

H2020 Proposal

Measures to maximize impact

Table of contents:

1. Excellence [15p]	1
2. Impact [15p]	1
2.1 Expected impacts [3p]	1
2.2 Measures to maximise impact [7-9p]	1
2.2.1. Dissemination and exploitation of results [5p]	1
2.2.1.1. Plan for the dissemination and exploitation of the project's results [2,5p]	1
2.2.1.2. Data management plan [2,5p]	2
2.2.2 Communication activities [2-4p]	4
3. Implementation [20p]	5



1. Excellence [15p]

Description of the project objectives, concept and methodology and the relation to the work programme.

2. Impact [15p]

2.1 Expected impacts [3p]

2.2 Measures to maximise impact [7-9p]



2.2.1. Dissemination and exploitation of results [5p]

> 2.2.1.1. Plan for the dissemination and exploitation of the project's results [2,5p]

Important:

- *Please note that such a draft plan is an admissibility condition, unless the work programme topic explicitly states that such a plan is not required*
- *The plan should be proportionate to the scale of the project, contain clear objectives and should contain measures to be implemented both during and after the end of the project.*
- *This plan should describe, in a concrete and comprehensive manner, the area in which you expect to make an impact*
- *Be as specific as possible: provide names of scientific journals, events, external channels, key opinion leaders to be associated to the project..*
- *Give due consideration to the possible follow-up of your project, once it is finished. Its exploitation could require additional investments, wider testing or scaling up. Its exploitation could also require other pre-conditions like regulation to be adapted, or value chains to adopt the results, or the public at large being receptive to your results.*

To Whom: Define the target audiences that are most likely to be interested by the project activities and its achievements, including the potential end-users of your results. Consider the full range of audiences including scientific communities, academic sector, industry, private sector, policy makers, related projects and initiatives. Do not hesitate to include tables and graphic elements.

What: Describe the achievements and results that you will communicate on and the scientific outcomes that will be disseminated in order to ensure the sustainability of the project findings (mention some public deliverables and reports). Mention that the dissemination of the results will be deployed according to the strategy detailed in the deliverable Communication and Dissemination due at Month X.

Identify, if possible, some potential project outputs with most value for exploitation and mention some measures to be taken in order to exploit these findings and ensure their utility and sustainability. Uses might include areas such as: research, commercial, industrial, investment, social, environmental, policy-making, setting standards, skills and educational training, etc. Mention the audiences impacted by these potential outputs and how it affects them.

Who: Describe how the consortium will participate in the dissemination and exploitation activities: the roles and responsibility of each partners (coordinator, communication partner, WP leaders)

How: Describe how you intend to use the appropriate channels of dissemination and interaction with potential users (see below examples of tools and channels used in order to widely disseminate the project findings and maximize impact).

- Dissemination tools to be used :
 - Scientific articles: the scientific outputs that will be published in specialized media
 - Talks and presentations: the talks might be recorded and accessible on the project website, the presentation delivered at various conferences may also be shared online on the project website
 - Booklet of final outputs: to be disseminated online and offline in a printed version to the different target audiences
 - Press releases: issued for major achievements and findings.
 - Posters: created to disseminate specific outputs and used at events
 - Specific email blasts: issued to ensure that the stakeholders are updated about specific project outcomes. Sent from the project website and tailored to the different target audiences
 - Specific thematic brochures and flyers: created in support of the different project results

- Dissemination online and offline channels to be used :
 - Project website: updated constantly, it will include not only general information but it will give access to all the public scientific reports, presentations
 - Conferences and events that are planned to be organised by the project
 - Conferences and scientific events to be attended in order to present the project scientific results
 - Specialized scientific journals that will publish scientific findings
 - Synergies with related projects and initiatives in order to maximize impact, share knowledge & experience and enhance the exploitation of results, build social and professional networks

➤ 2.2.1.2. Data management plan [2,5p]

Important:

- *Include a business plan where relevant*

Outline the strategy for knowledge management and protection. Consider addressing the following issues, to start with:

- Data description:
 - What data will be generated by the project and how will it be collected ?
 - How much data will be generated for this research?
 - How long will the data be collected?
 - Who is responsible in carrying out the management plan?

- Documentation, organization, and storage:

- How will you render the data understandable by other researchers?
- How will the metadata be managed and stored?
- What local storage and backup procedures you envisaged?

- Access, sharing, and re-use:
 - Who has the right to manage this data? What data will be shared, when, and how?
 - Who holds intellectual property rights for the data and other information created by the project? Will any copyrighted or licensed material be used?
 - Are there any patent- or technology-licensing-related restrictions on data sharing associated with this grant?
 - Will this research be published in a journal?
 - Will you allow re-use, redistribution, commercial use?

- Archiving:
 - How will you be archiving the data? Will you be storing it in an archive or repository for long-term access?
 - How will you prepare data for preservation or data sharing?
 - Are software or tools needed to use the data?
 - How long will the data be retained? 3-5 years, 10 years, or forever?
 - How will the costs for data curation and preservation be covered?

Actions under Horizon 2020 participate in the extended 'Pilot on Open Research Data in Horizon 2020 ('open research data by default'), except if they indicate otherwise ('opt-out'). Once the action has started (not at application stage) those beneficiaries which do not opt-out, will need to create a more detailed Data Management Plan for making their data findable, accessible, interoperable and reusable (F.A.I.R.)

You will need an appropriate consortium agreement to manage (amongst other things) the ownership and access to key knowledge (IPR, research data etc.). Where relevant, these will allow you, collectively and individually, to pursue market opportunities arising from the project's results.

Outline the strategy for knowledge management and protection. Include measures to provide open access (free on-line access, such as the 'green' or 'gold' model) to peer reviewed scientific publications which might result from the project.

Open access publishing (also called 'gold' open access) means that an article is immediately provided in open access mode by the scientific publisher. The associated costs are usually shifted away from readers, and instead (for example) to the university or research institute to which the researcher is affiliated, or to the funding agency supporting the research. Gold open access costs are fully eligible as part of the grant. Note that if the gold route is chosen, a copy of the publication has to be deposited in a repository as well.

Self-archiving (also called 'green' open access) means that the published article or the final peer reviewed manuscript is archived by the researcher - or a representative - in an online repository before, after or alongside its publication. Access to this article is often - but not necessarily - delayed ('embargo period'), as some scientific publishers may wish to recoup their investment by selling subscriptions and charging pay-per-download/view fees during an exclusivity period.

2.2.2 Communication activities [2-4p]

Important:

- *Measures should be proportionate to the scale of the project, with clear objectives.*
- *Measures should be tailored to the needs of different target audiences, including groups beyond the project's own community and the general public*

Describe how you intend to promote the project and communicate on its activities, objectives and progress (see below examples of tools and channels to be used).

- Communication tools to be used:
 - Visual identity: expressive logo and graphic chart, contributing to the visibility of the project
 - General media articles: to raise awareness about the project, its activities and objectives, published in different media
 - Brochures, factsheets, Info-graphic video(s): in order to promote the project objectives and activities, shared online (project website, social networks, external websites), and offline at events
 - E-Newsletters: issued to ensure that all the stakeholders are regularly updated about the projects developments
 - Posters, Roll-up banner : created in support of the different activities of the project
- Communication online and offline channels to be used :
 - Project website: updated constantly, user friendly, accessible, including all relevant information about the project but not limited to it, including also useful information from your project field
 - Other platforms, that might be developed as part of your project's activities
 - Social media (Mainly Tweeter, Youtube): used to strengthen the visibility of the project, build connections and engage in two-way communication with the target audiences and synergies with similar initiatives, develop a strong community around the project subject
 - External websites will be used in order to communicate about the project progress and reach the target efficiently

Key performance indicators:

Finally, the Impact section should, ideally, include information about the Key Performance Indicators (KPI) that you will define and detail (in the communication, dissemination and exploitation deliverable) and implement in order to monitor the project impacts.

Examples of quantitative KPI: number of website visitors and page views, number of events attended, number of publications, number of e-newsletters sent, number of project's database contacts, number of brochures shared at events, number of trainings, number of public reports, number of downloads of reports, number of external channels used to communicate on the project or disseminate project result, number of presentations delivered...

3. Implementation [20p]

Description of the work packages and deliverables, of the management structures and procedures.
Inclusion of the resources to be committed.