



# METACAST

## Webinar

**Elsa Papadopoulou**  
**Project Adviser**  
**European Research Executive Agency**  
**Unit B1. Future Low Emission Industries**

**June 16, 2025**



## **Communication, Dissemination & Exploitation**

## Article 17 – Communication, dissemination & visibility

- The beneficiaries **must** promote the action and its results by providing targeted information to multiple audiences.
- Before engaging in a communication or dissemination activity expected to have a **major media impact**, the beneficiaries must inform the granting authority.
- C&D activities must **acknowledge EU support** and display the European flag (emblem) and funding statement.



Co-funded by the  
European Union



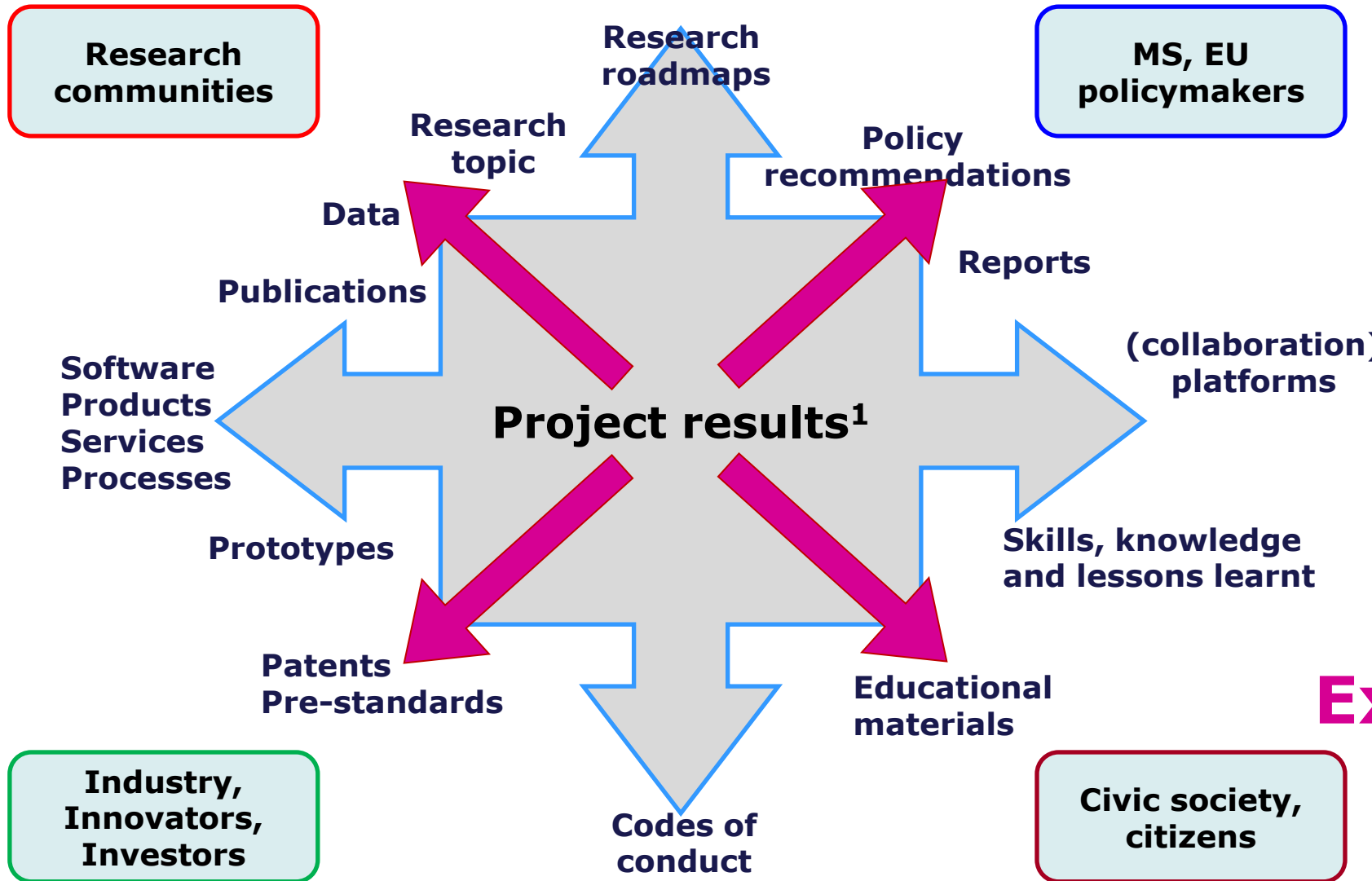
## Annex 5: Obligation to exploit

- ❑ Beneficiaries must — **up to four years after the end of the action** — **use their best efforts to exploit their results** (or to have them exploited by another legal entity, in particular through transfer or licensing).

# Different Types of Results



# Different Users of Results



<sup>1</sup> Results: Any tangible or intangible output of the action ... whatever their form or nature, whether or not they can be protected.

**Therefore,  
we need  
appropriate  
Communication,  
Dissemination &  
Exploitation paths**



## Communication

**Promoting** the action and its results<sup>4</sup>

- **Inform** and **Reach out to society as a whole** and in particular to some specific audiences (i.e. non-specialists)
- **Demonstrate how EU funding contributes to tackling societal challenges** (visibility of EU funding)
- **Multiple audiences** beyond project's community

## Dissemination

**Public disclosure** of the results

- **Transfer of results** to the ones that can best make use of it
- **Maximizes the impact of research**, enabling the value of results to be potentially wider than the original focus
- **Audiences that may use the results**, e.g. peers, industry, commercial actors

## Exploitation

**Utilisation** of results

- **Make use of the results**; recognising exploitable results and their stakeholders
- **Concretise the value and impact of the R&I activity** for societal challenges
- Groups and entities that **are making concrete use of results**

**Including Policy**

# Typical Tools for



**Reminder**

# "Communication" "Dissemination"



**Informing about project**

**Informing about results**

**Making results available for use**

Newsletter

Press release

Project website

Project factsheet,  
brochures

Social media (blogs, Twitter,  
Facebook, LinkedIn)

Project website

Articles in  
magazines

Conference presentation

Videos,  
interviews

Exhibitions/  
open days/  
guided visits

Scientific  
publication

Training/workshops  
demonstration

Policy brief/  
Roadmap

Sharing results on  
online repository  
(research data,  
software, reports)

# Typical Tools for



**Reminder**

# "Dissemination" "Exploitation"





## Why does D&E it not always happen?

From the side of the project/beneficiaries

**D&E = Tick boxes, ≠ not real work**

**Focus on implementation vs. users' needs**

**Lack of skills (or interest) to share results (with society)**

**Lack of awareness on D&E opportunities (issues, solutions, market, etc.)**

**Not truly part of the project design from the start**

**Perceived as an "after-project" activity**

**Lack of understanding about our expectations; weak D&E plans and reporting**

**Low capacity: skills, IP management, absence of end-users**

**Information gap: networking, demonstration and financing opportunities**



## What are the internal barriers within the EC?

From the side of the project and policy officer

**D&E = extra work,  
not part of the job  
description, no real  
project management**

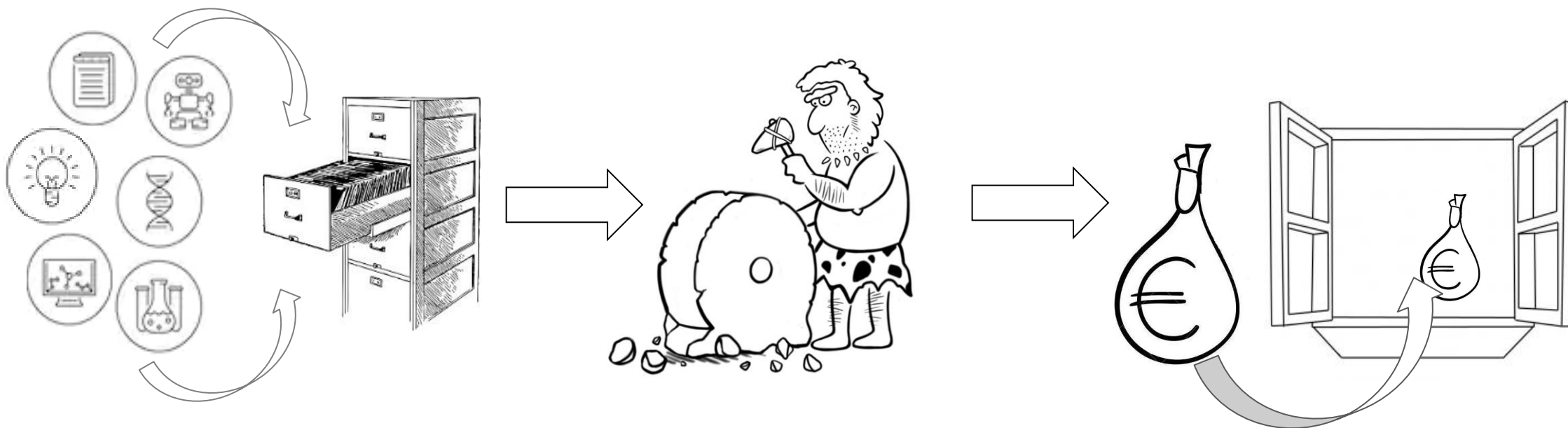
**Difficulty to assess  
the scientific content  
of a project**

**Multitude of tools,  
initiatives,  
programmes, entities**

**"Co-generation"**

**Inadequate indicators  
for measuring impact  
and added value**

## And what if there is no D&E effort?





# HORIZON RESULTS PLATFORM

MAKING RESULTS MATTER

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>

## News

05 Oct. 2022

We are on a mission for 2030! Explore the new Research & Innovation Exhibition on the EU Missions

31 Aug. 2022

Apply now for Pitching at the European Angel Investment Summit (EAIS) – deadline 9th September!

28 Aug. 2022

Are you an actor active in the food system? Share your views on sustainable food policy!

12 Jul. 2022

The Horizon Results Platform participating in the Project to Policy seminar

06 May. 2022

Making Results Matter for the EU Missions – e-pitching events brought to you by the HRP!

19 Apr. 2022

A new HRP TV video is ready for you!

All news >

## Results contributing to EU Missions



Adaptation to climate change



Cancer



Climate-neutral and smart cities



Oceans, seas and waters



Soil health and food

## Policy related results



Results likely to influence policy



Results by contribution to UN SDGs

## On the path to innovation



Looking for funding, loans, or investments



Looking for help on the way to market

## Advancing the research and technology



Looking for technical or infrastructure help or fellowship



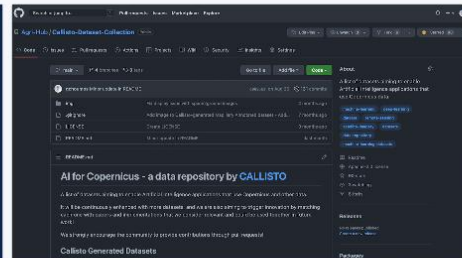
Looking for collaboration

## Latest results



### Aimsun Ride

Aimsun Ride is a novel commercial simulation platform for Mobility as a Service and Urban Logistics schemes evaluation. It is a diverse scenario testing and impact exploration tool for emerging passe...



### CALLISTO Data Repository

An open-access data repository, hosted on GitHub, that is focused on Artificial Intelligence (AI) for Copernicus and the thematic areas of the CALLISTO Pilot Use Cases, i.e. Common Agricultural Polic...



### D-STATCOM

D-STATCOM is a four-wire converter without any storage or generation source that performs the grid current balancing. Unlike conventional three-wire converters, the addition of a neutral-wire connect...



### Autonomous hand-wheel valve detection and manipulation

Autonomous detection and manipulation system of hand-wheel valves in refineries. The developed system will be able to visually detect a hand-wheel valve located in the field of view of the robotic pl...

# HRP in a nutshell

## To advancing the vision and to Dissemination & Exploitation

### ***An online advertising space for EC-funded research results***

*Under the F&T Portal Account, project results can be uploaded by:*

- **PaCo – Participant Contact**
- **PCoCo – Primary coordinator contact**

*Peer-to-peer validation*

- **By project partners, EC Project Officer, Platform Moderators**

*Multiple results per Project possible*

*Live Platform (results can be updated in real-time), **not a repository***

### ***The Mission of the Horizon***

***Results Platform*** is to promote EC funded R&I Project Key Exploitable Results to various stakeholders, including policy-makers, private investors, industry, academia, etc.

*The goal is that these results find a use, thereby fulfilling the needs and valorisation goals of their owners, the researchers.*

*This valorisation will create value not only for the researchers, but also for our economy, society, and the environment, and offer valuable contribution to policy-making.*



European  
Commission

← → ↻ 🏠 🔒 https://www.horizonresultsbooster.eu/ 📖 ★ ⚙️ 🖋️ 📄 ⋮



Services ▾ About FAQs News Sign in

Horizon Results Booster  
Steering research towards  
strong societal impact,  
concretising the value of  
R&I activity for societal  
challenges

Receive expert support free of charge to disseminate effectively and/or boost exploitation potential of your research results.

READ MORE



Portfolio  
Dissemination &  
Exploitation Strategy

Read more >>



Business Plan  
Development

Read more >>



Go To Market

Read more >>

>>> REQUEST SERVICES <<<

# Work as an RFCS expert evaluator

## ***Call for expression of interest for expert evaluators***

*Deadline: 01 December 2027, 10:00 (CET)*

[ec\\_rtd\\_rfcs-call-experts-2022.pdf \(europa.eu\)](#)

# Thank you for your attention

Please



and



<https://www.linkedin.com/company/european-research-executive-agency-rea>

#FutureLowEmissionIndustries #RFCS #REA\_Research



© **European Union 2021**

Unless otherwise noted the reuse of this presentation is authorized under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are