



**HORIZON EUROPE
DISSEMINATION, EXPLOITATION
AND OPEN SCIENCE ARE KEY
ASPECTS OF THE PROGRAMME'S
IMPACT-DRIVEN APPROACH**

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To maximise the impact of publicly funded research, Horizon Europe raises expectations with regards to communication, dissemination, and exploitation activities as well as open science practices. Projects funded under the new framework programme are expected to devise and implement sound strategies in these areas with a level of ambition that is proportionate to the scope of the project. Consortia therefore must operate the shift from a "tick-the-box" mindset to an impact-driven approach. What does this imply and what are the new tools made available by the European Commission to help projects meet new requirements?

Impact is defined as "wider, long-term effects on society (including the environment), the economy and science, enabled by the outcomes of R&I investments."

THE KEY PILLARS OF THE COMMUNICATION, DISSEMINATION AND EXPLOITATION STRATEGY MUST BE FORMULATED BEFORE THE PROJECT IS CONSIDERED FOR FUNDING

At the proposal stage, applicants must submit a first draft of the plan for communication, dissemination, and exploitation and explain how the different measures underpin the project's pathway towards impact. This is an admissibility condition, and a large part of the evaluation is based on the suitability and quality of the actions to disseminate and exploit the project's key outputs, maximise outcomes in the medium term and impact in the long term. Funded projects must then submit a dissemination and exploitation strategy by month six of the project that elaborates on this first draft.

The [Horizon Europe Programme Guide](#) (p. 31) provides guidelines and an example to help you draft your dissemination and exploitation summary at the proposal stage.

Refer to pages 37-38 of the [Horizon Europe application form](#) to view an example of the impact canvas – a summary of the 'impact' section that will facilitate evaluation and comparison of proposals.

EXPLOITATION OF RESULTS WILL BE MONITORED BEYOND THE END OF THE PROJECT

Beneficiaries must actively seek to exploit their results, whether commercially or non-commercially, directly or through third parties (for example, by licencing results). To better monitor exploitation, new sections to declare key exploitable results and their

ownership have been added to the reporting tool. The obligation to devote best efforts to the exploitation of results is applicable four years after the end of the action. If results have not been exploited one year after the end of the projects, it is mandatory to publish exploitable results in the [Horizon Results Platform](#) to grant visibility and facilitate third-party exploitation.

In recognition of the difficulties consortia may face in meeting exploitation requirements, the European Commission created the [Horizon Results Booster](#) scheme. It is a free service that assists funded projects to devise and implement dissemination and exploitation plans, business plans, and/or commercialisation strategies.

FUNDED PROJECTS MUST COMMIT TO DATA STEWARDSHIP AND OPEN SCIENCE PRACTICES

At the proposal stage, data sets that will be generated or re-used must be identified and an explanation of how they will be managed according to FAIR (Findable, Accessible, Interoperable, Reusable) principles must be provided. A complete data management plan will have to be submitted by month six of the project.

Under Horizon Europe, it is mandatory that metadata and electronic copies of peer-reviewed publications be openly accessible through a trusted repository under an appropriate Creative Commons licence. Costs related to making data and publications open access are eligible for reimbursement; however, publishing fees can only be claimed against the project if open access requirements are met.

Although not mandatory, it is considered good practice to make other research outputs such as software, tools, models, and algorithms open access as much as possible.

Detailed information about expected open science practices as well as advice on how to cover this aspect in a proposal can be found in [Section 16 of the Horizon Europe Programme Guide](#).

THE EUROPEAN COMMISSION ENCOURAGES AND SUPPORTS RESEARCH IMPACT THROUGH DEDICATED PROGRAMMES

We have already mentioned the Horizon Results Platform and the Horizon Results Booster Scheme, which support exploitation of results. To recognize projects that effectively exploited their results to generate a positive impact on society, the European

Commission grants the [Horizon Impact Award](#). Projects that receive this recognition gain widespread media exposure as well as a cash prize.

REFERENCES & FURTHER READING

- [Annotated Grant Agreement – Annex 5](#)
- [Horizon Europe Programme Guide – “Dissemination and Exploitation of Research Results”](#)
- [Horizon Europe Standard Application Form](#)
- [EU Regulation 2021/695 2021 establishing Horizon Europe – Article 39](#)
- [Webinar: Dissemination & Exploitation in Horizon Europe \(DG Research and Innovation, 9 June 2021\)](#)

Do you find these tips useful? PNO Consultants & ARTTIC are experimented in the communication and dissemination of EU project. To know more, [contact us!](#)

PNO Consultants France and ARTTIC have joined forces to deliver services covering the complete innovation cycle, from strategy to implementation, while maximising technical and sectoral complementarities. An unrivalled expertise, attested by over 120 successful Horizon 2020 proposals in the transport, health, security, defence, energy, food and bioeconomy fields; three decades of experience serving a portfolio of 400 clients; and a strong European presence through our offices in Paris, Toulouse, Derby (UK) and Brussels make PNO Consultants France and ARTTIC sound partners to advise your organisation in the financing, set-up and management of research and innovation projects.