widerAdvance Facility

RESEARCH INNOVATION COLLABORATION

Make your dissemination plan!

Result dissemination for different stakeholders, Webinar

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Let us start with the basics ...

A researcher publishes a paper in a peer-reviewed journal on findings from the project.

Exploitation	Dissemination	Communication
0	0	0

A press release is issued to announce the launch of the project and its goals to the media.

Dissemination	Communication	Exploitation
0	0	0

A municipality uses the project's guidelines to update its local environmental policy.

Dissemination	Communication	Exploitation
0	0	0

Organising a school visit to explain the need for selective waste collection

Dissemination	Communication	Exploitation
0	0	0

A policy brief summarising project recommendations is sent to relevant EU decision-makers.

0	0	0
Dissemination	Communication	Exploitation

A PhD student uses a scientific paper that was published by the project in their research.

Dissemination	Communication	Exploitation
0	0	0

A video is posted on the project's social media to explain how the technology works in simple terms.

Dissemination	Communication	Exploitation
0	0	0

A company in the consortium integrates the project's technology into a new commercial product.

Dissemination	Communication	Exploitation
0	0	0

What is the first step to start drafting your PEDR?

0	0	0	0
Identify results and target groups	Select the channels	Idenify the objectives	Set the KPIs

Which of these is NOT an element of a C&D strategy

Audience mapping	Data management plan	Key messages	Budget and resources
0	0	0	0

PEDR incl. communication

Drafting one…

- Project actions and results (KER)
- Objectives for PEDR
- Audience
- D&C Tools/Channels
- Exploitation Routes
- Targets
- IP protection
- Dissemination and communication Exploitation
  Actions – Timeline - Costs
- Monitoring and feedback

Make your strategy:

Organisation name: *Danube Civic Innovation Lab (DCIL)*
Type: Public research-performing organisation (applied social science + digital innovation unit)
Country: Hungary

Challenge: Municipalities in Danube-region struggle to **translate citizen input into implementable climate-resilience measures**. Participation is often ad-hoc, data is fragmented, and evidence rarely reaches policy decisions.

Project (fictional): *TWIN4RESILIENCE – Twinning for Citizen-Centred Flood & Heat Resilience*
Duration: 36 months (ended recently)
Thematic domain: Climate adaptation + social innovation

The beneficiary organisation improves its ability to **design, test, refine and transfer** such tools.

Your results:

1. CIVIC-HEAT Map Toolkit - A reusable “co-design + data” toolkit;
2. Danube “Policy-to-Action” Brief - set of short policy briefs;
3. Flood Neighbourhood Micro-Interventions Catalogue - catalogue of **12 low-cost, fast-to-deploy** neighbourhood interventions;
4. Impact & Stakeholder Monitoring Framework - internal framework + dashboards to track: stakeholder engagement, uptake, and outcomes

The funded result is the organisation's ability to design and transfer the solution - the **toolkit** (Methodological capacity to design & validate participatory tools) and **interventions** (Training and competence building in SSH-based climate research).

So Danube Civic Innovation Lab (DCIL) is increasing its capacities with the help from other excellent institutions to become the reference point in the Danube region for cities.

Target Audience: Quadruple Helix Model

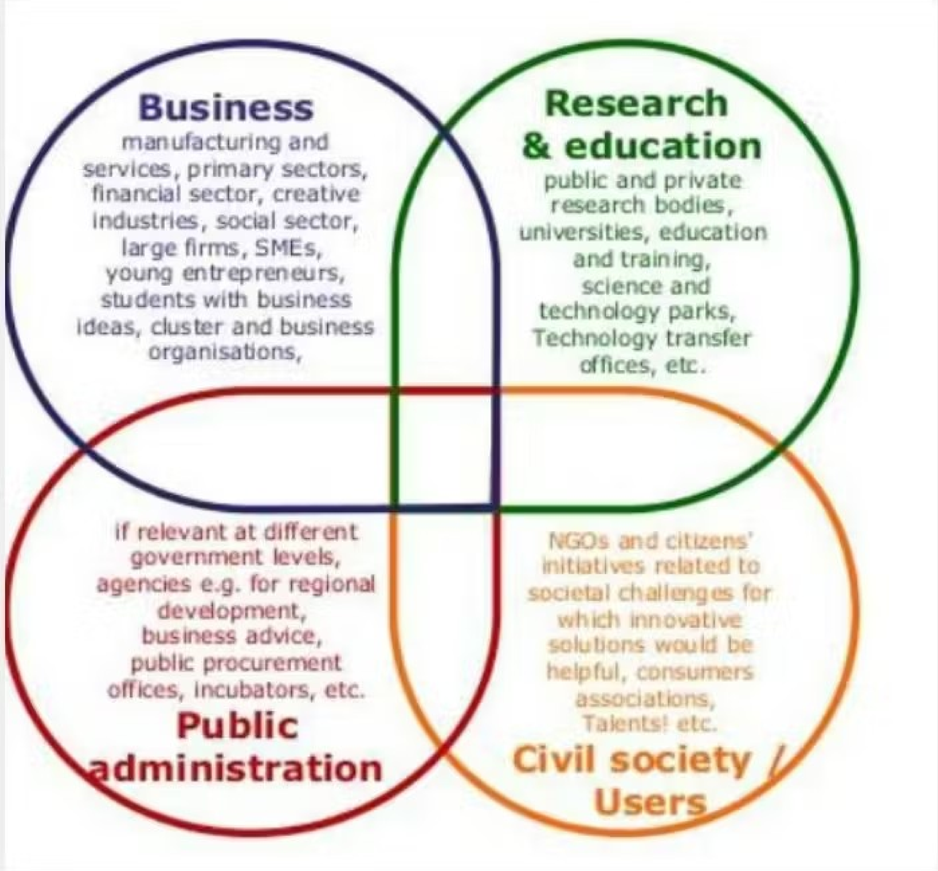
Creating innovation – Focus on Social Sciences

Four major actors in the Innovation ecosystem:

- POLICY: Government, Policy makers
- SCIENCE: Academia & researchers,
- INDUSTRY: Businesses, startups, SMEs,
- SOCIETY: Citizens, citizen initiatives, CSOs, NGOs,

Why?

- Interaction amongst these four groups leads to **more impactful solutions**
- It matches with the Horizon Europe principles of **co-creation and co-design**
- It channels **research results** into what the **public needs**
- Provides access to more **diverse** and **applicable knowledge**



Helixes can overlap

CIVIC-HEAT Map Toolkit - A reusable “co-design + data” toolkit will be interesting for:

0	0	0	0	0
Ministry department for climate adaptation	SMEs providing sensors / urban greening services	Research infrastructures / data labs	Urban planning consultancies	Municipal councils + city climate officers

Why do city councils need a toolkit?

0

Cities want to represent the opinion of their citizens.

0

Cities need fast, inclusive planning methods for heat waves or floods.

0

Cities need to report on their inclusive planning to the national authorities.

How do you reach our to municipalities, local governments, city councils?

Social media	Press	1 to 1 meetings	through networks, accosciations	upload the toolkit to Zenodo
0	0	0	0	0

Which one is a good KPI for D&C?

0

no of joint social media campaigns with city networks

0

no of toolkit downloads

0

no of city meetings with mayors and/or urban planning departments

Impact & Stakeholder Monitoring Framework - internal framework + dashboards to track: stakeholder engagement, uptake, etc will be interesting for:

0

Regional development agency

0

Universities/research groups in urban planning, climate adaptation, behavioural science

0

Local media/community radios

0

NGOs working with inclusion / vulnerable groups

Why are the research teams interested in the impact & stakeholder monitoring framework? What is their need?

0

helps research organisations track, analyse and improve stakeholder engagement

0

They need to better evidencing real impact

0

They need to better understand the connection between stakeholder engagement and impact pathways

How do you reach out to research community?

Workshops, webinars	social media	Press	Scientific events	Publications	1 to 1 meetings
0	0	0	0	0	0

Quadriple helix

POLICY

- Ministry department for climate adaptation
- Municipal councils + city climate officers
- Regional development agency
- Civil protection / disaster risk units

Policy-to-Action Brief
Flood Neighbourhood Micro-Interventions Catalogue
CIVIC-HEAT Map Toolkit
Impact & Stakeholder Monitoring Framework

SCIENCE

- Universities/research groups in urban planning, climate adaptation, behavioural science
- Research infrastructures / data labs
- PhD networks on citizen science

Impact & Stakeholder Monitoring Framework

INDUSTRY

- SMEs providing sensors / urban greening services
- Local utilities (water/energy)
- Insurtech / risk modelling startups
- Urban planning consultancies

Flood Neighbourhood Micro-Interventions Catalogue
CIVIC-HEAT Map Toolkit

SOCIETY

- Citizen associations (parents, elderly groups)
- NGOs working with inclusion / vulnerable groups
- Schools and youth initiatives
- Local media/community radios

CIVIC-HEAT Map Toolkit
Flood Neighbourhood Micro-Interventions Catalogue

Which European Commission maintained tools would you integrate into your DEC strategy?

Horizon Magazine
The latest news and features about thought-provoking science and innovative research projects funded by the EU.
Horizon Dashboard
An intuitive and interactive knowledge platform where you can extract statistics and data on EU research and innovation programmes – sorted by topics, countries, organisations, sectors, as well as individual projects and beneficiaries.
Horizon Results Booster
A free-of-charge platform to benefit from one of these services:
1. Portfolio dissemination & exploitation strategy
2. Business plan development
3. Go-to-market support.
Innovation Radar
A data-driven method focused on the identification of high-potential innovations and the key innovators behind them in EU-funded research and innovation projects.
Horizon Results Platform
A public platform that hosts and promotes research results, thereby widening exploitation opportunities. It helps to bridge the gap between research results and generating value for economy and society. You can create your own page to showcase your results, find collaboration opportunities and get inspired by the results of others.
Horizon Standardisation Booster
An initiative that supports European research and innovation projects to valorise results through standardisation, supporting them to contribute to the creation of new standards or the revision of existing standards.
CORDIS
Multilingual articles and publications that highlight research results, based on an open repository of EU project information.
Open Research Europe Platform
A platform that makes it easy for beneficiaries of European research and innovation projects to comply with the open access terms of their funding and offers researchers a publishing venue to share their results and insights rapidly.
Research and Innovation success stories
A collection of the most recent success stories from EU-funded research & innovation.
COMMUNICATION
DISSEMINATION
EXPLOITATION
More information
Contact your Project Officer

EC tools

Which of these is a poor KPI for C&D?

Number of policy briefs shared	Number of LinkedIn posts	Stakeholder feedback	Number of presentations at events
0 ✗	0 ✓	0 ✗	0 ✗

If you want to measure engagement during a webinar, what's the most relevant indicator?

0 ×

Number of registrations

0 ✓

Number of attendees staying until the end

0 ×

Number of invitations sent

Which of these are common mistakes in project communication?

Defining key messages early	Using too much technical jargon	Not updating the website regularly	Working with multipliers
0	0	0	0

Timeline

How is your strategy changing over the project's lifetime?

Building (M1-M18)

- Raising awareness
- Initial engagement
- Creating networks

Piloting (M6-M30)

- First results
- Start addressing exploitation
- Promotion of specific actions to specific audiences
- Important role of the participatory processes

Using (M36-M48)

- Specific focus and use of results
- Aiming at the uptake of results
- Encouraging communities to use the developed tools
- Collaboration agreements

Stabilisation (M48-M60)

- Focus on scientific and technological as well as market deployment

How long is the project?

36 months	48 months	60 months
0	0	0

Please describe your experience in this feedback form

Link: https://forms.gle/k9DGNK63349MPdk6A

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Thank you for your attention!

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