



**TR@NSENER**  
**H2020 - Training Workshop**

Toulouse, 8 November 2018

Facilitated by:  
Dr Peter Sheard  
Ms Celia Gavaud

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**Agenda**

**DAY 1**

09:00 Welcome and Introduction  
09:15 Preparing your application  
          Key stages in planning  
09:30 Developing a project storyboard  
**10:15 Coffee Break**  
10:30 *Practical Exercise*  
11:15 Defining ambition  
**12:00 Lunch**  
13:00 Identifying and accounting for risk  
          *Practical Exercise*  
13:45 Getting the partners right  
          *Practical exercise*  
14:30 Preparing the impact section  
          Addressing the call impacts  
**15:30 Coffee Break**  
15:45 Dissemination/Exploitation/Communication – What the EC expects  
**17:00 Close of Day 1**

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**TREND 2000 LTD** Introduction

## Dr Peter Sheard

**Trend 2000 Ltd - Managing Director**

- Tel: +44 (0)7712 593669
- E-mail: [trend.2000@btconnect.com](mailto:trend.2000@btconnect.com)

**Background**

- BSc in Materials Technology
- BSc in Business Economics
- PhD in Polymer Composites
- Proposal writing since 1988 - Over 100
- Coordinator since 1988 - Over 50
- EU Evaluator since 2001
- NMP, SME, ENV, EeB, ICT
- EU Reviewer since 2005 – SME, Capacities
- PTA since 2012 – 10 NMP projects



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**TREND 2000 LTD**

## Célia Gavaud

- Associate at Trend 2000 Ltd.
- Tel: +39 389 0671277
- E-mail: [celia.gavaud@trend2000.eu](mailto:celia.gavaud@trend2000.eu)


**Background**

- MA in European Affairs
- MA in International Policy and Diplomacy
- UK Public Affairs Diploma (Postgraduate, NQF7)
- Certified PMP - Project Management Institute (US)
- Proposal writing since 2002
- Project coordinator since 2003

**Currently Coordinator of H2020 projects**

- ICT RIA "Go-Lab Goes Africa"
- Risk Finance CSA "PROGRESS-TT"
- SME Instrument "Cronogard"





## Introduction

### Over to You!

**Name**  
**Your research area**  
**Your experience of H2020**  
**Are you planning a submission – when and which**  
**What you aim to get out of this workshop**

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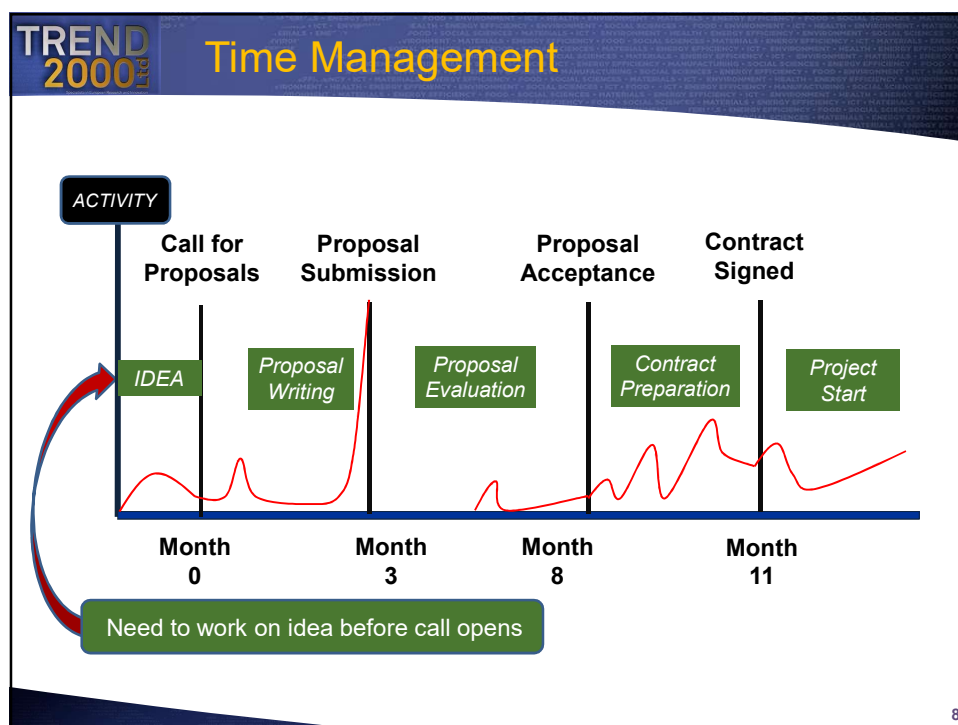


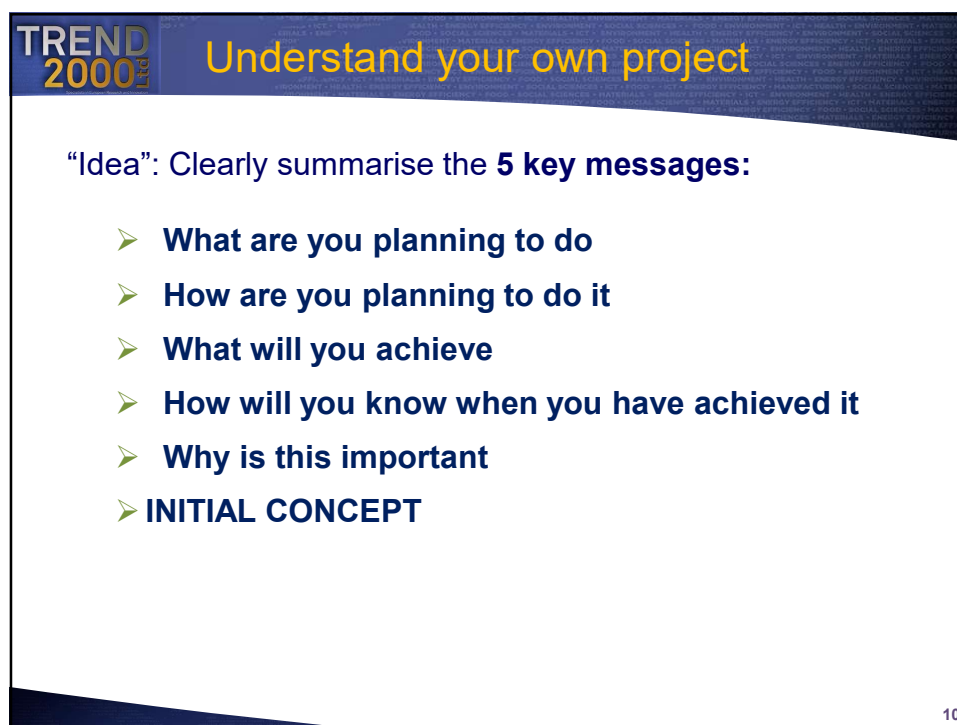
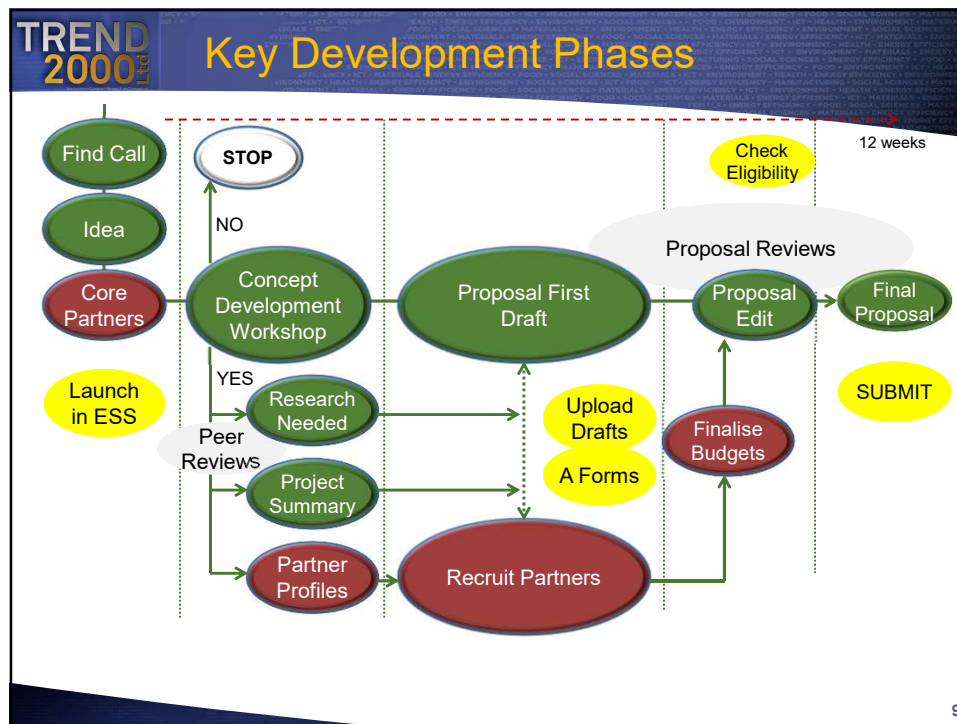
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## Development Checklist

### Checklist

- ✓ DEVELOP THE INITIAL CONCEPT
- ✓ DEVELOP TIME BOUND ACTION PLAN
- ✓ BUILD THE CORE CONSORTIUM
- ✓ BRAINSTORM THE CONCEPT AND WORK PLAN
- ✓ RECRUIT RELEVANT PARTNERS
- ✓ DRAFT THE PROPOSAL
- ✓ EDIT IT
- ✓ UPLOAD IT INTO THE **ESS** EARLY
- ✓ RE CHECK IT
- ✓ ENSURE ELIGIBILITY CRITERIA ARE MET
- ✓ SUBMIT FINAL VERSION ON THE **ESS**



## Thinking Time

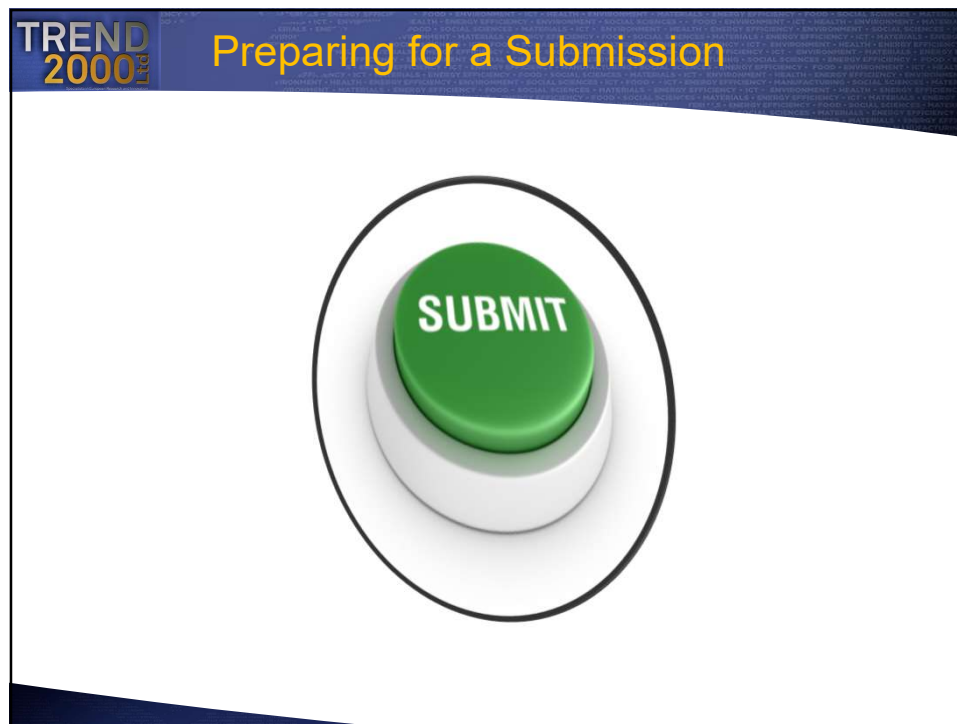


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graph LR; A[PLANNING AND PARTNERS] --> B[THINKING RESEARCHING MAKING NOTES]; B --> C[WRITING]
```

PLANNING AND PARTNERS

THINKING RESEARCHING MAKING NOTES

WRITING



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**TREND 2000 Ltd**

## Developing Your Ideas

To obtain funding you need a project with

- Significant **Impact** potential
- Significant scientific and/or technological **Barriers** to overcome

So you need

- To address a tangible European **Problem**
- Have a sound **Concept**
- To develop world class **Science/Technology**

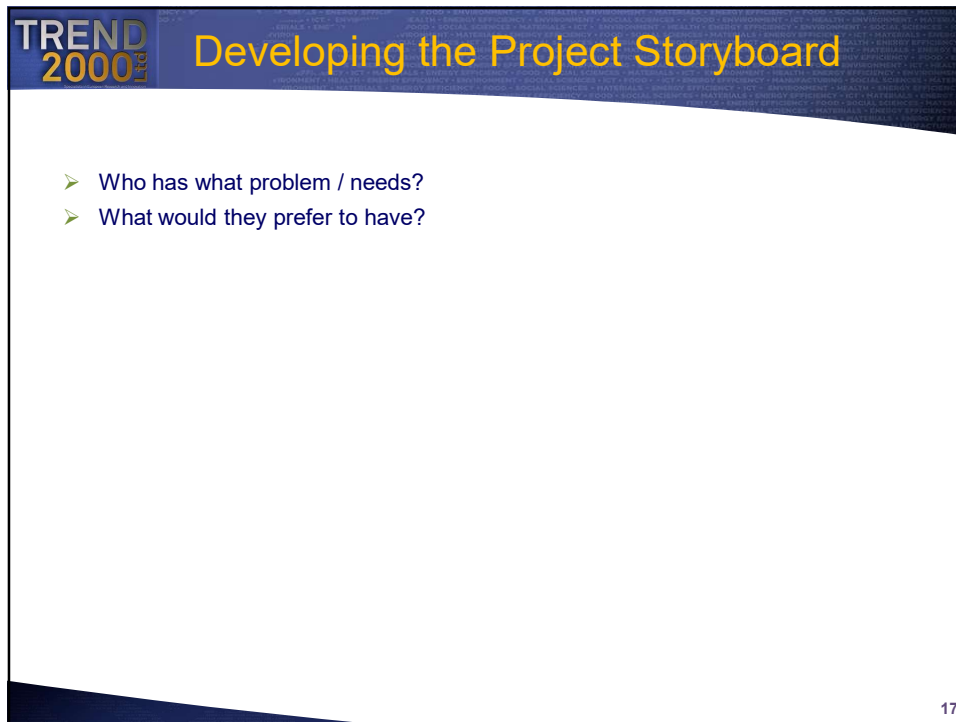
And your concept needs to be achievable

- By your **Consortia**
- Within your declared **Resources**

16

This slide features a dark blue header with the 'TREND 2000 Ltd' logo in the top left corner. The main content area is white and contains the title 'Developing Your Ideas' in a large, black, sans-serif font. Below the title, there are three sections of text, each followed by a bulleted list of requirements. The first section is 'To obtain funding you need a project with', followed by two bullet points: '➤ Significant **Impact** potential' and '➤ Significant scientific and/or technological **Barriers** to overcome'. The second section is 'So you need', followed by three bullet points: '➤ To address a tangible European **Problem**', '➤ Have a sound **Concept**', and '➤ To develop world class **Science/Technology**'. The third section is 'And your concept needs to be achievable', followed by two bullet points: '➤ By your **Consortia**' and '➤ Within your declared **Resources**'. The slide number '16' is located in the bottom right corner.



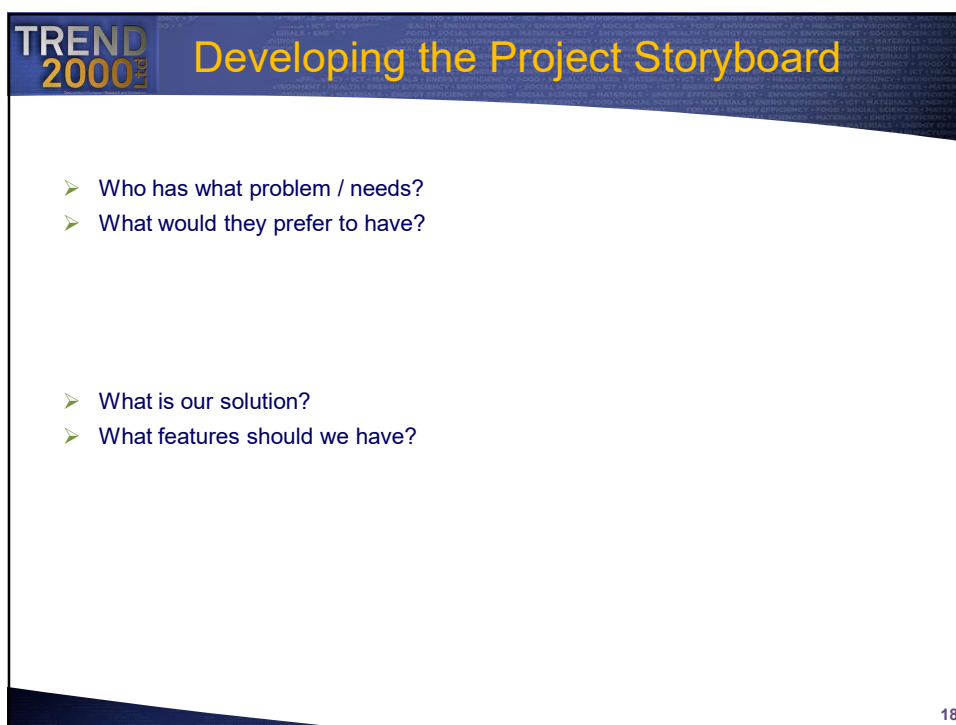


**TREND 2000 LTD** Developing the Project Storyboard

- Who has what problem / needs?
- What would they prefer to have?

17

This slide features a dark blue header with the 'TREND 2000 LTD' logo on the left and the title 'Developing the Project Storyboard' in yellow. The main content area is white and contains two bullet points. The slide is numbered '17' in the bottom right corner.



**TREND 2000 LTD** Developing the Project Storyboard

- Who has what problem / needs?
- What would they prefer to have?
  
- What is our solution?
- What features should we have?

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This slide is similar to slide 17, with the same dark blue header and white content area. It includes the 'TREND 2000 LTD' logo and the title 'Developing the Project Storyboard'. In addition to the two bullet points from the previous slide, it adds two more: 'What is our solution?' and 'What features should we have?'. The slide is numbered '18' in the bottom right corner.

**TREND 2000 Ltd** Developing the Project Storyboard

- Who has what problem / needs?
- What would they prefer to have?
- What is our solution?
- What features should we have?
- What features must we **develop**?
- What **new knowledge** do we need to develop?

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**TREND 2000 Ltd** Developing the Project Storyboard

- Who has what problem / needs?
- What would they prefer to have?
- **But they can't**
- What is our solution?
- What features should we have?
- **But we can't**
- What features must we **develop**?
- What **new knowledge** do we need to develop?

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**TREND 2000 Ltd** **Developing the Project Storyboard**

- Who has what problem / needs?
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- What **new knowledge** do we need to develop?

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graph TD
    A[MOTIVATION] --> B[CONCEPT OBJECTIVES]
    B --> C[WORK PROGRAMME DELIVERABLES]
  
```

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**TREND 2000 Ltd** **Storyboard for the Evaluator**

**Show you fully understand the problems and who owns them**

- Define, Locate and Quantify (the 5 whys)
- Who owns them? (Stakeholder Groups)
- What would they like to have instead?
- What is the significance of solving these problems?
- Why can't these problems be solved now? - **BARRIERS**

**WHY**

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**TREND 2000 LTD** Storyboard for the Evaluator

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**WHY**

**Explain what you intend to do to address the problems**

- What is your solution?
- What features do you need to have?
- Set clear measureable objectives
- Show that these address the call
- What is the state of the art?
- How is your concept novel?
- Why can't it be achieved now? - **BARRIERS**

**WHAT**

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**TREND 2000 LTD** Storyboard for the Evaluator

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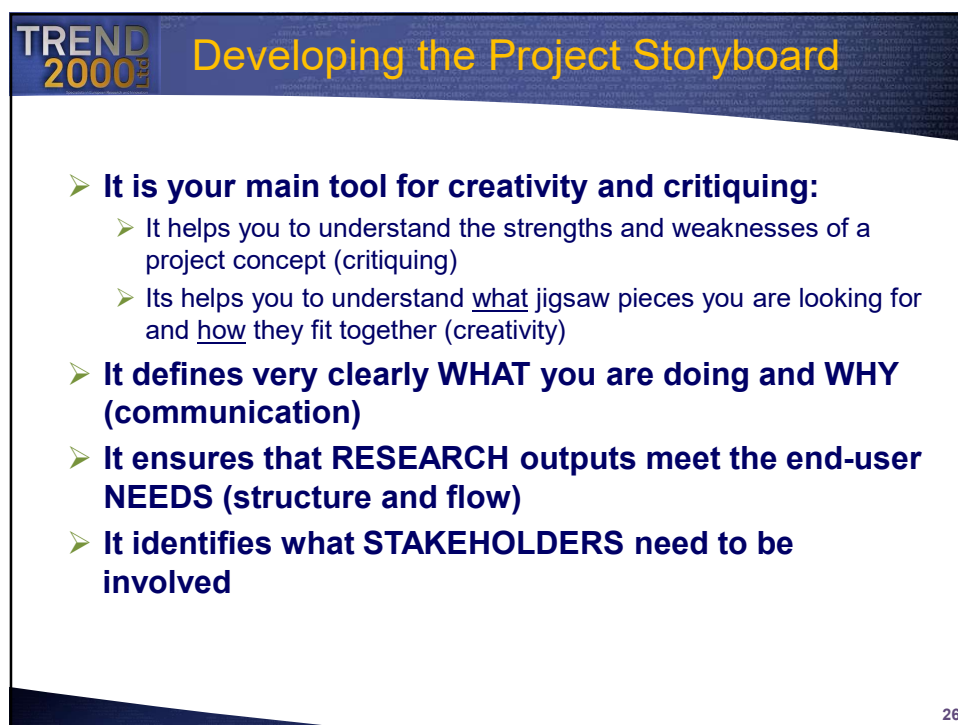
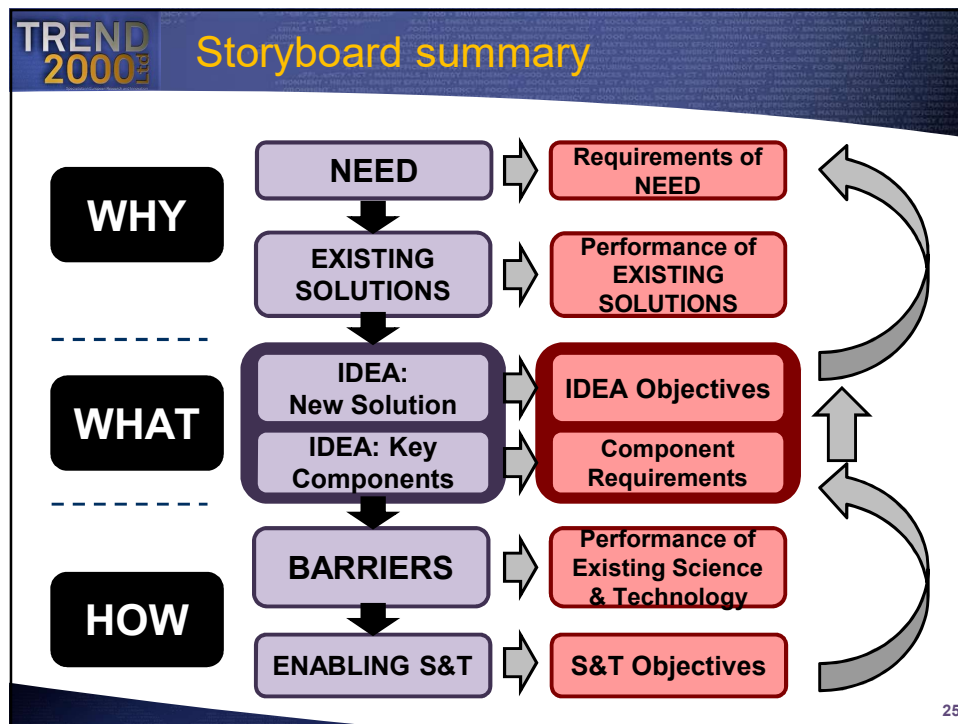
**WHAT**

**Explain that you have the best Scientific/Technological solution!**

- You know the features you need to develop
- You know what scientific/technological developments are required
- You understand the risks
- You have the best approach
- You have the best team

**HOW**

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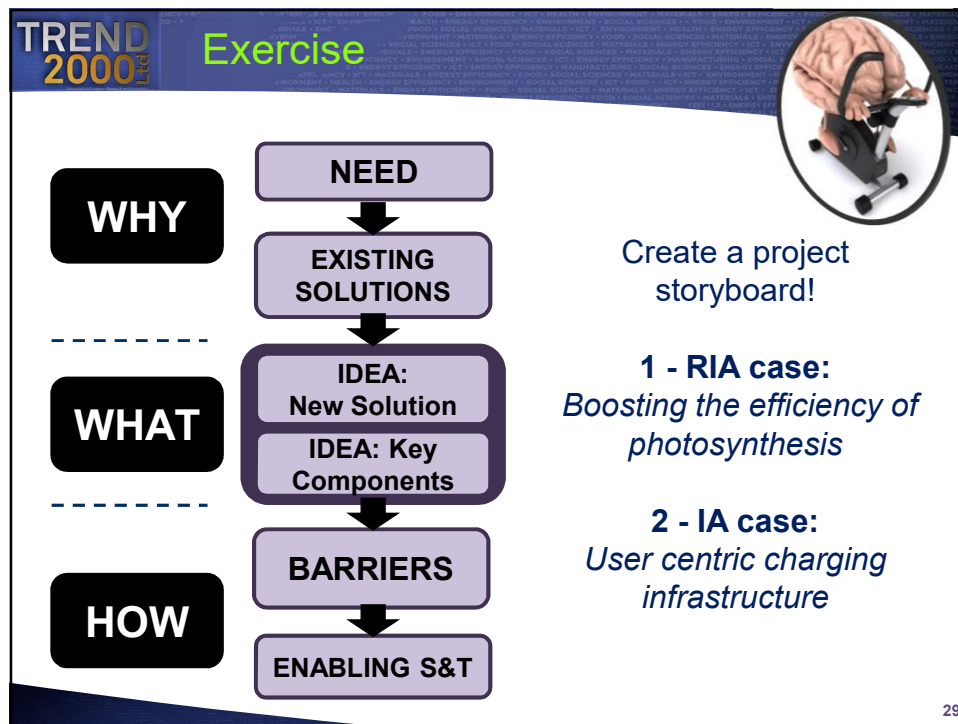


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**TREND 2000 Ltd** **Exercise**

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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## The Excellence Section: Ambition

### Proposal Template: the logic

- Excellence is your executive summary
  - 1.1 Objectives – *What is it you want to do?*
  - 1.2 Relation to the work programme – *Are you aligned with EC expectations?*
  - 1.3 Concept and methodology – *What it is that you want to do in more detail (TRL) and how you intend to implement it?*
  - 1.4 Ambition – *How does your idea compare to the SoA? Can you convince the readers it is innovative enough?*

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**TREND 2000 LTD** The Excellence Section: Ambition


### Proposal Template

- Describe the **advance** your proposal would provide **beyond the state-of-the-art**, and the extent the proposed work is **ambitious**.
- Describe the **innovation potential** (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models) which the proposal represents. Where relevant, refer to products and services **already available on the market**. Please refer to the results of any **patent search** carried out.

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**TREND 2000 LTD** Framing ambition

- H2020 seeks to fund innovative projects that respond to **Europe's needs** in terms of economic growth, industrial competitiveness, employment and education, and societal challenges
- Innovative projects are those that **create something new and unique** that has benefits beyond what already exists
- Convey a sense of **urgency and timeliness**: high time to invest in your idea!



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**TREND 2000 LTD** Framing Ambition

The “What” of your storyboard

Clearly show your Value Proposition:

- You are creating something new – a solution to a problem that has benefits **beyond existing solutions**
- To realise the new solution you need to overcome barriers through the creation of **new knowledge** leading to the demonstration of new understanding, often in science and technology

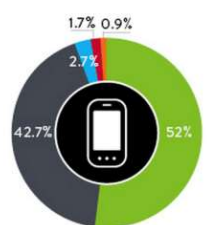
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**TREND 2000 LTD** Validating innovative character

Ambition

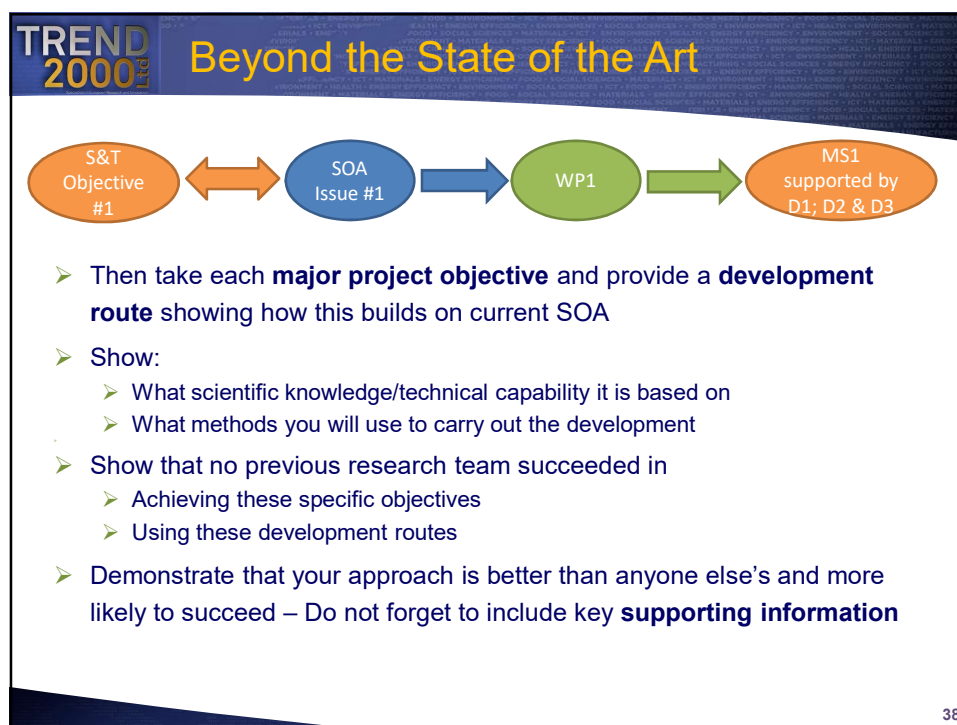
- **How much better is your idea?**
- **Realistic estimates** to calculate the total potential markets
- **Realistic** market penetration
- How to get there?

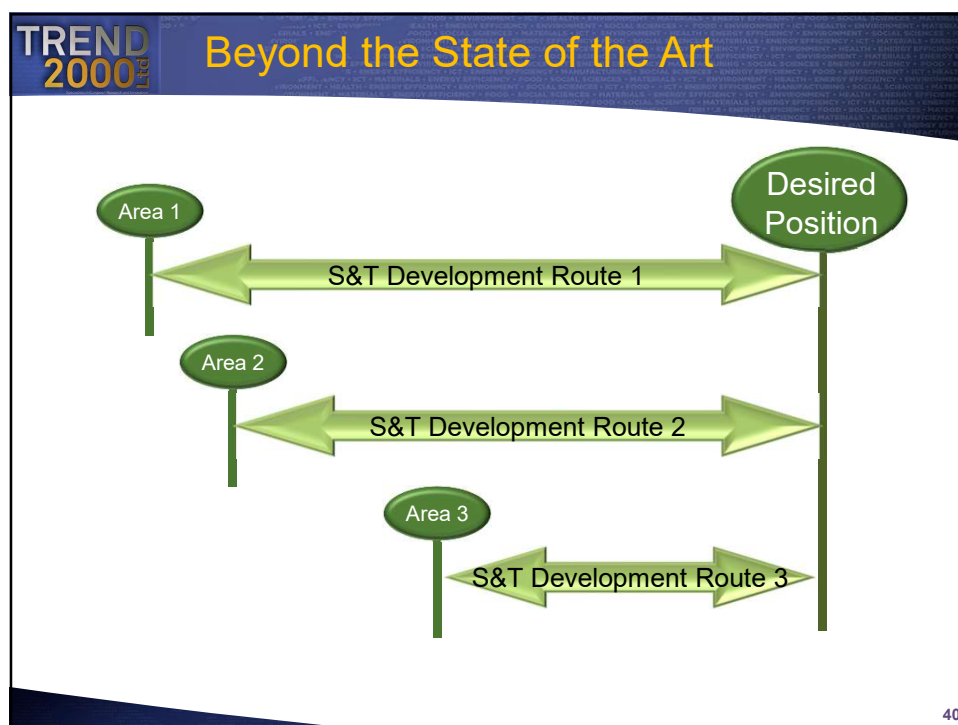
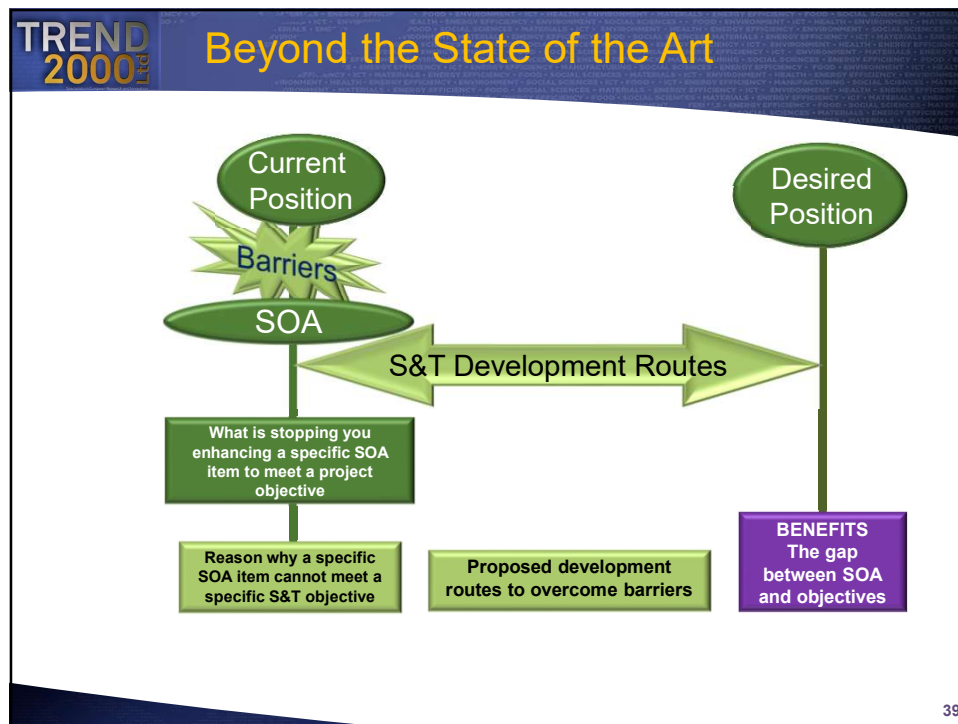
Brainstorm with partners! Incl. industry reps!

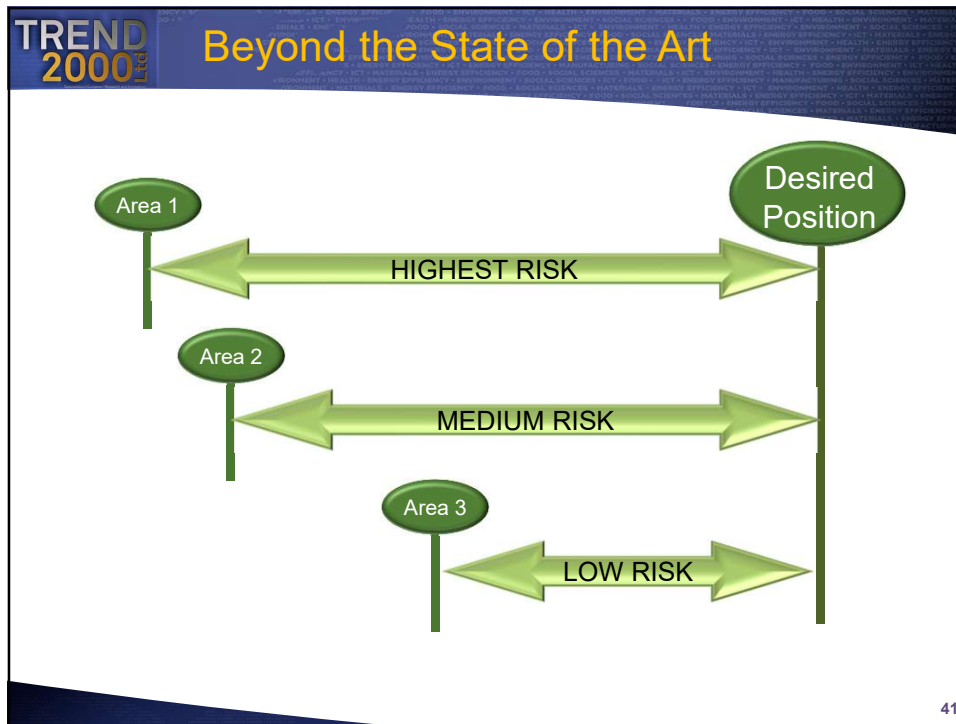


Segment Color	Percentage
Green	52%
Dark Grey	42.7%
Red	2.7%
Blue	0.9%

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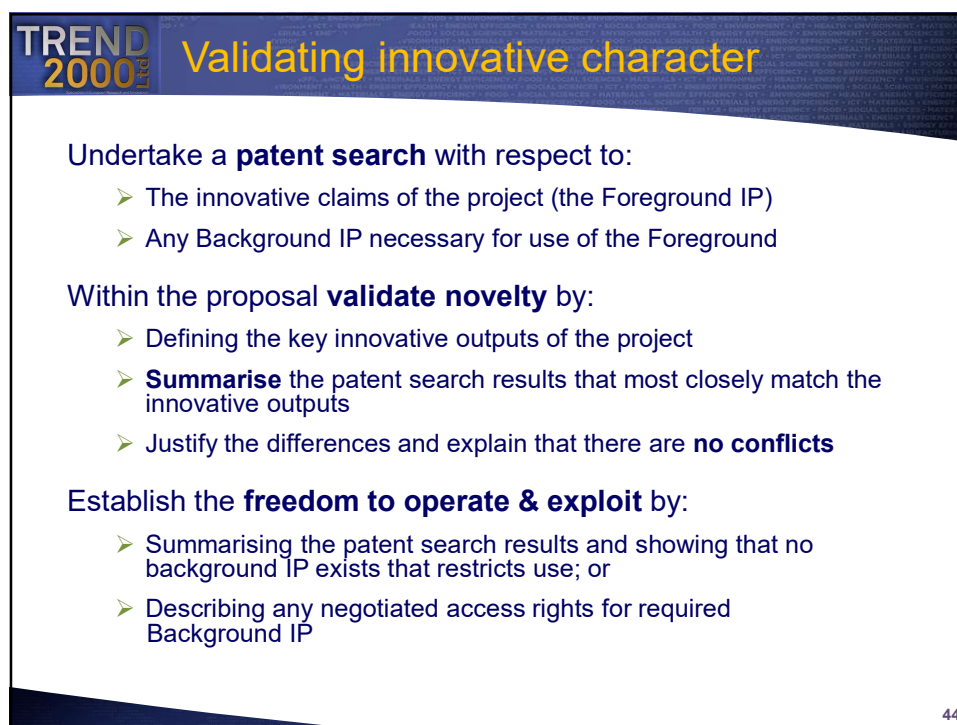
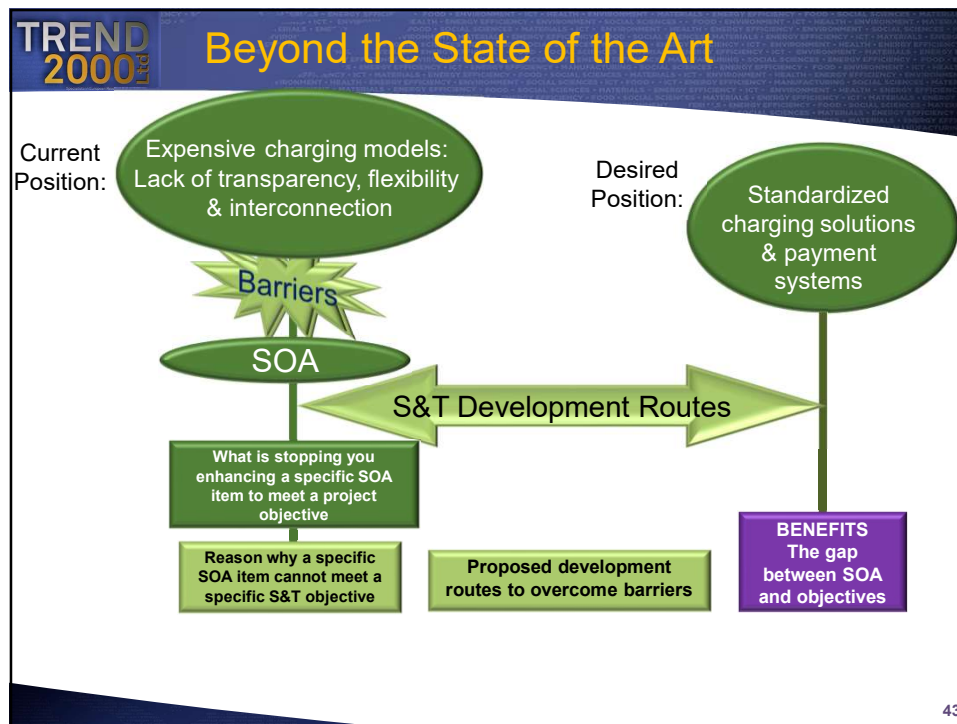


**TREND 2000 Ltd** Beyond the State of the Art

**Capability analysis – Example: EV charging infrastructure (LC-GV-03-2019)**

- Issues of availability, convenience, performance, costs, and noise
- **Costs:**
  - Desired Position: Standardized charging solutions and payment systems for LEVs for price reduction

The slide number 42 is in the bottom right corner.





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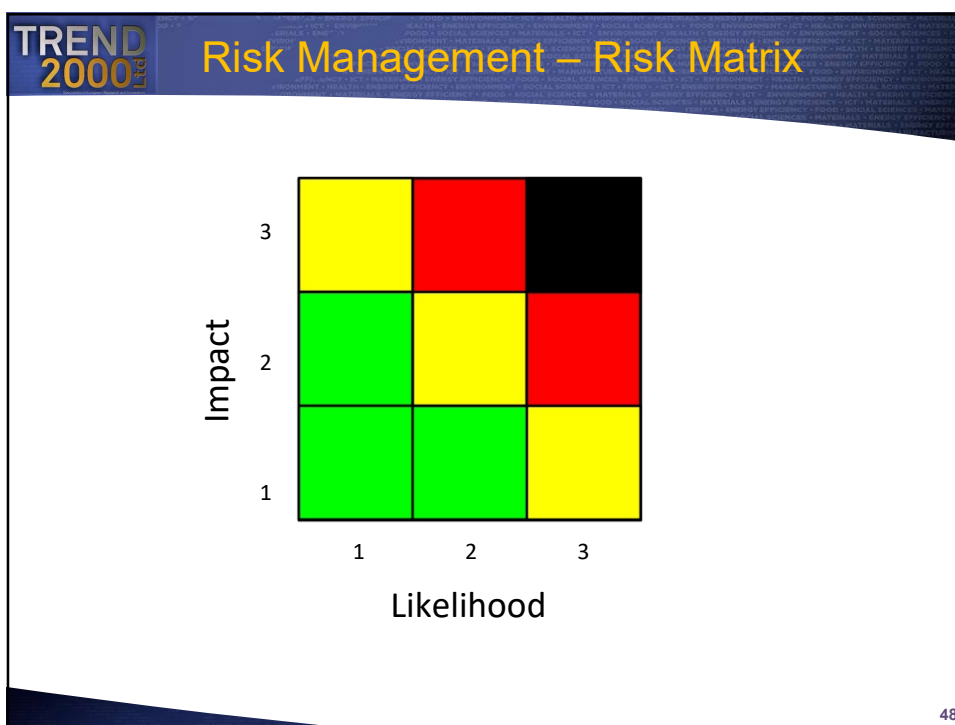
**TREND 2000 LTD** **Risks**

Risk is the chance of an event occurring that will **prevent** the project from reaching meaningful results

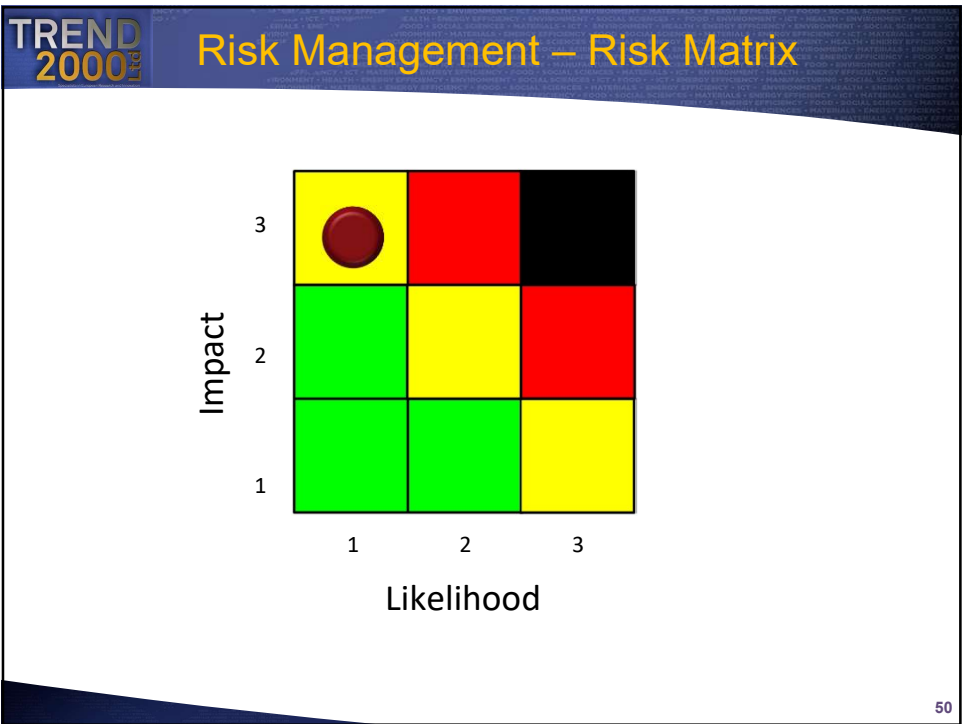
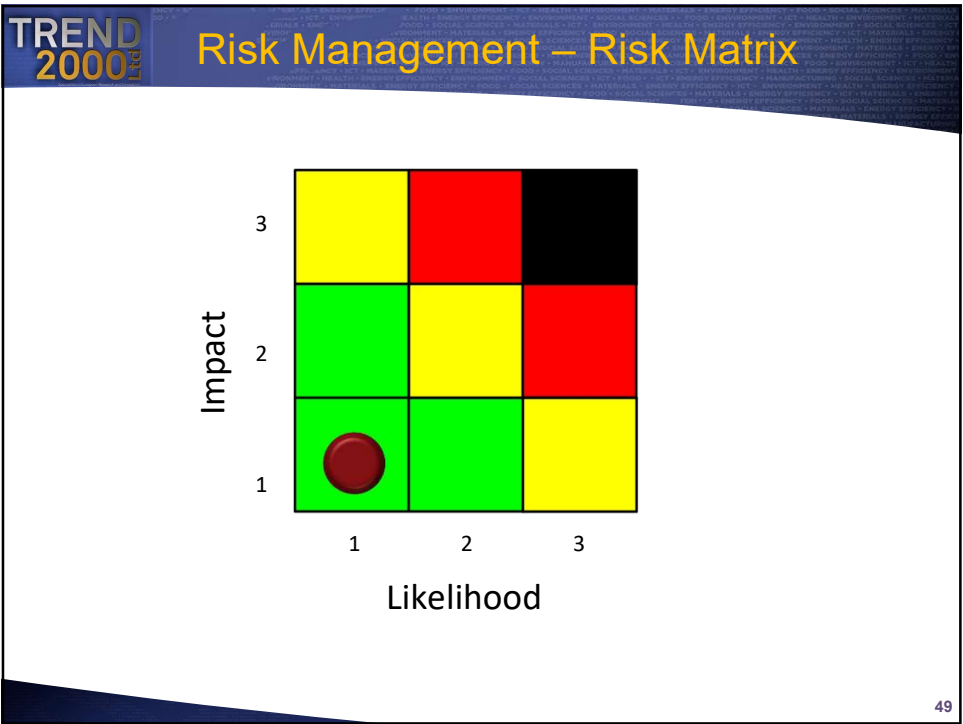
For **each** project key activity one should consider

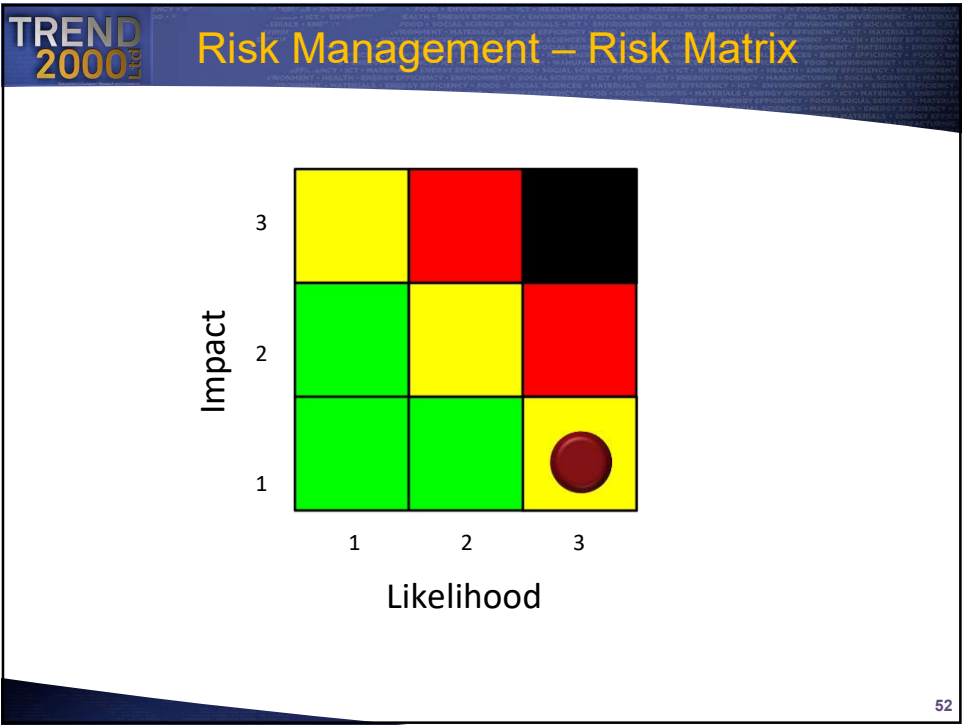
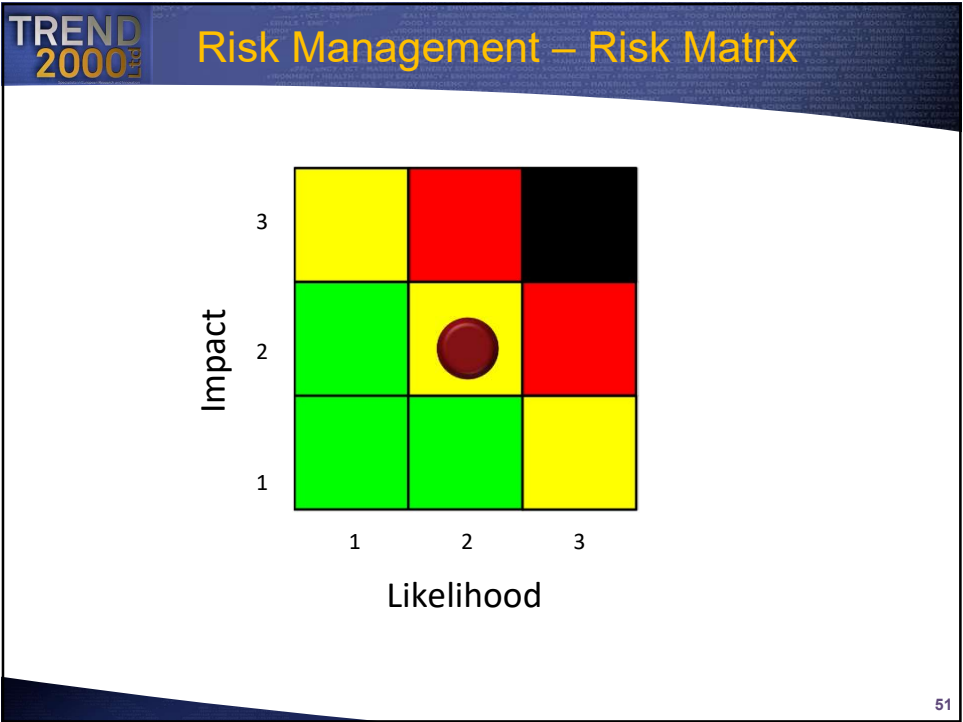
- What could go wrong (Identify)
- What are the chances that this could happen (Likelihood)
- What impact would this have on the project (Impact)
- What mitigation or contingency actions can be planned to reduce the likelihood of the event occurring or reduce its effect (Action)
- How implementing the mitigation action or contingency plan might affect achievement of the project results (secondary risk)

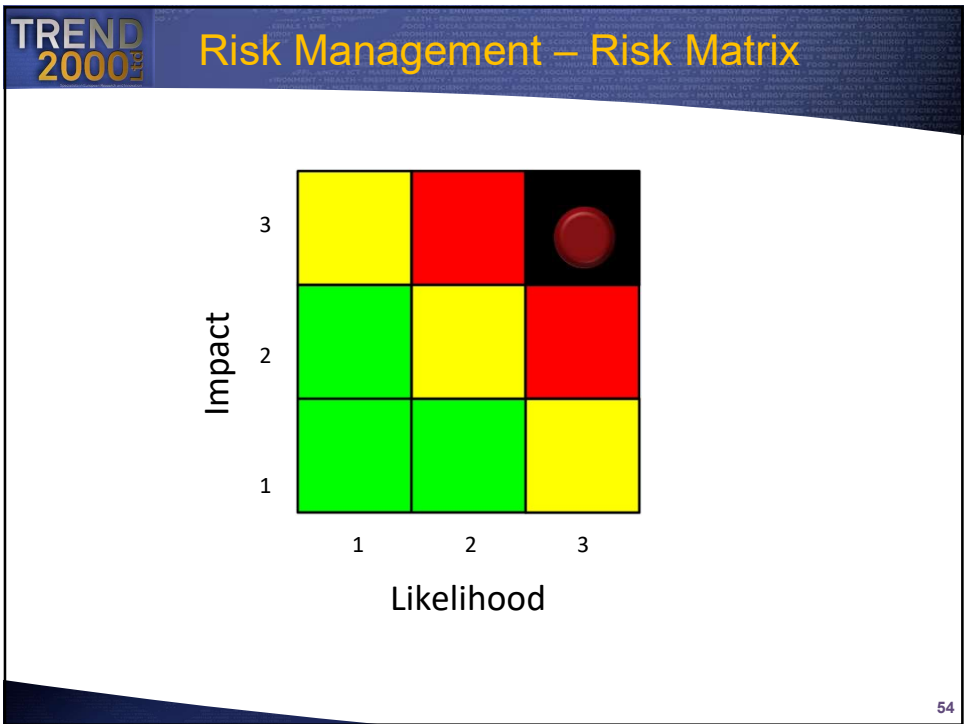
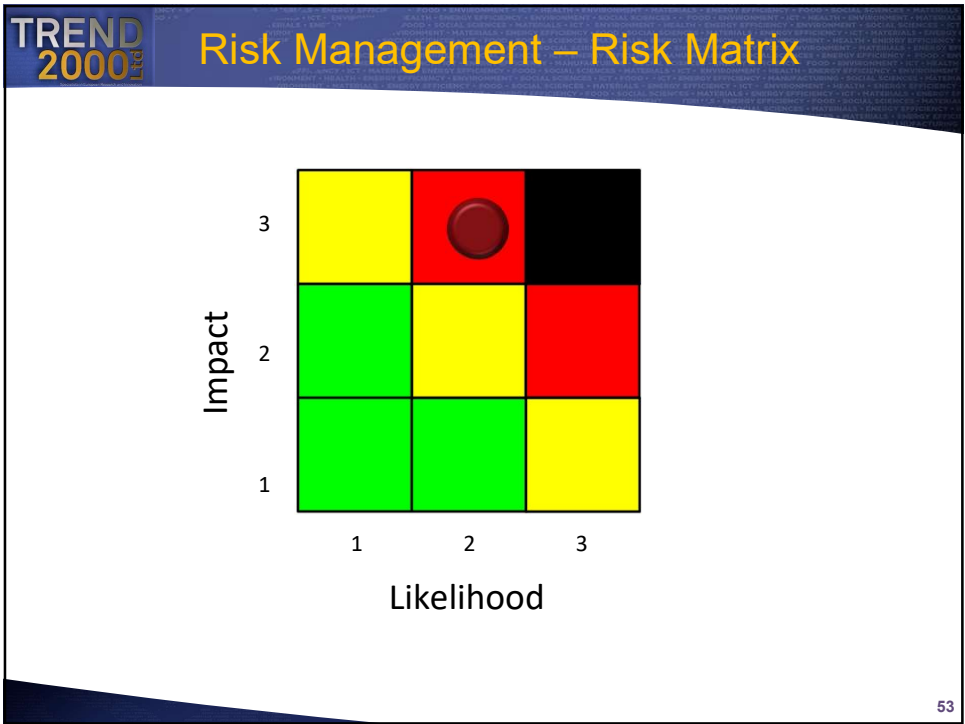
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**TREND 2000 Ltd** **Addressing risks**


- Prepare and maintain a **risk register/log** throughout the planning process
- **Mitigate project** risks when creating and justifying the project methodologies and work programme
- Define **milestone points** and interim deliverables to coincide with anticipated risks
- Define the project **strategy and procedures** for management of risk
- Discuss risks **throughout** the project task descriptions and include a **risk table**

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**TREND 2000 Ltd** **Risk Register**

Project						Date of last review	15-Jan-14
Risk ID	Risk Category	Description of Risk	Probability	Impact	Risk Value	Mitigation	Owner
1	Technical	TiO powder not able to disperse effectively on surface	3	2	6	Use a carrier surfactant to transport the powder and separate the individual particles	JC
2	Management	Partner Skudos is being bought by American multinational and may need to leave consortium	3	2	6	Make contact with alternative bio tank producer as a possible replacement	CC
3	Technical	Handling of the glazing before full curing is necessary and may damage the active particle and render the trials less effective	2	2	4	Monitor the particle stability and establish damage in small scale trial. Establish contingency handling practice or protective coating as required	HJ

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## Exercise on Risk



**Split into your groups**

- Take your planned concept and identify all the things that could go wrong with your development activities
- Prepare a list of Risks and for each one
  - Identify the likelihood
  - Identify the potential impact on your project
  - Identify possible mitigation actions
  - Present some contingency plans

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**TREND 2000 Ltd**

# Identifying the Right Partners




- ☒ Excellent
- ☐ Very good
- ☐ Good
- ☐ Average
- ☐ Poor

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**TREND 2000 Ltd** Consortium Development


## DO NOT

- Find a potentially suitable call
- Contact 10 other universities you work with
- Sit down and discuss what you should all do



## DO

- Find a potentially suitable call
- Contact 2 or 3 key partners you know
- Develop the proposal concept
- Identify key skills gaps
- Recruit partners to fill identified gaps



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**TREND 2000 LTD Consortium Development**

**Good Quality Partnering is IMPORTANT**

- You need to be able to **collaborate remotely** most of the time
- Need partners' **commitment** and **motivation**
  - For the next 3/5 years
  - To work jointly with other partners in the consortium
- Changes in project partners can lead to
  - Significant problems at negotiation
  - Disruptions in the consortium
  - Delays in undertaking the research
  - Distrust with the EC

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**TREND 2000 LTD Consortium Development**

**Golden rule: Understand why you are partnering!**

**Ask yourself a few questions...**

- What skills does my project need?
- What type of organisations does my project need?
- What regions would best suit the logic flow of my project?
- Are my partners the best in Europe?
- Do they bring something **UNIQUE** into my project?
- Why would they want to join my project?
- What can I offer them?
- How would this be of value to them?

*What additional stakeholders would be of benefit and how are they best included?*

*Take care of the Eligibility Criteria stated in call*




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**TREND 2000 LTD** **Developing a Consortium**

### Other Considerations

**International cooperation** is encouraged

- Clear mutual benefit for knowledge generation and/or new market access
  - With international Cooperation Partner countries (ICPC)
  - Those with S&T cooperation agreements with EU
  - Third countries (not ICPC) may access the funding but on a case by case basis

**General rule** - do not confuse the evaluator

**Every partner** - must have a clear and unique role

**Every partner** - must be logical and explain why they are needed

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**TREND 2000 LTD** **Why organisations participate**

**To understand and justify a partner's participation in a project one must:**

- Identify the partners needs and interests that are relevant to the project
- Identify which project results are relevant to these needs
- Understand how the results create benefits that address these needs






**INDUSTRY**

**UNIVERSITY**

**RESEARCH**

**GOVERNMENT**

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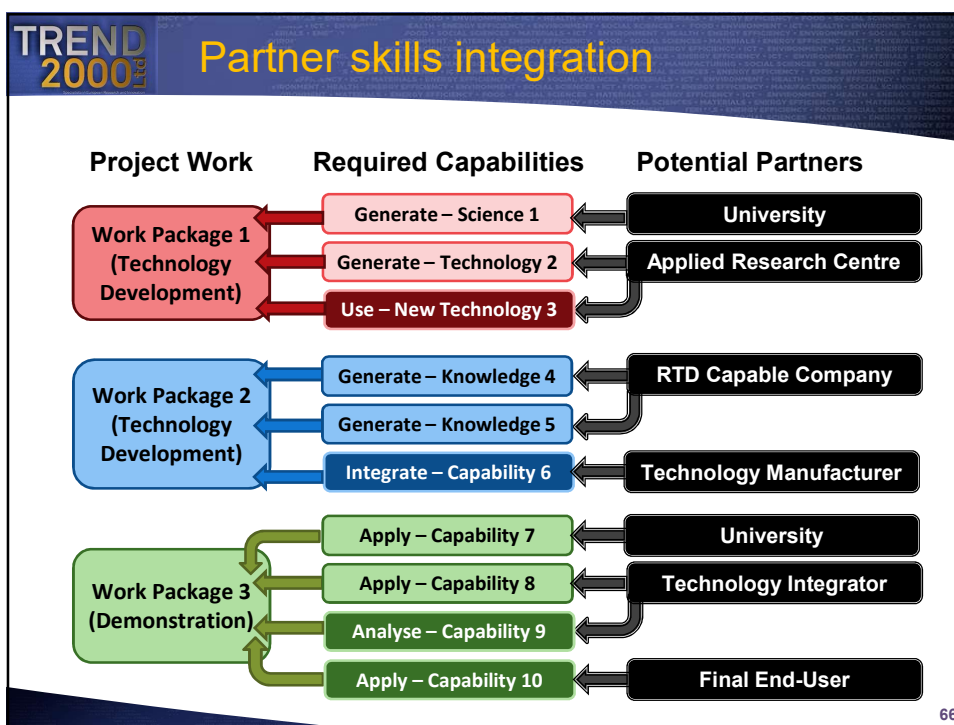
**TREND 2000 Ltd** **Mobilisation of Resources**

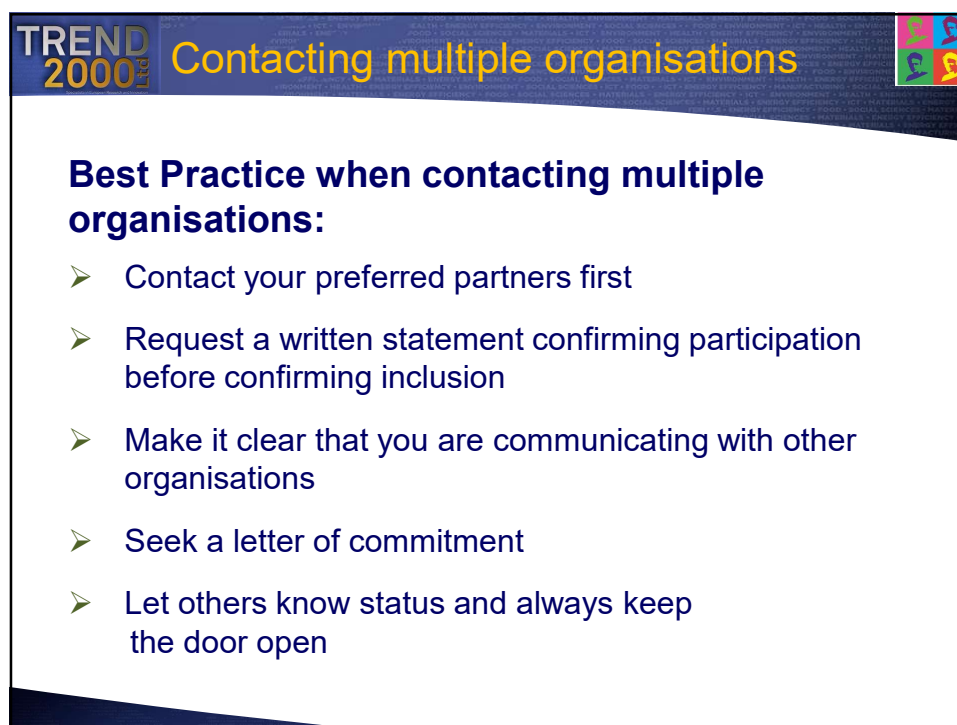
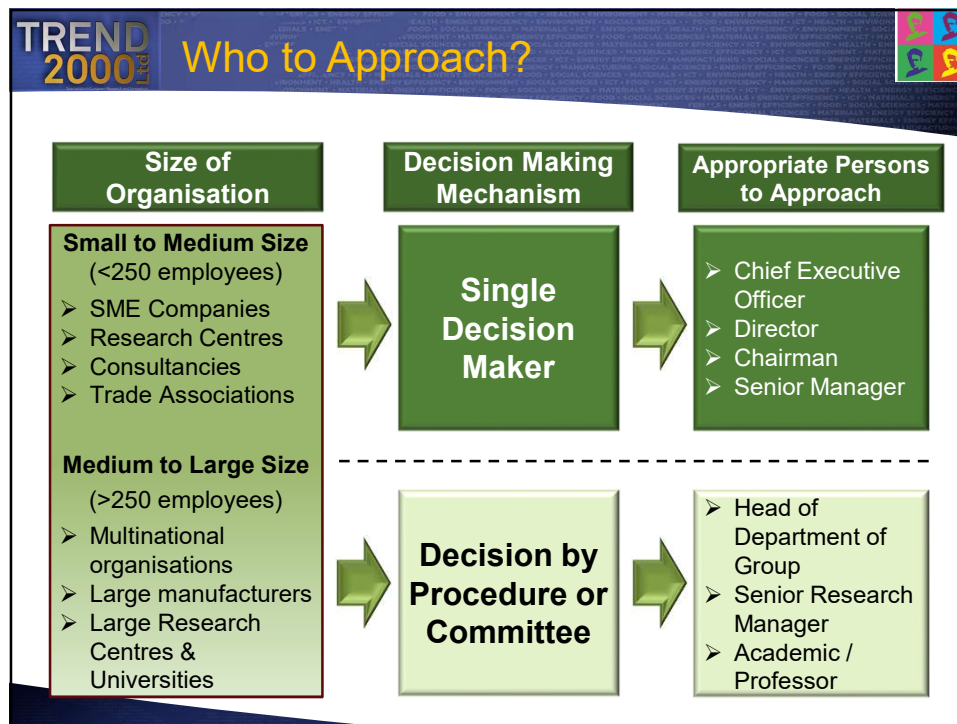
**When selecting partners you are**


- Looking to access the right skills needed for the project
- Gaining access to relevant Background IP
- Accessing specialist equipment
- Gaining access to end user markets

**Do not forget about the individual people and their credibility**


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## Work Plan - Exercise



### Selecting the Right Partners

From your previous concept development exercise consider the partners you will need and provide a list of the type of skills you require and why partners may be interested in participating in your project

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	<b>Addressing the call impacts</b>
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**IMPACT**

**YUK!**



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**The Expected Impacts**

**What the evaluators look for**

- 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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**TREND 2000 LTD** NMBP-TR-IND-2018-2020: BIOTEC 02 2019  
Boosting the efficiency of photosynthesis

### Expected Impacts

- A strategy based on the new resources to obtain an enhanced photosynthetic efficiency of at least 10% under diverse environmental conditions
- A detailed and accurate research and innovation roadmap to attain higher photosynthetic performance for applicable results in the field by 2030.

Relevant indicators and metrics, with baseline values, should be clearly stated in the proposal

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**TREND 2000 LTD** LC-GV-03-2019:  
User centric charging infrastructure

### Expected Impacts

- Wide user acceptance beyond early adopters, urban users and garage parkers;
- Foster investors to invest in charging infrastructure;
- Determine legal gaps which slow down infrastructure expansion and propose solutions;
- Improve interoperability of vehicle-to-charger and charger-to-infrastructure communication;
- Better grid integration of high-power chargers;
- Standardized charging solutions and payment systems for LEVs for price reduction and higher market acceptance in urban environments.

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**TREND 2000 Ltd** H2020-SC6-MIGRATION-2018-2019-2020

### Expected Impacts

- The action will enhance the knowledge base on migration-related flows, drivers, attitudes and behaviours in qualitative and quantitative terms.
- Scenarios and projections will inform evidence-based governance and regulatory frameworks at international and EU levels as well as relevant sector policies in EU Member States, e.g. social, health, education and labour market related policies and the impact on welfare policies and public social security systems.
- The action will also improve statistical data and methods in cooperation with national statistical institutes, relevant organisations and Eurostat.

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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

**TREND 2000 LTD** **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)

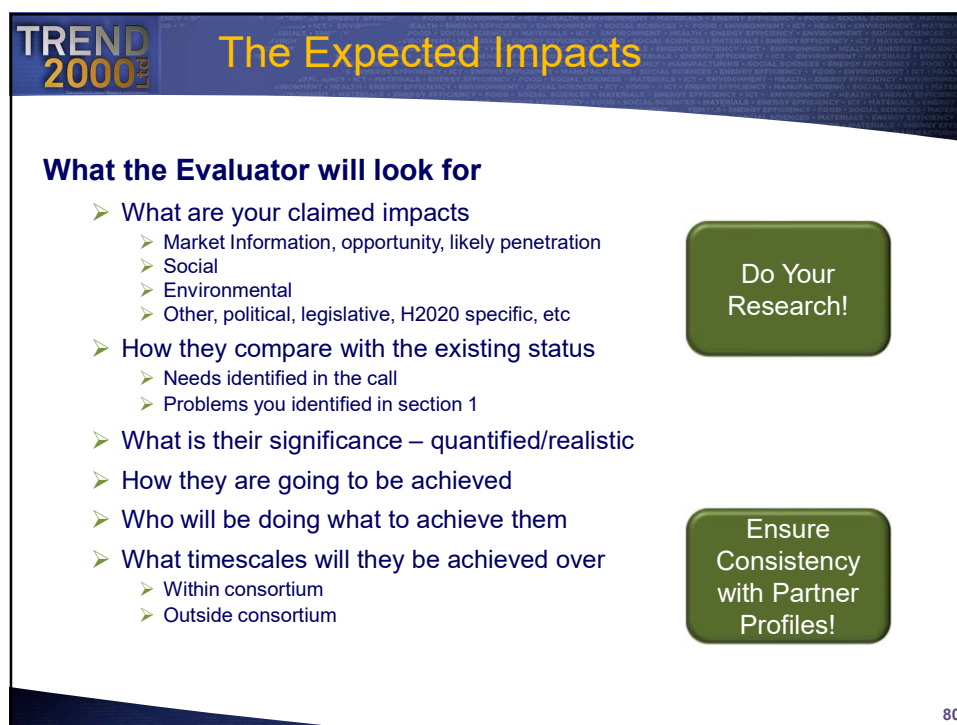
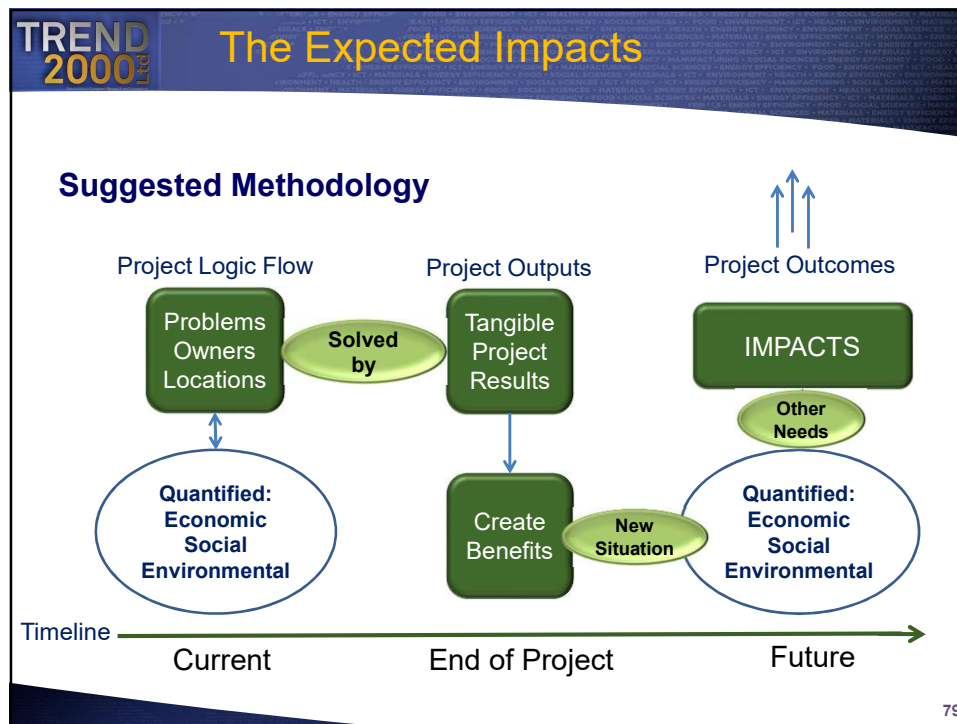
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**TREND 2000 LTD** **The Expected Impacts**



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**TREND 2000 LTD** **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!**

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

**CHECK THE TRL**

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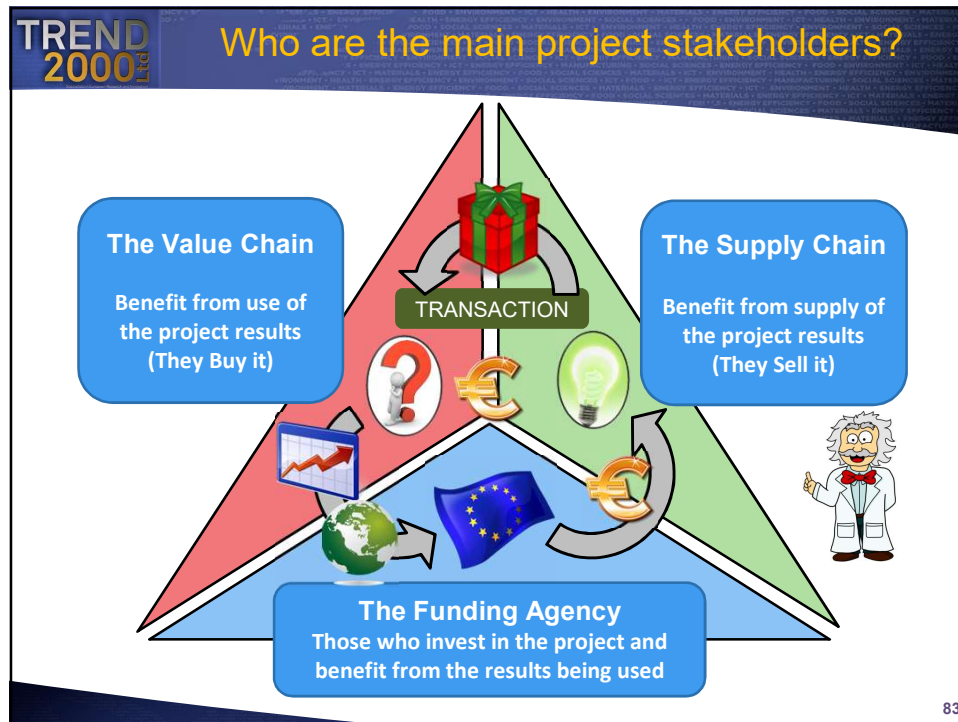
**TREND 2000 LTD** **The Expected Impacts**

**Call Specific Impacts**

- Review each required impact from the call text:
- Create a table or a list of sub headings and address each one directly. Specify the deliverable that relates to each one and extrapolate the potential significance of each project output – Quantify and justify

**DO NOT JUST REPEAT THE CALL TEXT**

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**TREND 2000 Ltd** The Expected Impacts

## Supply Chain



Potential Market  
Supply Chain  
(Consortium)  
Benefits

**Why make it!**

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**TREND 2000 Ltd** Potential Opportunity

<b>Step 1 - Total Global and European Market:</b> Estimate the total potential Global and European market(s) that is directly relevant to the project results	
	<b>Step 2 – Realistic Market Penetration:</b> Calculate the realistic market penetration that the consortium plan to achieve over a given time period
	<b>Step 3 – Consortium Revenue Share:</b> Calculate the estimated revenue share for each partner

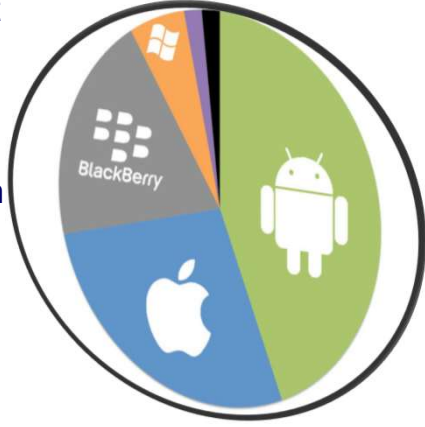
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**TREND 2000 Ltd** **Realistic Market Penetration**

It is unrealistic to assume that everyone will want to buy our product, process or service

Evaluate the realistic market penetration with consideration to:

- Competitiveness within the market sector
- The exploitation potential of the stakeholders involved
- Willingness of customers to adopt



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**TREND 2000 Ltd** **The Expected Impacts**

**Justify the User Impact**



**Why buy it?**

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**TREND 2000 Ltd** **Every project is unique**

➤ **Every project is unique. User needs might relate to:**

- Customer buying 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** **The End User Impact**

```

graph TD
    S1[Step 1 – Impact of the NEED] --> S2[Step 2 – Impact of the EXISTING SOLUTIONS]
    S2 --> S3[Step 3 – Benefits of the project results]
    S3 --> S4[Step 4 – Cost-Benefit Analysis and Competitive Benefits]
    S4 --> S1
  
```

**Step 1 – Impact of the NEED**

- Who are the users or key stakeholders?
- What is the problem or opportunity that they are trying to address?
- What is the impact that the problem or opportunity has or could create for the user or user value chain?

**Step 2 – Impact of the EXISTING SOLUTIONS**

- What are the impacts that the best available existing solutions deliver to the user or user value chain in addressing the problem or opportunity?

**Step 3 – Benefits of the project results**

- What are the benefits that the project results could deliver to the user or user value chain in addressing the problem or opportunity?

**Step 4 – Cost-Benefit Analysis and Competitive Benefits**

- What is the 'cost – benefit' analysis to the user or user value chain for buying, using or implementing the project results and their differentiator?

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**TREND 2000 Ltd** The Expected Impacts

## European Impacts



**Why fund it!**

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**TREND 2000 Ltd** Impacts for Europe – Europe 2020

### The **Europe 2020 Strategy**

- A strategy for smart, sustainable and inclusive growth

### 5 representative EU-level targets

- 75 % of the population aged 20-64 should be employed
- 3% of the EU's GDP should be invested in R&D
- The "20/20/20" climate/energy targets should be met
- At least 40% of the younger generation should have a degree or diploma
- 20 million less people should be at risk of poverty

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## 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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## The Environmental Impacts

- **Quantify improvements to**
  - Energy Efficiency
  - CO<sub>2</sub> 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**

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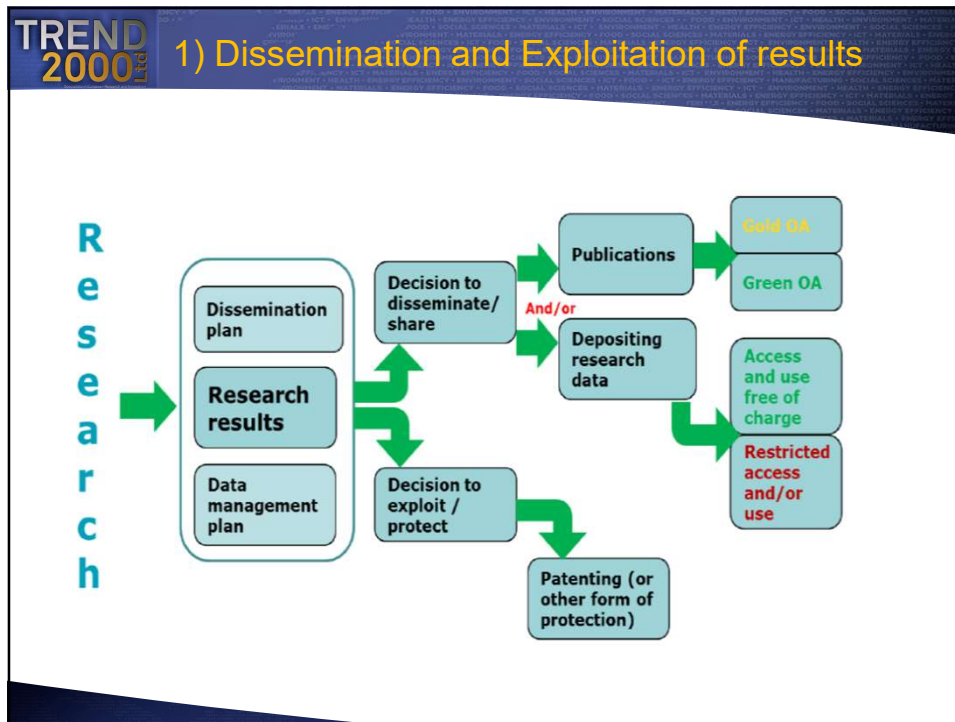
**TREND 2000 Ltd**

## Dissemination/Exploitation/Communication What the EC expects

### Measures to maximise impact

- 1) Dissemination and Exploitation of results
- 2) Communication activities

The diagram illustrates the relationship between different groups and activities. A vertical orange double-headed arrow is labeled 'SPECIALISTS' at the top and 'LISTS' at the bottom. A horizontal purple arrow points from a box labeled 'NON-EXPERTS' to the word 'Communication'. Below the 'NON-EXPERTS' box, another vertical orange double-headed arrow points down to the word 'Dissemination'.



**TREND 2000 Ltd.** 1.1) Dissemination of the research results

- H2020 obligations are to make the publications and research data open access
- How will the results be disseminated, which repositories, etc.
- How will data be managed

[http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/oa\\_pilot/h2020-hi-oa-pilot-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf)

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**TREND 2000 Ltd.** 1.1) Dissemination of the research results

### Vehicles for Dissemination can Include

- Websites, 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!

**TREND 2000 Ltd.** 1.1) Dissemination of the research results

### Be specific

- How many articles will the project aim to produce? In which target journals will the results be published in?
- Mention which conferences you will attend or organise, present at
- Describe any activities targeted to other potential users e.g. taking part to trade fairs to reach out to industry, organising workshops for clinicians in healthcare-related projects, for NGOs, etc.
- If you decide to opt in the H2020 Open Data Pilot, explain the potential impact of sharing your research data openly

We are in the **Impact section** – expand on the potential impact of disseminating to your target audiences

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**TREND 2000 Ltd** 1.2) Exploitation

Dissemination feeds into exploitation

➤ **Exploitation is using results for commercial purposes or in public policymaking**

**Commercial:**

- How have you decided to “allocate” IP in your consortium?
- Should you first protect before disseminate?
- Outline plans to exploit any IP/commercial potential arising from the programme
  - 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

**Policymaking** (standards, community or voluntary sector):

- How will you reach out to these audiences?

We are in the **Impact** section: expand on the potential impact of exploiting the commercial potential of the research results

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**TREND 2000 Ltd** 1.2) Exploitation

Intellectual property rights (IPR) are the means by which the beneficiaries can protect and exploit IP

Identify a procedure for:

- *Protection*
- *Ownership*
- *Assessment*
- *Payment*
- *Publication*
- *Timescale*

A diagram illustrating various intellectual property rights (IPR) types that can be applied to a mobile phone. The phone is shown in the center, with arrows pointing to it from several IPR categories listed on the left and right. The categories are: Aesthetic aspects of the telephone, Brand name of the manufacturer and of the product, logos, etc., Operating software integrated interfaces, games, etc., Layout-design of electronic circuits, Industrial designs, trade marks, copyright, topography of integrated circuits, Innovative antenna, keyboard or battery, etc., and patents utility models.




## 1.2) Exploitation

### Procedures for IP protection & management

Factors for consideration include:

- How will IP be identified and communicated?
- What will be the process for IP assessment & validation?
- What will be the procedure for determining ownership and access rights?
- How will IP protection be decided?
- Who will be responsible for the management of IP?
- Formalise it all in a Plan! (RIA/IA different expectations!)

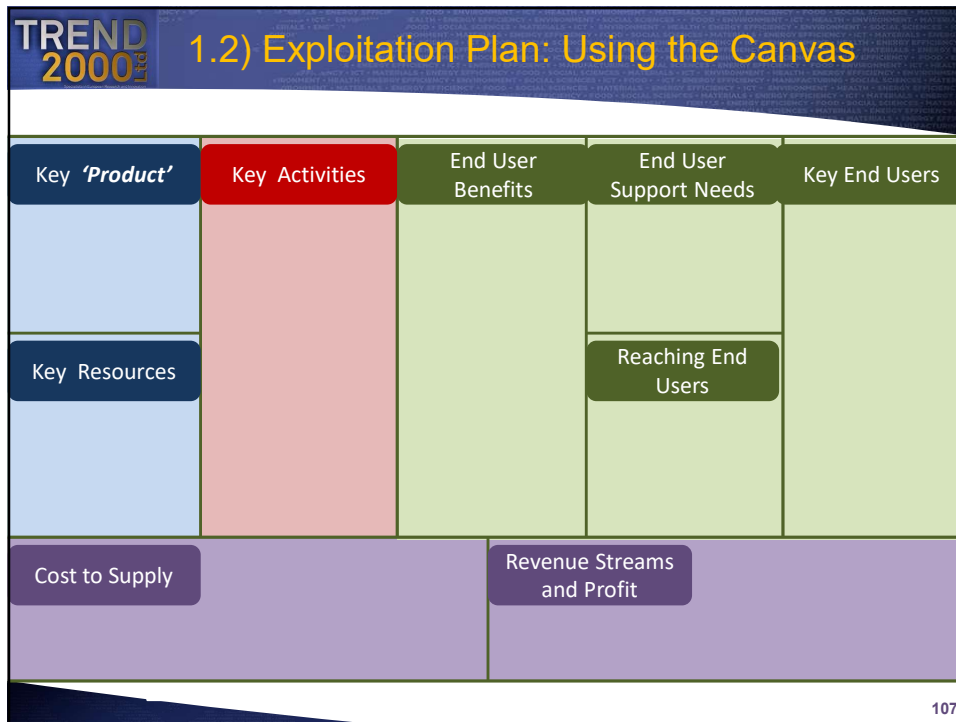
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## 1.2) Exploitation: Presenting your Plan

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. Create an **Exploitation Canvas** for each potential **'Product'**

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**TREND 2000 LTD** 1.2) Exploitation: Final Tips

- Seek advice from people who **understand commercial environments**
  - 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** 2) Communication

**Scope: reach out to non-experts, 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](http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)



The image shows the cover of a guide titled 'HORIZON 2020 Communicating EU research and innovation guidance for project participants'. It features the European Union flag and a globe with a blue and white design.

**TREND 2000 Ltd** 2) Communication

**Aims of the communication & public engagement plan:**

- Ensure media coverage & face-to-interaction with public
- To improve the public's **understanding of science**
- To 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
- Make sure you reflect all of the activities described in 2.2 a) and b) in your implementation plan!

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**TREND 2000 Ltd** 2) Communication

**Public Engagement plan**

**Direct engagement with the public** to help target audience better understand public interest in priorities for science & technology and tackle any public's concerns

- Plan an array of face-to-face activities (e.g. school visits, science festivals, lab “open days”, public talks) targeted at multiple audiences
- This implies **dialogues**:
  - Interaction, **Two-Way Benefits**, co-creation, co-problem solving

We are in the Impact section: expand on the potential **impact** of engaging with the various audiences

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**TREND 2000 Ltd** 2) Communication

**Communication & Public Engagement Checklist**

- Have resources been allocated (time and money) - Professionals?
- Have you prepared a communication strategy and timeline?
- Does communication involve all project partners?
- 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 EC that can help with amplifying the message
- Ensure the objectives are specific & measurable, **not vague**
  - Provide ways of **measuring** the **effectiveness** of your communication activities



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