the European Commission's guide on communicating your project.

"All recipients of EU funds have the legal obligation to explicitly acknowledge that their action has received EU funding. This requirement is to ensure visibility and transparency. It applies to all EU funded programmes, including the Research Fund for Coal and Steel and the Promotion of agricultural products programme. For projects funded under Horizon Europe, this requirement is specified under Article 17 of the model grant agreement.

The obligation requires all beneficiaries, managing authorities and implementing partners of EU funding to acknowledge the support from the European Union on all communication materials. An important element with this regard is the European Union emblem and the funding statement, which must be displayed prominently on all printed and digital products, websites, social media channels and other communication products:

Make sure to display the European flag (emblem), do not use the European Commission logo!

Add the funding statement (in local languages, where appropriate)



Funded by the European Union



Co-funded by the European Union

Figure 13 EU funding statement

KPIs and monitoring

The following Key Performance Indicators (KPIs) have been set for the project in the Grant Agreement. The progress of achievement will be monitored on a three-monthly basis.

Quantitative KPIs measure reach, visibility and engagement across key communication channels.

Table 6 C&D KPIs

Measure	Target KPI
Articles, Interviews	25+ written/video interviews
Press releases	5+
Newsletter	4 per year
Podcasts	5+
Social media	>1500 followers
Website	5000+ visits per year
Blogs	10+ per year
Short videos	4+ 500 views per video
Infographics	4
Leaflet	1 in 10+ languages
Publications	>30 articles 150,000+ estimated readers
National/local events	20+ events
EU/international events	10

Widening/ORs Events	2 presentations per year in each widening country
Policy events	10+ policy workshops
Communication templates	1 logo 1 visual guidelines Templates (ppt, reports, etc.)

Additionally, *qualitative impact indicators* focus on strategic outcomes, stakeholder perceptions and behaviour changes resulting from the communication and exploitation work. These are monitored through partner feedback, beneficiary insights, and targeted analysis during project meetings and impact assessments. These include:

- Stakeholder feedback collected through surveys, consultation sessions and interviews during and after service delivery
- Policy uptake and influence measured through references in policy documents, participation in policy events, and follow-up engagement with decision-makers
- Service adoption including the number and diversity of applications for the Facility's services, and feedback from users
- Knowledge maturity and exploitation progress, observed through changes in the Technology Readiness Levels (TRLs) or the adoption-readiness of Key Exploitable Results (KERs) over time

To ensure consistent tracking, reporting, and optimisation of Dissemination and Communication efforts, widerAdvance Facility will adopt a structured monitoring approach involving all partners. Monitoring is coordinated by the WP4 lead with the active contribution of all partners, using a central reporting template to be filled in regularly. Quarterly reviews of the D&C strategy will incorporate this feedback to inform ongoing planning, campaign targeting, and partner-level communication support. Insights will also feed into the mid-term and final evaluations, as well as the updates of the DEC Plan and the Implementation Roadmap for KERs.

This monitoring framework ensures that the project not only tracks outputs and deliverables, but also stays attuned to how its activities are received and adopted in practice, maximising impact across the Widening and Outermost Regions.



Centralised reporting tool

A shared Excel-based reporting table will be set up on the website intranet. All partners will be asked to regularly log activities—on a monthly basis— including both completed and planned actions such as event participation, media presence, social media campaigns, publications, and any other relevant outputs. This will form the basis for continuous reporting in the *Funding & Tenders Portal* and internal evaluation of progress.

Quarterly C&D meetings

Regular D&C team meetings will be held every quarter, bringing together communication representatives from each partner organisation. These meetings will be used to review progress, identify good practices, flag potential challenges, and align on upcoming activities or opportunities for joint actions.

Analytics and impact tracking

The WP4 team will be responsible for monitoring web and social media analytics, including website visits, content engagement, social reach, and media coverage. These insights will inform the ongoing evaluation of the communication strategy and support necessary adjustments to improve visibility, outreach, and stakeholder engagement throughout the project lifecycle.

Exploitation Plan

Key Exploitable Results and plans

Table 7 List of Key Exploitable Results

KER	Partner(s)	Protection measure	Exploitation route	User/customer
widerAdvance Facility format (operational model and scheme for R&I support)		CC-BY-SA	Piloting, replication in national/EU programmes	EC agencies (DG RTD, DG REGIO), national ministries, R&I agencies, structural fund managing authorities
widerAdvance Facility		CC-BY-SA	Open access, with optional	RMAs, RTs, HEIs, R&I

Capacity Building Toolkit (training materials, templates, guides)			paid support services	ecosystem actors in Widening countries
Policy Recommendations		C-BY-NC	Evidence-based policymaking, policy workshops, direct institutional uptake	National & regional authorities, EC services (RTD, REGIO), managing authorities, development agencies
Training Modules for Research Managers & Support Staff		CC-BY-SA	Online training courses, webinars, in-person capacity building; possibility to commercially exploit after the end of the project	RMAs, support offices, HEIs, innovation hubs
Implementation Roadmap for Facility Replication		Copyright	Use in policy planning, support for follow-up projects and tenders	EC, national ministries, regional innovation councils
Multi-lingual Communication & Dissemination Toolkit		Design rights	Branding to be used after the end of the project as the distinctive identity of the Facility.	



Stakeholder Engagement and Mapping Framework (database structure, engagement templates, contact workflows)		Internal restricted use	Internal use	
Success Stories & Impact Case Studies		CC BY-NC		RMAs, support offices, HEIs, innovation hubs, managing authorities, development agencies
Trained research managers' network	ALL	n.a.	Internal use and commercial service	Trained research managers support further R&I beneficiaries

IPR agreements

The widerAdvance Facility project is not expected to generate patentable innovations. However, several project outcomes, particularly the methodology, service toolkit, and related training and communication assets, carry clear economic and strategic value. The consortium recognises the importance of protecting and managing intellectual property in a way that supports both individual partner interests and the long-term impact of the project.

The rights and obligations related to IPR will be governed by the Grant Agreement and the Consortium Agreement (CA) which outlines how both background and foreground knowledge will be handled, ensuring clarity, fairness, and a shared commitment to openness where appropriate.

Background knowledge, including pre-existing tools, methodologies or expertise that partners bring into the project, remains the property of the



originating organisation. Partners agree to make this background knowledge available to others where it is necessary for project implementation, on a royalty-free basis and without the expectation of financial compensation.

New knowledge and outputs developed during the course of the project will be owned by the partner or partners responsible for their creation. If multiple partners jointly generate a result and their individual contributions cannot be clearly separated, joint ownership will apply. These ownership arrangements, as well as the rights to access and use specific results, will be clearly documented in future versions of this DEC Plan.

In terms of protection and use, project outputs intended for non-commercial purposes, such as policy recommendations, training content, or communication templates, will typically be released under open-access licences. These may include Creative Commons variants such as CC-BY or CC-BY-NC-SA, depending on the nature of the material. Where results have potential for commercial application, such as the Capacity Building Toolkit or tailored service offerings, licensing or service agreements may be established to regulate future use and generate value for the contributing partners.

Confidentiality will be maintained throughout the project and for a defined period afterward, as set out in the Consortium Agreement. Information designated as confidential will be handled with care and not disclosed to external parties without explicit consent. All partners are expected to apply the same confidentiality obligations to their internal teams and subcontractors.

The project's approach to data management will be grounded in the FAIR principles, ensuring that data is findable, accessible, interoperable, and reusable. Each partner will retain ownership of the data they generate but will make it available to others within the consortium as needed to carry out related work. Any use of data beyond the original project scope will be agreed bilaterally, based on fair and reasonable conditions.

To support broader uptake, access rights to both background and foreground will be granted where necessary to deliver the project's objectives. Beyond the project, any partner wishing to use results for commercial or public exploitation will enter into separate agreements with the owners of those results.



In line with Horizon Europe's open science principles, all peer-reviewed publications and key outputs will be made freely accessible whenever possible. Open access will be prioritised through 'gold' routes, and the consortium will also consider publishing through Open Research Europe (ORE) to maximise visibility and support wider dissemination of knowledge.

Sustainability

Building on the project's IPR strategy, widerAdvance Facility's sustainability approach is designed to ensure that its tools, networks, and visibility mechanisms continue to generate impact beyond the project's lifetime.

The project website (wideradvance.eu) will be maintained by IPPT PAN for at least three years after project completion. Several consortium partners, including those acting as National Contact Points, will continue contributing updates such as relevant news, events, and funding opportunities. This will allow the platform to remain a valuable resource for stakeholders across the Widening and Outermost Regions.

Social media channels and the website may also be taken over, linked to, or integrated into longer-standing EU communication infrastructures such as the Horizon NCP Portal (horizoneuropencpportal.eu) or other similar initiatives. This will help preserve continuity, expand reach, and avoid duplication with other efforts.

Key outputs, including the Capacity Building Toolkit, Training Modules, and the Implementation Roadmap, are designed for long-term use and can be integrated into national and EU-level funding schemes. Where applicable, open-access licensing will allow partners and external users to reuse and adapt these materials, while selected services may continue on a commercial basis to support financial sustainability.

Longer-term impact is also expected through the trained research managers' network, the stakeholder engagement framework, and the partnerships built during the project. These include relationships with national authorities, managing agencies, and NCP networks, which are intended to act as multipliers beyond the project's duration. The consortium will support this continuity by formalising cooperation agreements, applying for follow-up funding where relevant, and ensuring key results are listed on platforms like the Horizon Results Platform and promoted through Booster services.

Moreover, many partners will remain active in future Horizon Europe initiatives, particularly in their roles as NCPs or national support organisations. This continuity enables the uptake of widerAdvance materials, the maintenance of key stakeholder relationships, and the promotion of key results through new projects and platforms. Communication assets such as the visual identity, training toolkits, or case studies may also be adapted for follow-up activities or repurposed in support of new EU policy priorities.

Through these measures, widerAdvance Facility ensures that its core assets, i.e. knowledge, tools, and community, remain accessible and useful to the R&I ecosystem well beyond the project's official end.

Annexes

Annex I Action Plan

In Annex I widerAdvance Facility partners receive a detailed action plan on dissemination, communication and exploitation actions with a timeline, budget allocation, KPIs to be met, reporting templates to be filled in.

Europa Media and IPPT PAN will organise a workshop for all partners introducing the action plan and introduce the reporting procedure. All partners assigned a contact person for DEC actions. These contact persons will meet on a regular basis to align DEC activities between the consortium members and outside the consortium.

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