

ITN 2017 Impact Section 2.3 & 2.4 Dissemination & Communications

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Impact-Section 2.3 & 2.4

Follow each section according to the headings provided!

2.3 Quality of the proposed measures to exploit and disseminate the project results

- Dissemination of the research results
- Exploitation of results and intellectual property

2.4 Quality of the proposed measures to communicate the project activities to different target audiences

- Communication
- Public Engagement



Impact-Section 2.3

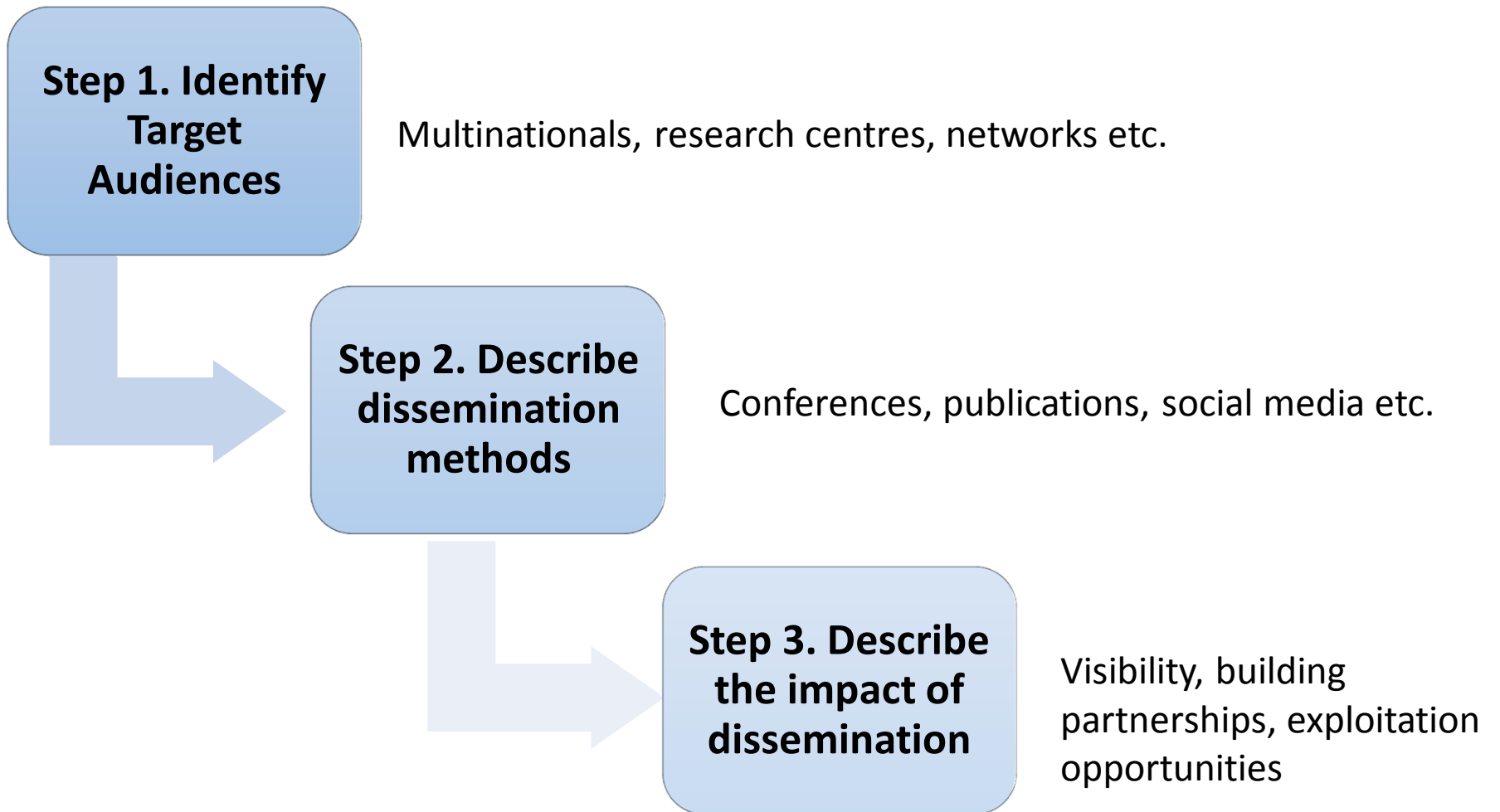
2.3 Quality of the proposed measures to exploit and disseminate the project results

- 1. Dissemination of the research results.
- 2. Exploitation of results and intellectual property

*NB This section should focus on the **stakeholders** who are interested in the results for further development and/or use in their own work.



2.3. Dissemination of the research results





2.3. Dissemination of the research results

Step 1. Identify Target Audiences

- Stakeholders who will use the results i.e. they will be involved in the exploitation.
- The members of consortium should help with identifying target audiences.
- **Do not mix them up with the general public.**

Examples of target audiences

Private sector

- Multinationals, SMEs start-ups etc.
- **Be specific!** what kind of organisations in this sector are interested in your results?

Academic sector

- Researcher centres, universities, institutes of technology

Non Governmental Organisations

- associations, scientific organisations, policy/advocacy groups, charitable foundations etc.
- Give examples of specific NGOs that will use the knowledge and other results coming from your project.

Public sector

- Hospitals, Education sector, government bodies etc..



2.3 Dissemination of Research Results

Step 2. Dissemination methods

Conferences/ Events/ workshops

- Give examples for each target audience mentioned in Step 1.
- How often will each ESR carry out one of these methods

Peer reviewed Journals

- Give a examples of high impact journals in your research area.
- Describe how many articles ESRs will produce.

Open access repository

- MUST ensure peer-reviewed scientific publications resulting from ITN funding should be on open access repositories (free of charge)
- See pg. 22 in the ITN Guide for Applicants

Industry magazines and Journals

- non-academic organisations in the consortium should have examples of these.

European Commission Dissemination tools

- Horizon magazine, EU results magazine, CORDIS
- See page 11 [Communicating EU research and innovation](#)

NB* All beneficiaries provide examples of dissemination methods



2.3: Dissemination of Research Results

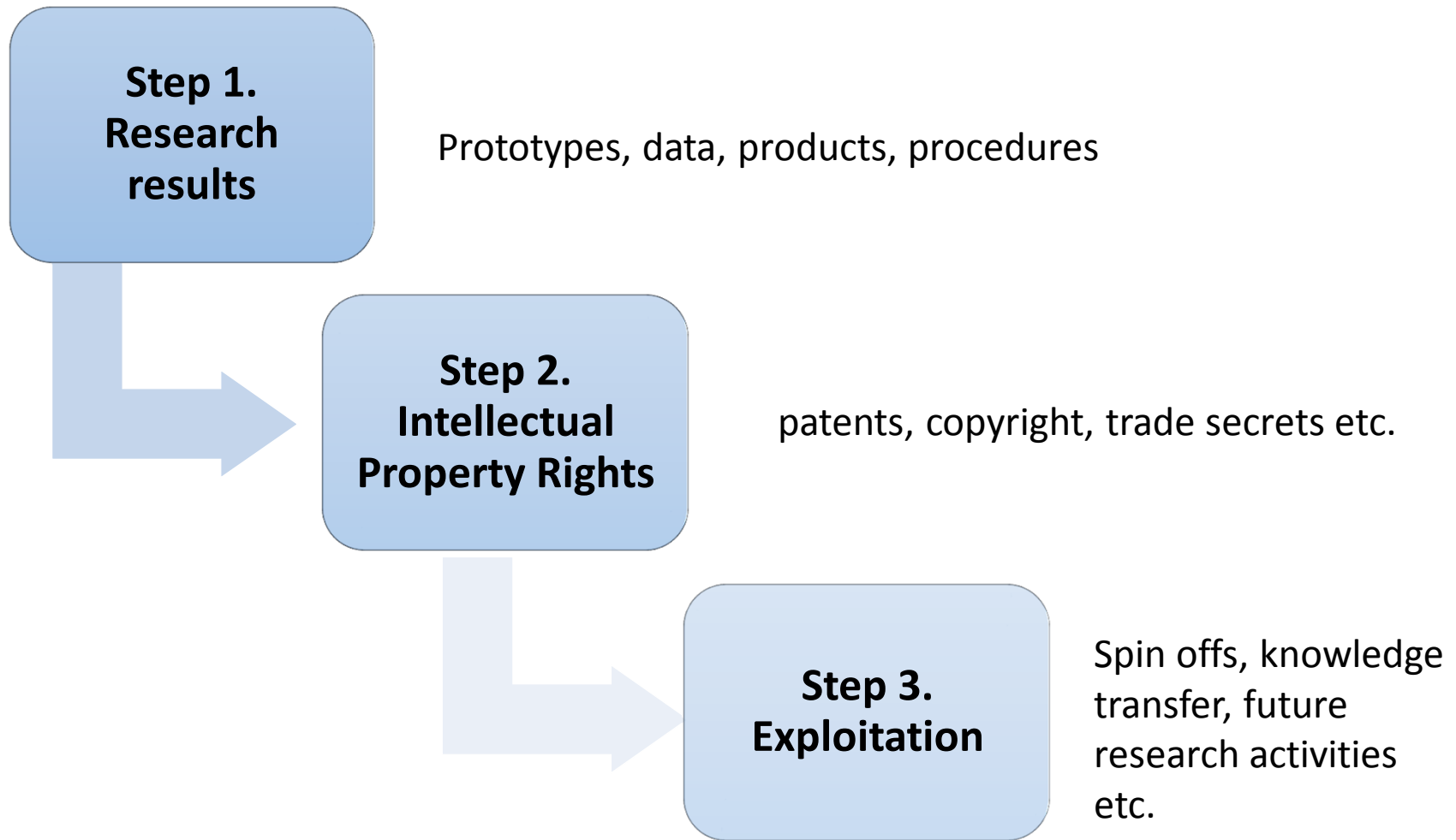
Step 3. Describe the impact of the dissemination methods

- Draw the attention to funding sources to highlight the need for and ultimate benefits of this research.
- Contribution to the [‘Innovation Union’](#).
- Enhancing the visibility of the various ESRs for potential employment.
- Attract the interest of potential partners or future projects.
- Encourage talented students and scientists to join the beneficiaries involved.
- Enhance the reputation of the participating organisations at local, national and international level.
- Awareness to industrial implementers to exploit your results.
- Influence policy on a topic that the research relates to.

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf



2.3 Exploitation of results and intellectual property





2.3 Exploitation of results and intellectual property

Step 1. Research results

- Explain the type of research results coming out of this project e.g. data, prototypes, products, procedures.

Step 2. Protection of results

- Explain how you will protect the results .e.g. Patents, technology license, copyright, trade secrets etc.
- How have you decided to “allocate” IP in your consortium? Rules simplified at [https://www.iprhelpdesk.eu/FS IP management in MSCA-H2020](https://www.iprhelpdesk.eu/FS_IP_management_in_MSCA-H2020)



2.3 Exploitation of results and intellectual property

Step 3. Exploitation Methods

- Explain the ways in which the IP (protected results) will be exploited.
- What is the impact of exploiting in this way?
- How will exploitation be managed in the ITN e.g. technology transfer office in your organisation.

Exploitation Examples

Further research activities outside the project.

Commercialisation of a product process or service (spin offs, student entrepreneurship etc.)

Further development in industry-multinational using the research to help production.

Standardisation activities

Societal exploitation-impact on policy and practice. NGO's would exploit results in this case. Results could also encourage **social innovation**

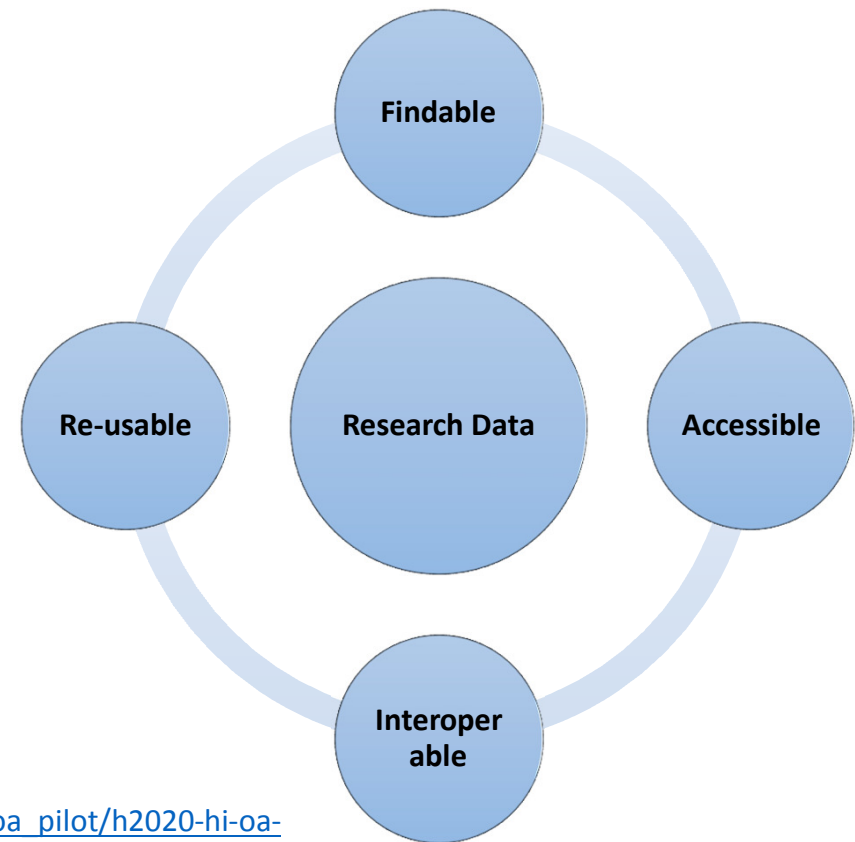
***Data Management Plan**-improve and maximise access to and re-use of research data generated by Horizon 2020 projects



Open Research Data in Horizon 2020 (Exploitation of data in the project)

The ORD pilot aims to improve and maximise access to and re-use of research data generated by Horizon 2020 projects

- **ORD** focuses on encouraging a sound **data management plan**
- A DMP describes the data management life cycle so that research data is **Findable, Accessible, Interoperable and Re-usable (FAIR)**.
- *In Section 2.3 it is encouraged to include a section describing how to project will carry out good research data management.*
- Opt out of Open Data Pilot





Impact-Section 2.4

2.4 Quality of the proposed measures to communicate the project activities to different target audiences

- Communication
- Public Engagement

* NB communication and public engagement is aimed at the general public. Do not mix this up with dissemination.



2.4: Communication and Public Engagement

Communication

Mass media targeting the general population



Show how publicly funded research adds value to society and economy



TV, newspaper articles, eNews, blogs, social media etc.

Audience

Message

Channel

Public Engagement

Public, young people, end users (patients)



Impact on everyday life, careers in research, benefits of research for a specific end user (treatment for cancer patients)



Science events, school visits, demonstrations, career events

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf



2.4: Communication

- Describe the audience, message, channel.
- Describe the **activities the consortium** will perform to ensure media coverage.
- Explain who will help you with seeking media coverage e.g. Communications Office/Officer.
- Describe the potential impact of getting media coverage for the project.

Audience

Mass media targeting the general population



Message

Show how publicly funded research adds value to society and economy



Channel

TV, newspaper articles, eNews, blogs, project website, social media etc.



2.4: Public Engagement

- Describe the audience, message, channel.
- Need to take place across the whole consortium, not just in Ireland!
- Talk to experts at your institution. See what national activities you can join in e.g. Pint of Science, SFI Discover.
- What is the potential impact of engaging the public in the activities of the ITN?

Audience

Public, young people, end users (patients)



Message

Impact on everyday life, careers in research, benefits of research for a specific end user (treatment for cancer patients)



Channel

Science events, school visits, demonstrations, career events





2.3 & 2.4 Tips

Quantifiable Targets

- Include quantifiable targets for measuring the effectiveness of dissemination, exploitation, communication and public engagement activities.

Link to other sections of the proposal

1.3 Quality and innovative aspects of the training programme	Explain how the ESR will receive skills in dissemination, communication, exploitation and IP
3.1 Description of Work Packages	Have a dedicated work package for communication, dissemination and exploitation
3.2 Appropriate management structures and procedures	Explain who will manage activities for 2.3 & 2.4

Thank you!

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<http://www.iua.ie/irish-marie-curie-office/introduction/>



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