



TR@NSENER
**Training sessions on reaching
European R&I calls and on
European proposals writing**

UPM, Madrid
15th February 2018

Facilitated by:
Dr Peter Sheard
Ms Celia Gavaud

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Workshop Agenda

14th February

09:00 Module 1 – Opportunity Scouting
10:50 Break
11:10 Module 2 – Basics of Writing Competitive Proposals
13:30 Lunch Break
14:30 Module 3 – Key Aspects of Successful Coordination (1)
16:00 Break
16:20 Module 3 – Key Aspects of Successful Coordination (2)
17:35 Questions and Discussion
18:00 Close of Day

15th February

09:00 Module 4 – Exploiting for Impact (1)
10:50 Break
11:10 Module 4 – Exploiting for Impact (2)
13:00 Lunch Break
14:00 Module 5 – Proposal Development Workshop
15:45 Break
16:20 Module 5 – Proposal Development Workshop (Continued)
18:00 Close of Day

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TREND 2000 LTD Agenda – Module 4

Module 4 – Exploiting for Impact

09:00 **Identifying and addressing call impacts**
Considerations for exploitation planning
Developing a business plan (basic requirements)

10:50 Coffee Break

11:10 Developing a business plan
Presenting the plan to the evaluators
Dissemination planning and communication
Questions/Discussion

13:00 Lunch Break

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IMPACT

YUK!



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Innovation

➤ H2020 seeks to fund innovative projects that respond to **Europe's needs**

- economic growth, industrial competitiveness, employment and education, and societal challenges

➤ Innovative projects: create something new and unique that has **benefits** beyond what already exists



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Innovation

"The original drinks cans included a 'ring pull' opening system. By pulling a ring on top of the can a pre-cut piece of metal would detach from the can creating a hole through which the contents can be drunk. The new drinks can design includes a ring pull system whereby a pre-cut piece of metal bends inwards to create a hole"

No!

The statement does demonstrate that something new is being created; however it does not describe **how** this is of **benefit beyond the old solution for a particular need**

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Innovation

“The original drinks cans included a ‘ring pull’ system for opening. By pulling a ring on top of the can a pre-cut piece of metal would detach from the can creating a hole through which the cans contents could be drunk. However the detached piece of metal was sharp creating a health and safety concern and frequently found to be disposed as litter creating an environment concern.

The new drinks can design includes a ring pull system whereby a partially pre-cut piece of metal bends inwards to create a hole. As metal is not being detached from the can the disposal and health and safety concerns are eliminated”



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The Expected Impacts



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The Expected Impacts

- End results of a Project = **'Something of Value' to 'Someone'**
- Potentially a medium to long period before **'application/use'**
 - For RIA – 3-10 years
 - For IAs – 1-3 years
 - For SME programmes – 1-3 years
- **How** will you move from the end of the project to the point where you can start to have an impact?
- **Business Plans for exploitation!**

CHECK THE TRL

*RIA – Research and Innovation Action
IA – Innovation Action
SME – Small to Medium Enterprise*

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The Expected Impacts

The impact section is used to evaluate the **potential** impact of the project

You are required to describe:

- The scale of **potential** impact that the project could achieve with regards to:
 - The objectives of the call work programme
 - The interests of stakeholders (the end users, the supply chain, and Europe in general)

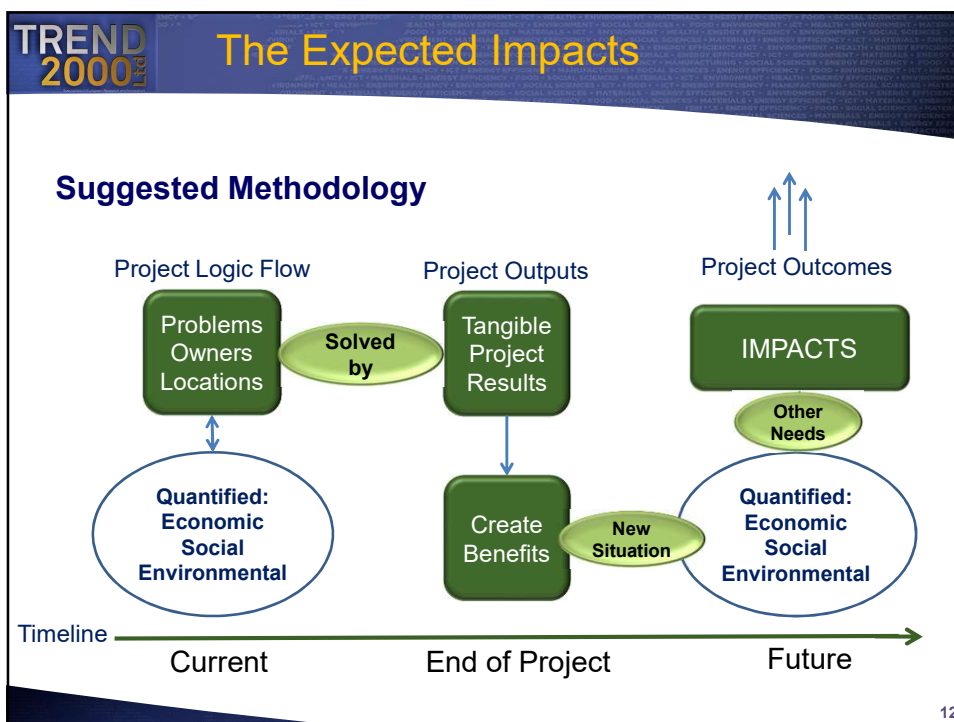
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TREND 2000 LTD The Expected Impacts

What the evaluators are guided by

- The expected impacts listed in the work programme under the relevant topic
- Enhancing innovation capacity and integration of new knowledge
- Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European global markets; and, where relevant, by delivering such innovations to the markets
- Any other environmental and socially important impacts (not already covered above)

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The Expected Impacts


What the Evaluator will look for

- What are your claimed impacts
 - Market Information, opportunity, likely penetration
 - Social
 - Environmental
 - Other, political, legislative, H2020 specific, etc
- How they compare with the existing status
 - Needs identified in the call
 - Problems you identified in section 1
- What is their significance – quantified/realistic
- How they are going to be achieved
- Who will be doing what to achieve them
- What timescales will they be achieved over
 - Within consortium
 - Outside consortium

Do Your
Research!

Ensure
Consistency
with Partner
Profiles!

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LC-SC3-EE-6-2018-2019-2020: Business case for industrial waste heat/cold recovery

Expected Impacts

Proposals are expected to demonstrate the impacts listed below, using quantified indicators and targets wherever possible:

- Accurate prediction and holistic modelling of industrial waste heat/cold and/or surplus renewable energy from industrial or other sources from different geographical and market settings;
- Better impact of the various factors/ variables on the cost-benefits of industrial waste heat/cold and/or surplus renewable energy from industrial or other sources;
- Valorisation in assessments of cost-benefit of industrial waste heat/cold and/or surplus renewable energy from industrial and eventual other sources;
- Number of industrial sectors/ sites/ parks, public authorities (including energy agencies), large private facilities (e.g. sport and shopping centres, non-energy intensive industrial parks) and DHC operators aware, interested and supporting the implementation of waste heat/cold and/or surplus renewable energy from industrial and eventual other sources recovery/use for process re-integration or commercial use, depending on the outcome of the simulations;
- Primary energy savings triggered by the project (in GWh/year);
- Investments in sustainable energy triggered by the project (in million Euro).

Additional positive effects can be quantified and reported when relevant and wherever possible:

- Reduction of the greenhouse gases emissions (in tCO₂-eq/year) and/or air pollutants (in kg/year) triggered by the project

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TREND 2000 LTD **LC-SC3-EE-6-2018-2019-2020:**
Business case for industrial waste heat/cold recovery

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TREND 2000 LTD **Impact – Key Points**

You are required to describe the **scale** of impact the project could achieve regarding:

- The impacts required by the relevant funding body
- The interests of its stakeholders
- How the project will **maximise** these impacts through implementing a clear dissemination and exploitation strategy
- Impact is moving towards a commercial justification and the presentation of a **business case** in MOST collaborative projects



Summary of Key Messages

Describe the potential impacts for each key stakeholder:

- Supply Chain Impacts (**why should they make it**)
 - *European and Global Market*
 - *Revenue share*
- User / 'Value Chain' Impacts (**why should they buy it**)
- Funding Agency Impacts (**why fund it**)



The Societal Impacts

- **Quantify improvements to**
 - Quality of life
 - Health & safety
 - Working conditions & employment opportunities
 - Improving levels of skills & education
- **Describe** the issues addressed and **quantify** the realistic impact
 - In people numbers
 - Justify any improvements claimed

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TREND 2000 LTD **The Environmental Impacts**

- **Quantify improvements to**
 - Energy Efficiency
 - CO₂ Footprint
 - Other GHG Emissions
 - Conservation of Raw Materials
 - Reduction in Waste Generated
 - Potential for Recycling/ReUse
- **Describe** the issues addressed and **quantify** the realistic impact
 - In tonnes
 - Justify any improvement generated
 - Be consistent with the rest of your project and put in context
 - Address any negative aspects

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TREND 2000 LTD **European Impact – ROI**

Requested EC Investment = €3,000,000

Cost-Benefit 

- 100x business growth
- 40x wealth creation and jobs
- Directly support for key European political and legislative targets
- Potential to achieve a significantly larger impact if implemented widely across Europe

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TREND 2000 LTD European Impacts - CAUTION

- **JUSTIFY ALL** assumptions
- Refer to Data Sources
- Evaluators will not believe 'convenient' information unless supported by evidence
- Detailed marketing strategy for the consortium demonstrating HOW the planned impacts will be reached is **ESSENTIAL** and must link with your exploitation plan
- Don't let your evaluator wonder where your figures come from!

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TREND 2000 LTD Exercise – User impacts

Split into Groups 3-5

Assess impact of a new low friction coating to improve the fuel efficiency of cars

Result:

- A low friction coating in the engine that increases fuel efficiency by 35% in petrol engines and 15% in diesel engines
- The cost of treatment is **€1,500** and needs to be re-applied every 5 years
- It may be applied to new as well as old cars

EXERCISE – Find Out:

- What is the cost benefit analysis for you car?
- What is the payback period?
- Who should be the primary target markets (users) and why?

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Agenda – Module 4

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Exploitation

- 2.1 Expected Impacts
- 2.2 Measures to maximise impact
 - a) Dissemination and exploitation of results
 - b) Communication activities

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TREND 2000 LTD Measures to maximise impact

What the proposal evaluators look for

- Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant
- Is there a credible business plan or strategy?

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TREND 2000 LTD The Requirements in H2020

- Provide a **draft** 'plan for the dissemination and exploitation of the project's results' in the proposal!
- For **innovation actions** describe a **credible path** to deliver the innovations to the market
- The plan should be **proportionate** to the scale of the project & contain measures to be implemented both **during and after** the project
- Explain how the proposed measures will help achieve the **expected impact** of the project
- **Include a business plan where relevant**

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TREND 2000 LTD Measures to maximise impact

General Aspects to Address

- Describe the **measures** you propose for the dissemination and exploitation of project results
- **Illustrate** how these will **increase** the impact of the project
- Explain how will you **communicate** to a variety of appropriate target groups such as policy-makers, interest groups, media and the public at large

Define Strategies

Develop Action Plans

Be consistent with your Work Packages

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TREND 2000 LTD Background

EXPLOITATION

“the action of making use of and benefiting from resources”

In the context of EU Research it means

Someone will make use of the FGIP

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TREND 2000 LTD Background

The key to a successful proposal:

Demonstrate to the evaluator that you:

Understand **WHAT NEW KNOWLEDGE** will be created

WHO that **SOMEONE** is

and

WHY they **NEED** it

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Knowledge can be in *many different forms*

- Information/Data
- New Analysis Techniques
- New Methodologies
- New Procedures
- Recommendations
- New Materials
- New Widgets



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That “Someone” (Stakeholders) can be varied


- Members of the Consortium
- Members of your Advisory Group
- Outside the Project
 - Suppliers
 - Manufacturers
 - Medical Practitioners
 - Healthcare Providers
 - Patient Groups
 - Patients



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TREND 2000 Ltd Background

- Outside the Project
 - Decision Makers
 - Policy Makers
 - Local Authorities
 - NGOs
 - Standards/test authorities
 - Associations




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TREND 2000 LTD Background

Intellectual Property (IP)

- The NEW knowledge that your project is planning to create

(Results/FGIP)




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TREND 2000 LTD What Brussels Expects:

- Intellectual Property **IS** Created
- Intellectual Property **IS** Protected
- Intellectual Property **IS** Used/Exploited

There should be a clear link between the IP created and the project impacts



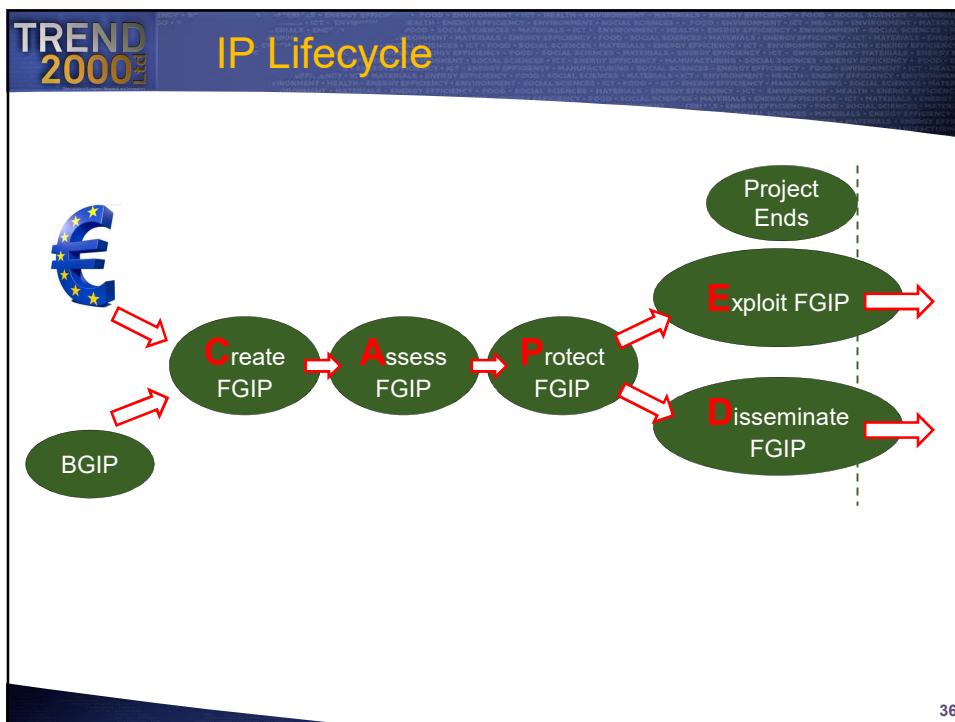
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Exploitation/Business Planning

- There are currently no templates to help with your plan
- **Evaluators are not sure what or how to evaluate this!**
- There are talks about better guidance becoming available

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Creating IP

- **Commercial ideas** are generated all the time
- They usually arise in the context of existing (Background) IP
- Can come
 - completely out of the blue or
 - from brainstorming sessions
- R&D in the project is designed to make these ideas concrete in the form of a **prototype** or **alpha/beta software versions**

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Assessing IP

Once created and identified, Foreground IP (FGIP) must be assessed for


- **Market attraction**
 - Unmet need
 - Focus groups*
 - Competitor analysis
- **Feasibility of commercial realisation**
 - Can it be manufactured in enough numbers?
 - Can it be manufactured with sufficient margin?
 - Do the logistics make sense?

*FGIP must be protected (by e.g. NDA) before exposure to the public

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TREND 2000 LTD **IP Protection**

- Databases, software, design documents, semiconductor designs, etc., **automatically attract copyright** or the equivalent specific right
- Technical inventions can be protected by **patents** (and utility models in some countries)
- BUT can you afford patent protection?
 - Application and maintenance fees?
 - Cost of litigation (for or against you) or insurance?
- Maybe better to keep it a **secret** and make your employees do the same – through contracts or NDAs

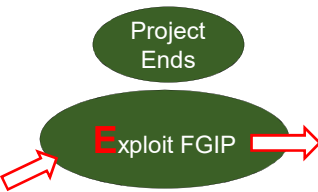


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TREND 2000 LTD **Exploiting IP**

There are many routes to exploitation of FGIP

- Form a **Joint Venture** with the project partners
- Manufacture products or deliver a service **yourself**
- **Licence** the FGIP to third parties
- Create a **franchise operation**
- Sell or give the FGIP to a third party (other project partners permitting, of course!)
- Enter **new markets**, expand existing markets, **export products and services** for the first time



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TREND 2000 LTD **Disseminating IP**

Once the FGIP is protected, **tell the world!**

- Trade fairs and exhibitions
- Conferences, seminars and workshops
- Trade magazines
- Project website and magazine
- Copyright articles in newspapers
- TV and radio appearances

Or

- **Just keep it secret!**

Project Ends

Exploit FGIP

Disseminate FGIP

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TREND 2000 LTD **H2020 - Planning Considerations**

Project Starts

Project Ends

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BGIP

Create FGIP

Assess FGIP

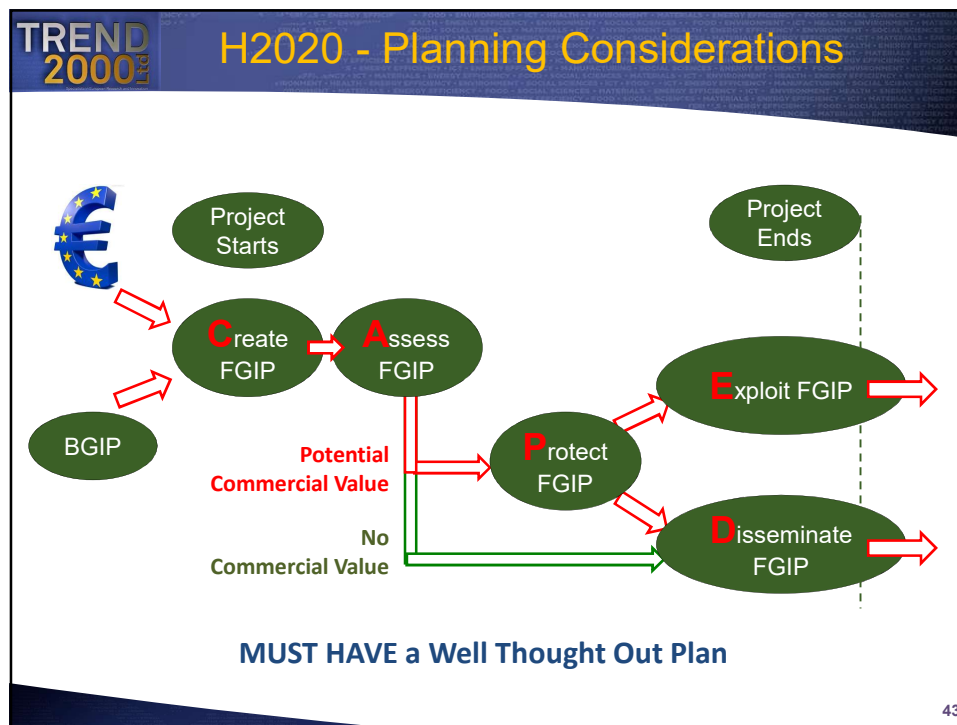
Protect FGIP

Exploit FGIP

Disseminate FGIP

Potential Commercial Value

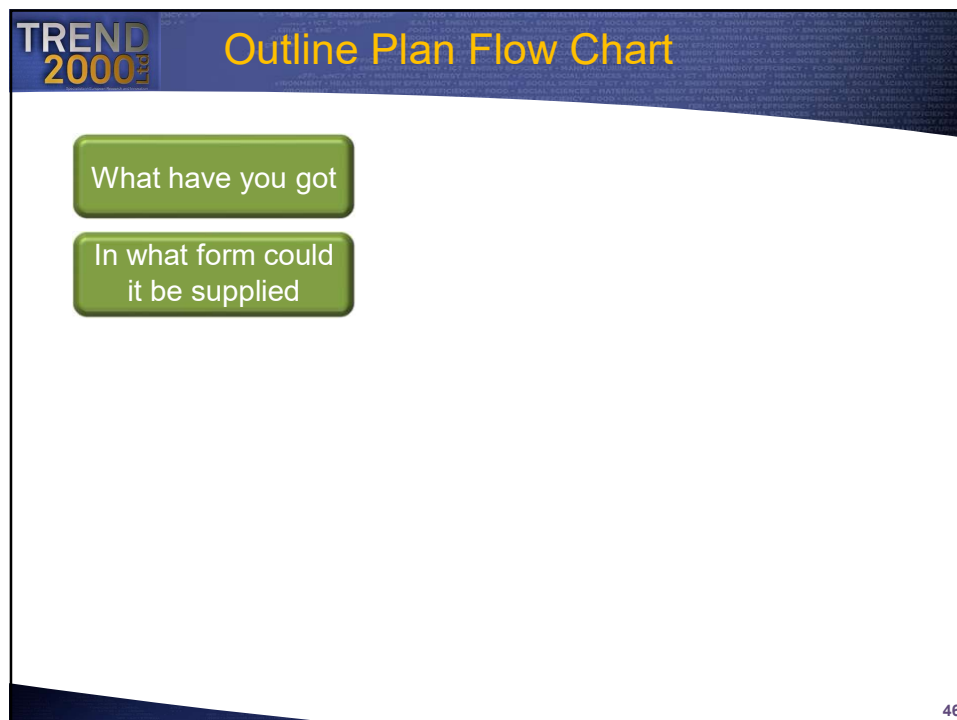
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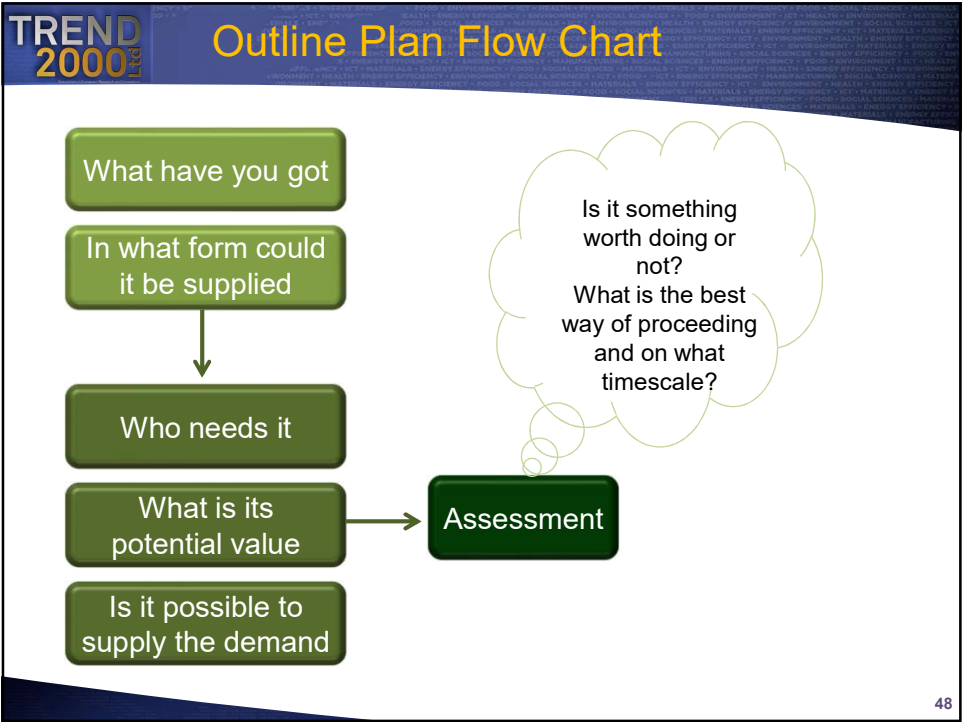
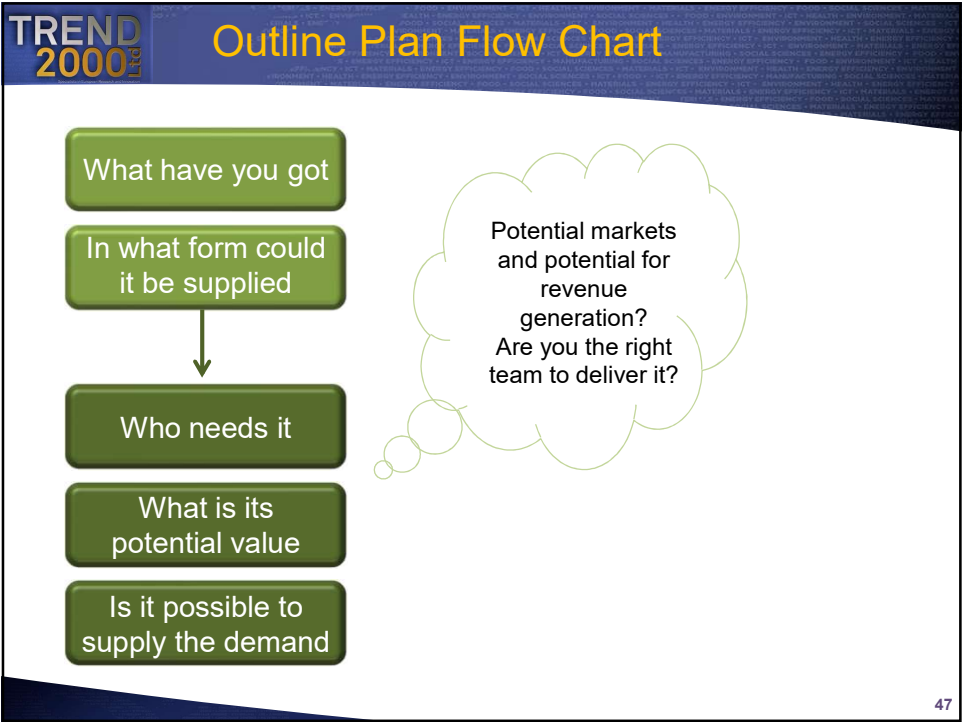


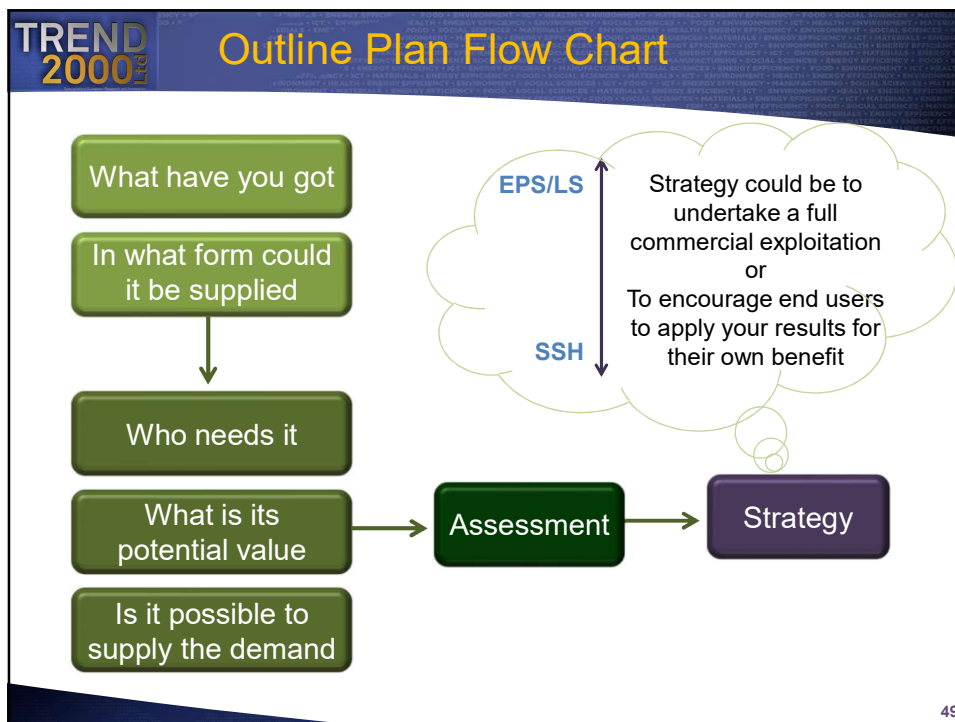
TREND 2000 LTD Agenda – Module 4

Module 4 – Exploiting for Impact	
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TREND 2000 LTD **What have you got to offer?**

1) The New Knowledge (IP) Created

Which of the results are potentially exploitable

Develop a clear list of the Key IP resulting from the project outlining the problems each one solves and the benefits it creates

- **TABLE**

Space constraints may restrict a full assessment of all, in which case select the ones that **best fit** the call text requirements

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TREND 2000 LTD What type of products could they be

2) Think about the form the IP will need to be in to transfer it to the end users

From your list of IP identify the key '**Products**' that these relate to:

- Data/Information
- Advice/Guidance
- Recommendations
- Methodologies
- Models/Designs
- Services
- Equipment
- Materials

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TREND 2000 LTD Market Assessment

3) The Markets

a) The Market Overview

You need to identify and discuss the size and characteristics of your key target market(s)
i.e. the ones you intend to supply

QUANTIFY!

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Market Assessment

b) – The Relevant Market Share

The relevant market share is a more specific calculation of the potential size of the markets that you aim to capture

Addresses

- Total Opportunity
- Realistic Planned Market – (in “x” years)

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Total Global and European Market

The total Global and European market relevant to the ‘*Product*’

If the relevant market data is not known use **realistic estimates** to calculate the total potential markets



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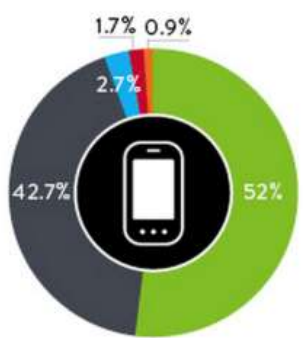
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Realistic Market Penetration

Unrealistic to assume that **everyone** will want to use your 'Product'

Assess the **realistic** market penetration with consideration to:

- Competitiveness within the market sector
- The exploitation capabilities required
- Willingness of end users to **adopt and change**



Segment Color	Percentage
Green	52%
Dark Grey	42.7%
Light Blue	2.7%
Red	1.7%
White	0.9%

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Potential Markets

Step A - Total Global and European Market: Estimate the total potential Global and European market(s) that is directly relevant to the 'Products'

Step B – Realistic Market Penetration: Calculate the realistic market penetration that the consortium plans to achieve over a given time period

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What is it potentially worth

4) Value of the **'Product'**

Pricing

Detail the likely pricing structure for the key **'Products'**

- In particular, discuss how your costs are estimated and explain any assumptions made
- Potential value of targeted markets
- How does your pricing relate to competition
 - Premium brand
 - Low cost brand

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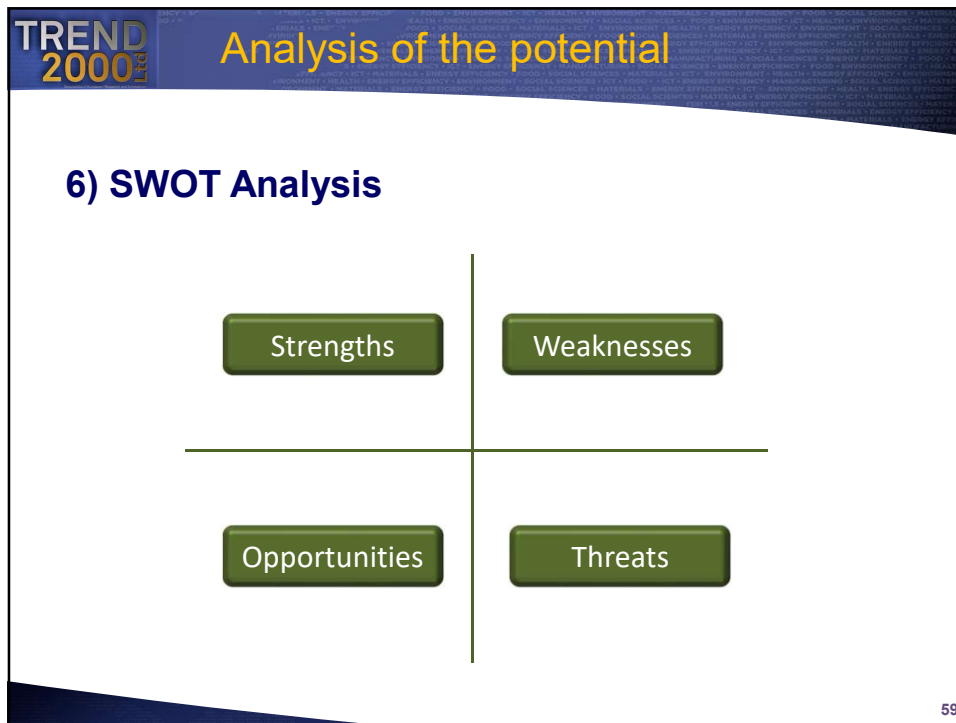
Capability Matching

5) Can you actually do it

Commitment and Capabilities

- Do you have a **'Product'** Champion?
- Can you work at the scale required?
- Is it logistically feasible?
- Are any partners needed fully committed?

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TREND 2000 LTD Strengths


What advantages does your **'Product'** have?

What benefits does it provide end users?

Why do end users need it?

What people do you have that can support it?

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Weaknesses

What could/should you improve?

What should you avoid?

What are end users likely to be critical of?

What factors prevent you transferring you
'Product' to the end user?

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Opportunities

What good opportunities can you identify?

- Commercial opportunity
- Societal opportunity
- Environmental opportunity

How strong is the need of the end user?

How many potential end users are there?

What supporting trends are you aware of?

- Changes in technology and markets
- Changes in government policy/legislation
- Changes in social patterns

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Threats

What obstacles do you face?

What are your competitors doing?

Are quality standards or specifications a potential problem?

Are your end users currently in a position to implement change?

Are there financial considerations to address?

Can you actually do it?

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Assessment

A thorough assessment of the SWOT results will provide guidance on the best ACTIONS to deliver your **'Products'** to the end users

- Depends on the nature of the project and the **'Product'** itself:

Engineering/Physical Sciences & Life Sciences

- Information, materials, chemicals, equipment, widgets, services, methodologies, procedures, designs, data, software

Social Sciences/Humanities

- Data, information, recommendations, procedures, methodologies, software

More Commercial

Less Commercial

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TREND 2000 LTD **Route to the end user**

7) Strategy Formation

- Each participant exploits their own **'Products'**
- Form a **Joint Venture** with the project partners
- Introduce **third parties** to assist with exploitation
- Manufacture products or deliver a service yourself
 - Enter **new markets**, expand existing markets, **export products and services** for the first time
- **License** the FGIP to third parties
- Sell or **give** the FGIP to a third party
- Create a **franchise operation**

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TREND 2000 LTD **Exercise**

Split back into your teams of 3-5

SWOT Analysis

Take the previous example of the low friction engine coating

IDENTIFY <ul style="list-style-type: none">➤ Strengths➤ Weaknesses➤ Opportunities➤ Threats	ACTIONS!
--	-----------------

What are you conclusions and recommended strategies?

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Agenda – Module 4

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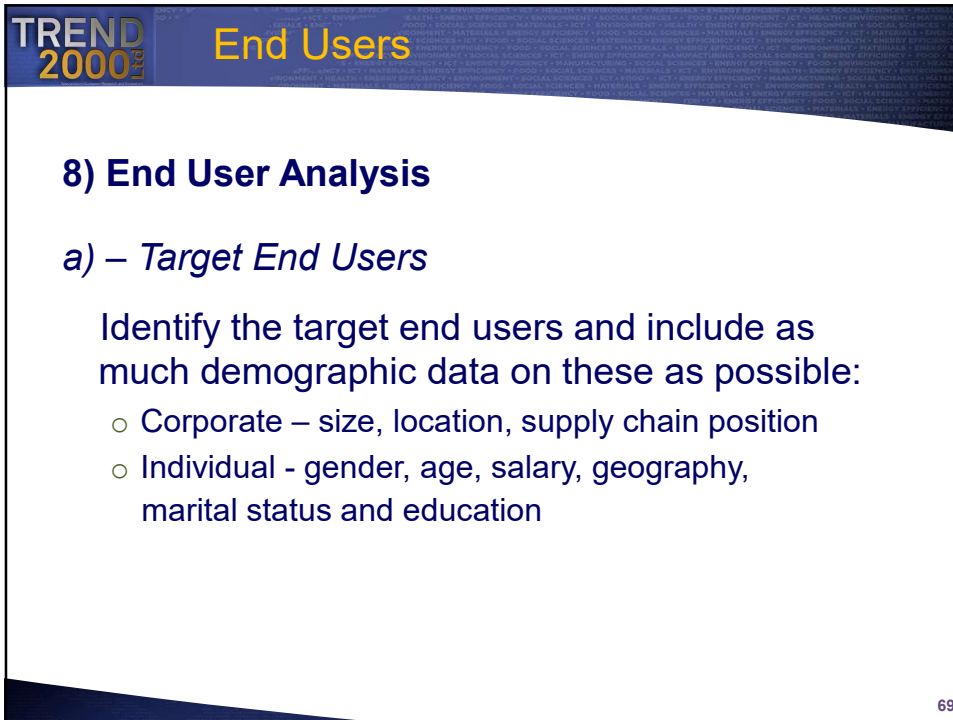


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TREND 2000 LTD **End Users**

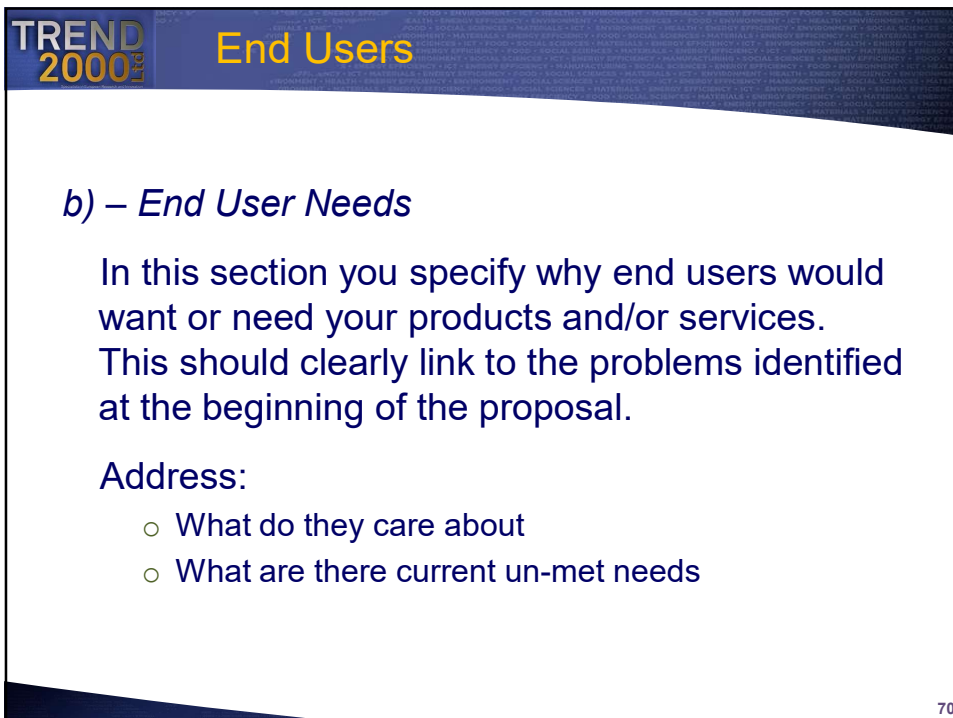
8) End User Analysis

a) – Target End Users

Identify the target end users and include as much demographic data on these as possible:

- Corporate – size, location, supply chain position
- Individual - gender, age, salary, geography, marital status and education

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TREND 2000 LTD **End Users**

b) – End User Needs

In this section you specify why end users would want or need your products and/or services. This should clearly link to the problems identified at the beginning of the proposal.

Address:

- What do they care about
- What are there current un-met needs

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TREND 2000 LTD Every project is unique

Every project is unique. User needs might relate to:

- End user application drivers: *quality, cost, delivery, performance, functionality, flexibility, customer relationship*
- Commercial competitiveness: *cost reductions, differentiation from competitors etc...*
- Political: *corporate and social responsibility, the environment, political obligations etc...*
- Societal: *health and safety, quality of life, employment and working conditions etc...*
- Legislation: *existing or emerging legislation*

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TREND 2000 LTD Understand your position

9) Competitive Analysis

a) – Direct Competitors

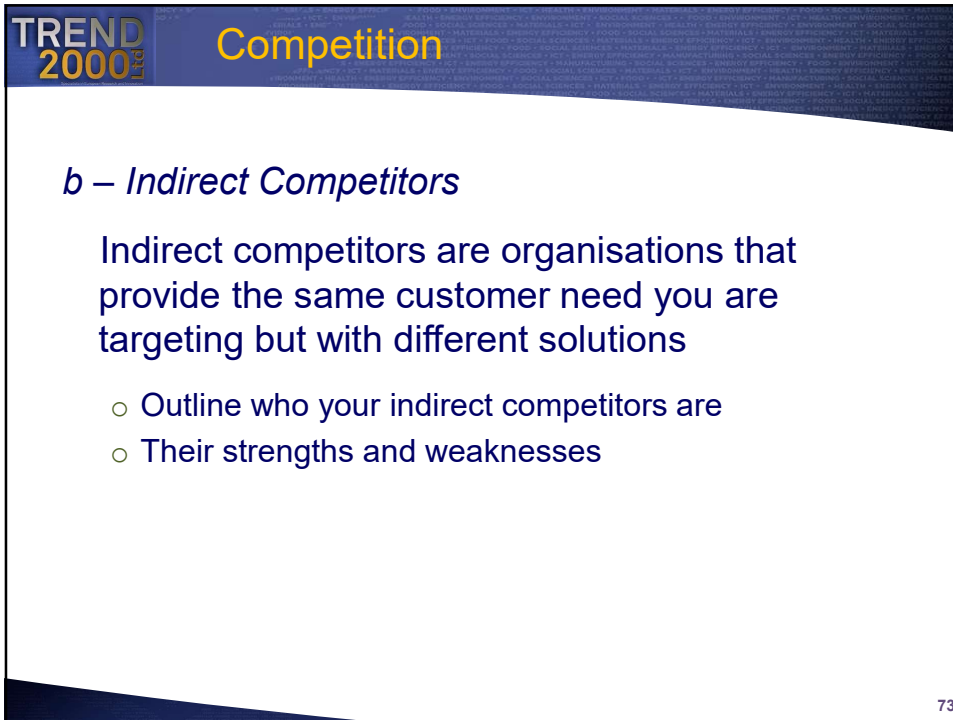
Direct competitors are organisations that currently provide the same customer needs you plan to address with the same solution as yours

If your project is 'novel and innovative' you should not have direct competitors at the outset!

BUT

You need to keep an eye on SoA

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The slide features a dark blue header with the 'TREND 2000 LTD.' logo on the left and the word 'Competition' in a large, bold, yellow font on the right. The main content area is white with a dark blue curved border at the bottom. The text is in a dark blue font.

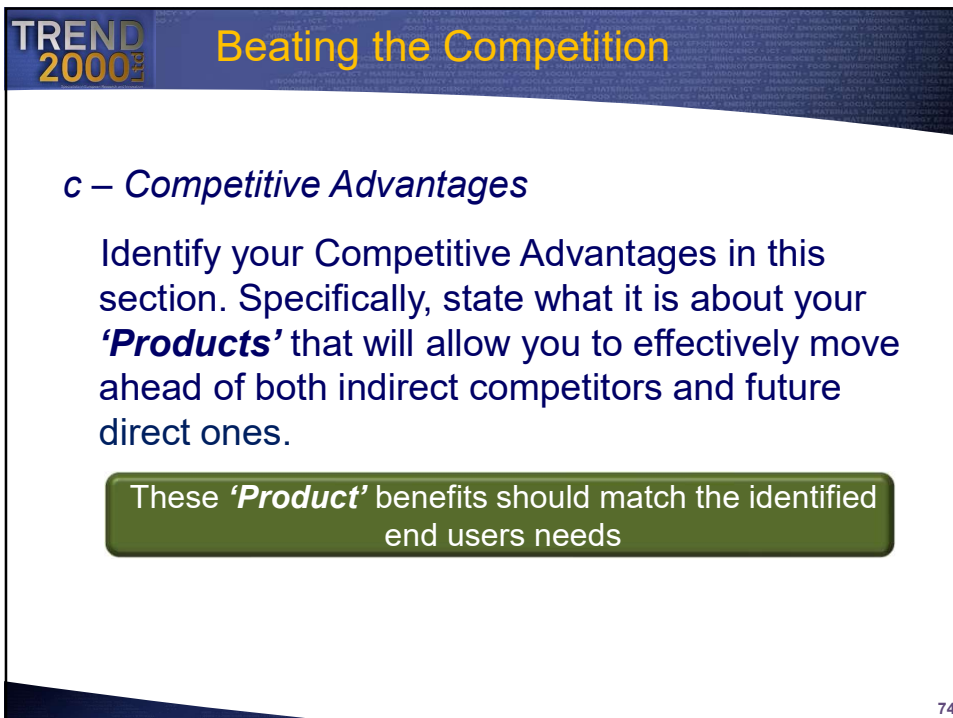
TREND 2000 LTD. **Competition**

b – Indirect Competitors

Indirect competitors are organisations that provide the same customer need you are targeting but with different solutions

- Outline who your indirect competitors are
- Their strengths and weaknesses

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TREND 2000 LTD. **Beating the Competition**

c – Competitive Advantages

Identify your Competitive Advantages in this section. Specifically, state what it is about your **'Products'** that will allow you to effectively move ahead of both indirect competitors and future direct ones.

These **'Product'** benefits should match the identified end users needs

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Catching Attention

10) Reaching the End Users


a – Promotions Plan

Explain your plans and the tactics you will use to attract the end users

Link carefully to dissemination activities:

- Media advertising – TV, radio, web,
- Online pay-per-click ads
- Press releases/Articles
- Exhibitions
- Direct approach

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Delivery

b – Distribution Plans

Your Distribution Plan outlines the ways in which the end user can access your **‘Products’**

- Buy/obtain directly from you
- Physical location or web address
- Through distributors or partners

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Operations

11) Operations Planning

Key Operational Processes

Identify the typical daily functions you need to perform in support of your 'Products'

- Customer service department
- Spare parts
- Software updates
- Data maintenance
- Additional research and development
- Standards/Legal

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Meet the Team

12) Management Team

a) – Key Team Members for Exploitation

Identify the current key members that will assist in the development of the plan and strategies – Make sure they have appropriate CVs

b) – Team Gaps

You may have holes in your team - Identify

- Financial
- Commercial
- Distributors
- Legal

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Financials

13) Financial Plan

a) – *Revenue Model*

This section of your plan explains how you intend to generate revenues

- Do you sell products/services
- Do you sell information/expertise/data
- Do you licence IP

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Financials

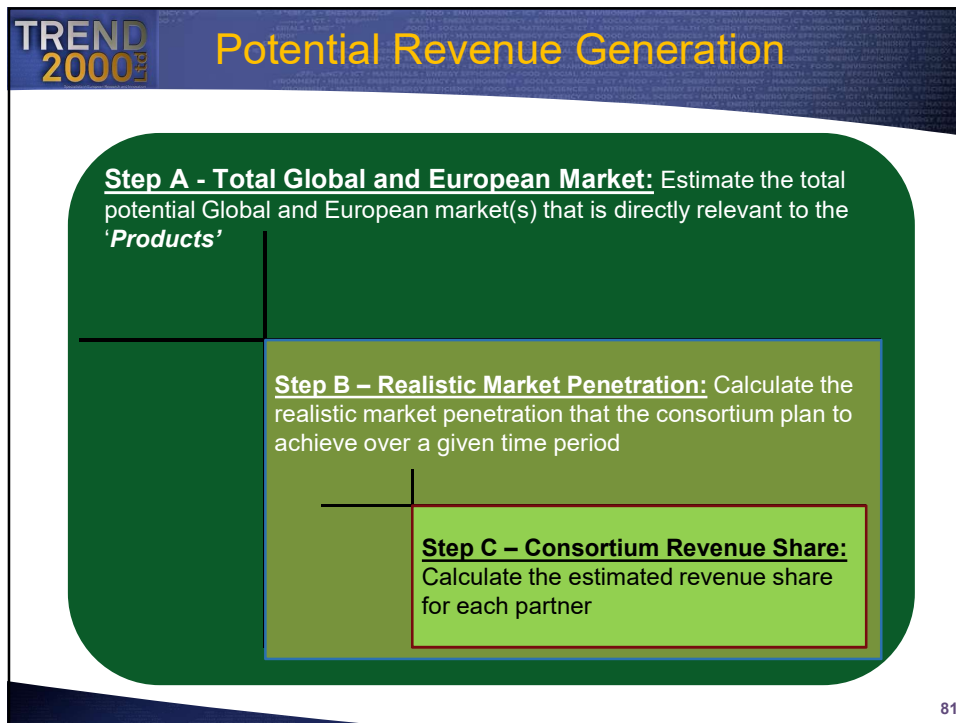
b - *Financial Highlights*

Present the highlights of the proposed financial model e.g.:

- Revenues
- Costs/key expenses
- Projected 5 yr income
- Cash Flow Forecast
- Potential Profits

BE REALISTIC

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TREND 2000 LTD **What will it Cost**

c – Funding Requirements

If you expect to require additional funding for the exploitation phase and the timescales, detail

- The potential amount
- What you will use it for
- Where you intend to source it from
 - Partners own resources
 - Other H2020 funds (Access to RF)
 - Bank
 - Investors
 - Other

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Making it Happen

Exploitation Milestones

In this section list the **key milestones** you hope to achieve in the future and the **target dates** for achieving them

Set goals for specific and critical undertakings

- Final detailed exploitation plan
- Certification/accreditation
- Partnerships
- Finance raised
- Market ready prototypes
- **'Product'** launch

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Exercise

Split back into your teams of 3-5

SWOT Analysis

Take the previous example of the low friction engine coating

IDENTIFY

- Strengths
- Weaknesses
- Opportunities
- Threats

ACTIONS!

What are you conclusions and recommended strategies?

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Agenda – Module 4

Module 4 – Exploiting for Impact

09:00 Identifying and addressing call impacts
Considerations for exploitation planning
Developing a business plan (basic requirements)

10:50 Coffee Break

11:10 Developing a business plan
Presenting the plan to the evaluators
Dissemination planning and communication
Questions/Discussion

13:00 Lunch Break


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Presenting the Plan

The Dilemma

- Limited Space in the Proposal
- Complex Concepts
- Variety of Analyses Undertaken
- Individual Organisations Participating
- Many Options for Successful Exploitation



Too much information can overwhelm the evaluator
Insufficient will not impress

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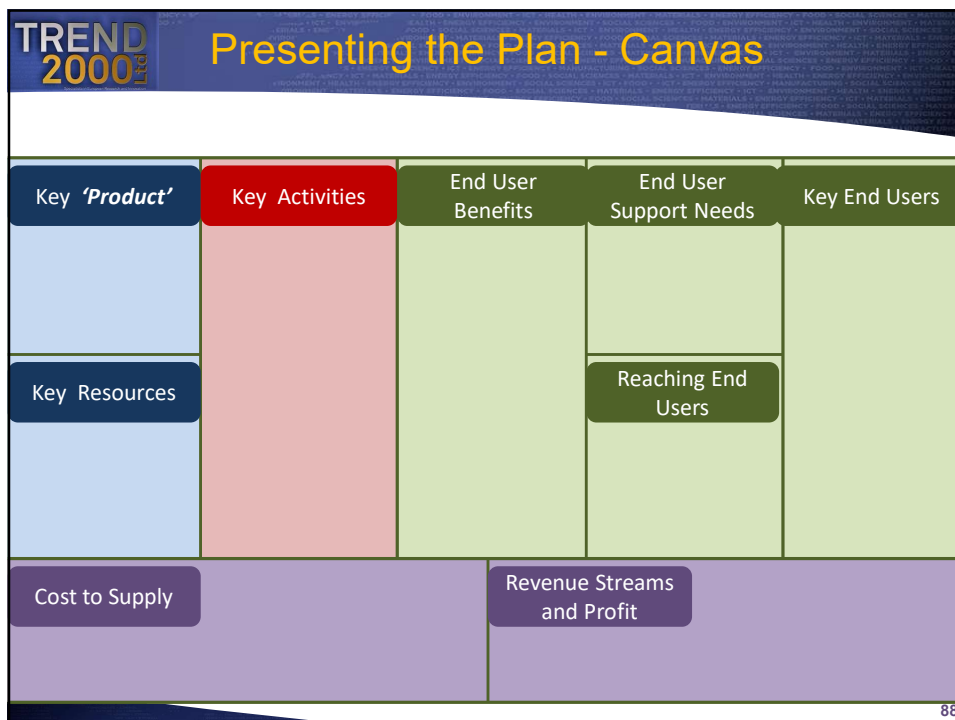
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Presenting the Plan

Currently there is no specific guidance from EU

- List of Headings with detailed text
 - - Takes space
 - - Can get complex and confusing
 - + Relatively simple to write
- The Canvas Method
 - + Clear consistent diagrammatic format
 - - Limited space per sheet – Brevity is paramount
 - + Can present more than 1 '**Product**' easily
- Combination of Both

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Presenting the Plan

1. Clear Identification of the IP created and the potential **'Products'** resulting – (Table)
2. Detailed Market Assessment
3. SWOT Analysis – Including risk assessment
4. Assessment of individual partners revenues
5. Canvas for each potential **'Product'**

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Final Tips

- Seek advice from people that understand the commercial environment
 - Industrial Partners
 - Business Faculty at University
 - Exploitation Consultants
 - IP Help Desk
- Present the information in a structured and easy to understand format
- Be thorough and provide sufficient quantification
- Undertake a thorough market assessment
- Establish a realistic market share and financials
- Remember to address the project IP
- Justify ALL assumptions

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TREND 2000 LTD **Exercise**

- Split into teams of 3-5 and **complete a canvas** for the engine coating business
- **Explain any assumptions made about strategy or markets**

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TREND 2000 LTD **Agenda – Module 4**

Module 4 – Exploiting for Impact

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Dissemination

Grant Agreement Article 38.1
The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner“

Communication& Dissemination activities should be focused towards:

- **The research community** – communication and integration of European research
- **The industrial sector** – communication of industrially relevant advancements in science and technology
- **The public** – strengthening the link between science and society and the perceived value of European research



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Dissemination

- Projects should ensure public disclosure of results by any appropriate means, incl. scientific publications as swiftly as possible (GA 29.1)
- Intention to disseminate – **notice to the consortium of 45 days**
- **Objection** from any beneficiary within 30 days from receiving the notification
- Does not change the obligations:
 - to protect the results (Art. 27)
 - the confidentiality obligations (Art. 36)
 - the security obligations (Art. 37)
 - obligations to protect personal data (Art. 39)

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TREND 2000 LTD **Effective dissemination plans**

EXPLAIN

- Overall purpose and strategy for dissemination to each stakeholder
- SMART dissemination objectives
- The necessary plan and activities for achievement of the dissemination strategy and objectives, including:
 - *WHO: is responsible for undertaking each role and action*
 - *WHAT: specific tasks that are non generic and directly relevant to the project*
 - *HOW: a description of how the tasks will be completed*
- How the dissemination strategy relates to other areas of the project
- How the efficiency and effectiveness of the dissemination activities will be monitored and assessed
- An overview of the main dissemination risks (mitigation and contingency plans)

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TREND 2000 LTD **Dissemination**

Vehicles for Dissemination can Include


- Websites, hot-links, databases, CD ROMs & DVDs
- Scientific publications in journals and academic conferences
- National trade press
- Pre-marketing activities such as editorials and industrial conference papers
- Networks of contacts within partners' supply chain structures
- Technology demonstrator events, road shows
- Major exhibitions, technology stimulation events

Quantify:
Where?
Why?
How many?
How often?

and

Look to measure effectiveness!

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Dissemination

Event Type	Conference	Seminar	Workshop	Presentations	Awareness
European EU Building	2	3		3	
Cluster EU Building				3	
National/Regional		6	1		
Local		6	1		3
End Users Groups			3		3
With National Assocs.		6	3		3
Commercial Conferences				20	5

Establish the potential numbers of recipients
of the dissemination activities

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Communication

To society/public at large

“Communicating EU research and innovation guidance for project participants”

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




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Communication Aims

- Show how **collaboration** has achieved **more** than otherwise possible in achieving scientific excellence, contributing to competitiveness and solving societal challenges
- Show how the results are **relevant** to our **everyday lives**, by creating jobs, introducing novel technologies, or making our lives more comfortable
- Ensure **take-up of the results** by decision-makers to influence policy-making and by industry and the scientific community

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Communication Checklist

- Have resources been allocated (time and money) - Professionals?
- Does your proposal include a work package on communication?
- Have you prepared a communication strategy and timeline?
- Does the communication element of the project involve all consortium partners (and their respective staff, including researchers)?
- Is there awareness that communication is a continuous process, not a one-time effort when the project ends?
- Are there any arrangements to ensure that information will not be lost once the project comes to an end?
- Does the project provide for any feedback loops back to the European Commission that can help with amplifying the message

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Communication Checklist

- Ensure the objectives are specific & measurable, **not vague**
- Provide ways of **measuring** the **effectiveness** of your communication activities
 - Evidence of debates in the media
 - Evidence of new funders for your area
 - Evidence of transfer of research & innovation into practice (patents, prototypes, licenses)
 - Number & turnover of new products, practices or procedures developed, based on your research outcomes
 - Number of articles in the press
 - Number of people asking for feedback or more information
 - Number of references in scientific publications
 - Participation in project events and seminars
 - Speaker evaluations from conference presentations, ...

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Use comms vehicle of the EC

Horizon Magazine

- Send story suggestions to the editor e-mail:
editorial@horizon-magazine.eu



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TREND 2000 LTD Exercise – Communicating Research Results

Split into your Groups

- Half the groups to draft a list of actions (what and who) and give a rough idea of timeframe for a **Communication Action Plan** for the LowFrix Project
- The other half to draft a list of actions (what and who) and give a rough idea of timeframe for a **Dissemination Action Plan** for the LowFrix Project

Partners in your consortium:

- Uni of X, Uni of Y and Uni of Z
- Large Company V, Large company WW
- SMEs A, B & C

EXERCISE – think of:

- Year 1:
 - Communication Activities: Who/What/When
 - Dissemination Activities: Who/What/When
- Year 2
- Year 3

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TREND 2000 LTD Agenda – Module 4

Module 4 – Exploiting for Impact

09:00 Identifying and addressing call impacts
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10:50 Coffee Break

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Questions/Discussion

13:00 Lunch Break

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Agenda – Module 4

Module 4 – Exploiting for Impact

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 - Questions/Discussion
- 13:00 Lunch Break**

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Agenda – Module 5

Module 5 – Proposal Development Workshop

- 14:00 Review of a current open call for relevance
 - Development of project scope
 - Assessment of needs
 - Concept development and storyboard
 - Identifying research to be done to support proposal
- 15:45 Coffee Break**
- 16:14 Objective setting
 - Work package outline
 - Skills gaps assessment
 - Action plan
- 18:00 Close**

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**TREND
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Concept Development Workshop

The Brainstorming Workshop

Establishing the rules of the Brainstorm

- 1. There are no dumb ideas.** Period. It is a brainstorming session, not a serious matter that requires only serious solutions. Remember, this is one of the more fun tools of quality, so keep the entire team involved!
- 2. Don't criticize other people's ideas.** This is not a debate, discussion or forum for one person to display superiority over another.
- 3. Build on other people's ideas.** Often an idea suggested by one person can trigger a bigger and/or better idea by another person. Or a variation of an idea on the board could be the next "velcro" idea. It is this building of ideas that leads to out of the box thinking and fantastic ideas.
- 4. Reverse the thought of "quality over quantity."** Here we want quantity; the more creative ideas the better. As a facilitator, you can even make it a challenge to come up with as many ideas as possible and compare this team's performance to the last brainstorming session you conducted
- 5. Everyone should participate.**

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Concept Development Workshop

The Brainstorming Workshop – 30 Mins

- Review the project call
 - Identify the key elements
- Identify key stakeholders and needs
 - Problems
 - Scale
 - Context
 - Location
- Review current situation – scientific and technology
 - Define the un-met needs
 - Identify the key drivers
- Define the Idea/Project Storyboard
 - Summarise the global ambition

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Exercise

Project Storyboard	Explanation
Problem to be solved	
Problem owners	
Existing Solutions	
Summary of your Solution	
Potential Benefits	
Overall Objectives	
S&T Barriers	
New Knowledge needed	
Specific research objectives	

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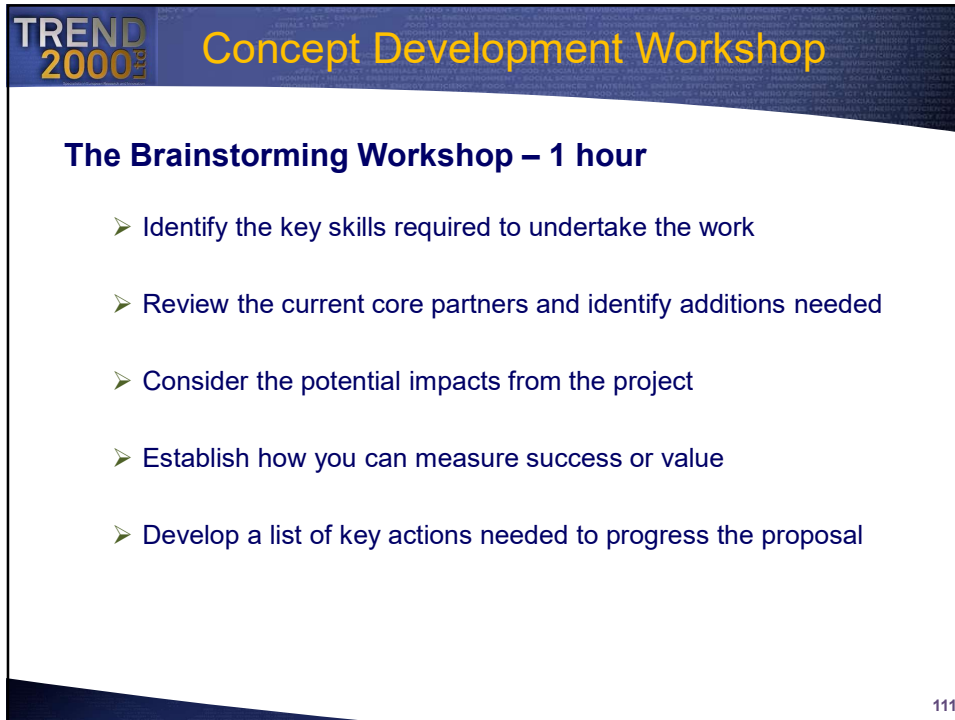
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Concept Development Workshop

The Brainstorming Workshop – 1 hour

- Identify the current state of the art related to the specific solutions proposed
 - What are its limitations
 - Alternative solutions
 - What is missing and needs to be developed
- Identify how innovative your project is going to be
- Provide an overview of the main project objectives and associated deliverables
- Develop an overview of the project work plan

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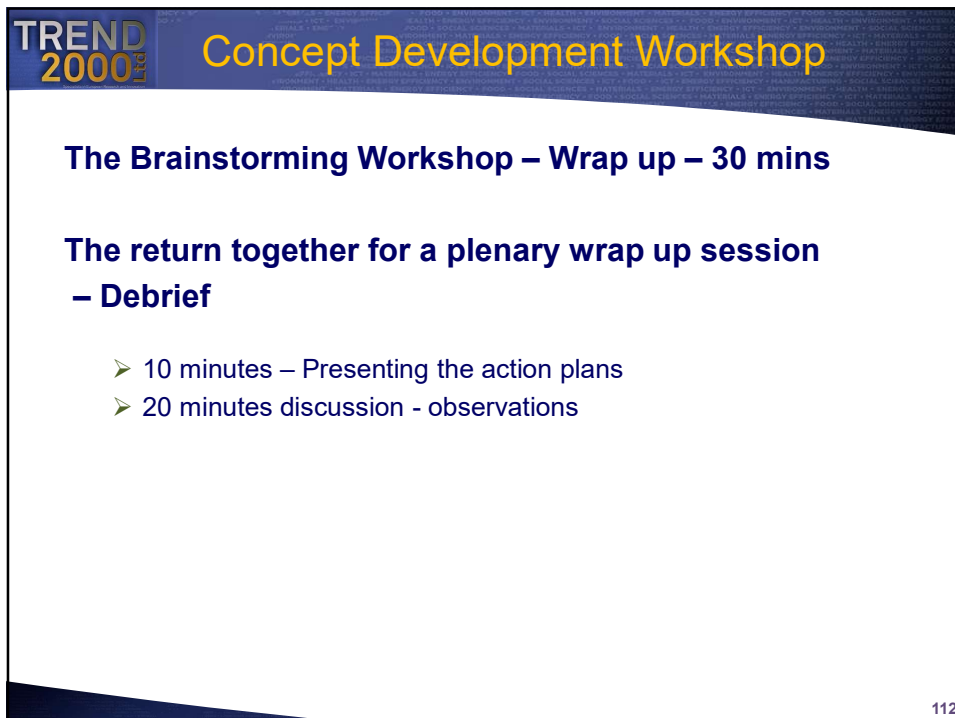


TREND 2000 LTD Concept Development Workshop

The Brainstorming Workshop – 1 hour

- Identify the key skills required to undertake the work
- Review the current core partners and identify additions needed
- Consider the potential impacts from the project
- Establish how you can measure success or value
- Develop a list of key actions needed to progress the proposal

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TREND 2000 LTD Concept Development Workshop

The Brainstorming Workshop – Wrap up – 30 mins

The return together for a plenary wrap up session – Debrief

- 10 minutes – Presenting the action plans
- 20 minutes discussion - observations

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TREND 2000 LTD Concept Development Workshop

Split into 2 Groups

Each group has a different call to work with

- Have a good Brainstorm experience

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TREND 2000 LTD Agenda – Module 5

Module 5 – Proposal Development Workshop

14:00 Review of a current open call for relevance
Development of project scope
Assessment of needs
Concept development and storyboard
Identifying research to be done to support proposal

15:45 Coffee Break

16:14 Objective setting
Work package outline
Skills gaps assessment
Action plan

18:00 Close

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