

Talking about results: impact, dissemination, exploitation



PROPOSAL TEMPLATE



1. Excellence

1.1 Objectives

1.2 Relation to the work programme

1.3 Concept and methodology

1.4 Ambition

First stage

2. Impact

Second
or
Single
stage

3. Implementation

3.1 Work plan – WP, D

3.2 Management structure, M & procedures

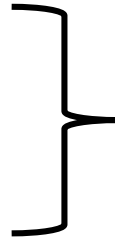
3.3 Consortium as a whole

3.4 Resources to be committed

Impact

2. Impact

2.1 Expected impacts

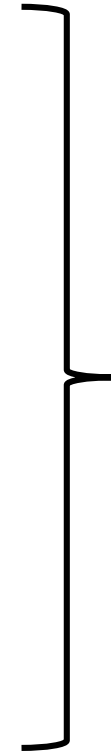


First stage

2.2 Measures to maximise impact

a) Dissemination and exploitation of results

b) Communication activities



Second
stage

or

Single
stage

2. Impact

2.1 Expected impacts Answer to the call text

The project results are expected to contribute to:

- *improved capability in assessing impacts of climate change;*
- *enabling evidence-based decision making through better understanding of mitigation and adaptation costs and co-benefits, and of potential new climate-related pressures on the EU;*
- *enhanced information base relevant for the 2023 global stocktake exercise under the UNFCCC;*
- *informing major international scientific assessments such as the IPCC reports and the IPBES, as well as to EU and national adaptation strategies and plans;*
- *cohesive European resilience to climate change.*

**Innovation capacity, new market, environmental issues,
benefit for society**

2.1 Expected impacts - *Second stage or Single stage*

Potential barriers and framework conditions

PESTLE

Political Factors	Economic Factors
.....
Social Factors	Technological Factors
.....
Legal Factors	Enviromental Factors
.....

2. Impact

2.2 Measures to maximise impact

a) Dissemination and exploitation of results

Dissemination = how do I reach the target group that will use the results generated during the project life

- **Area** in which you expect to make an impact
- The **results** that you expect
- **Who** are the potential users of your results ?
- **How** you intend to use the channel of dissemination ?

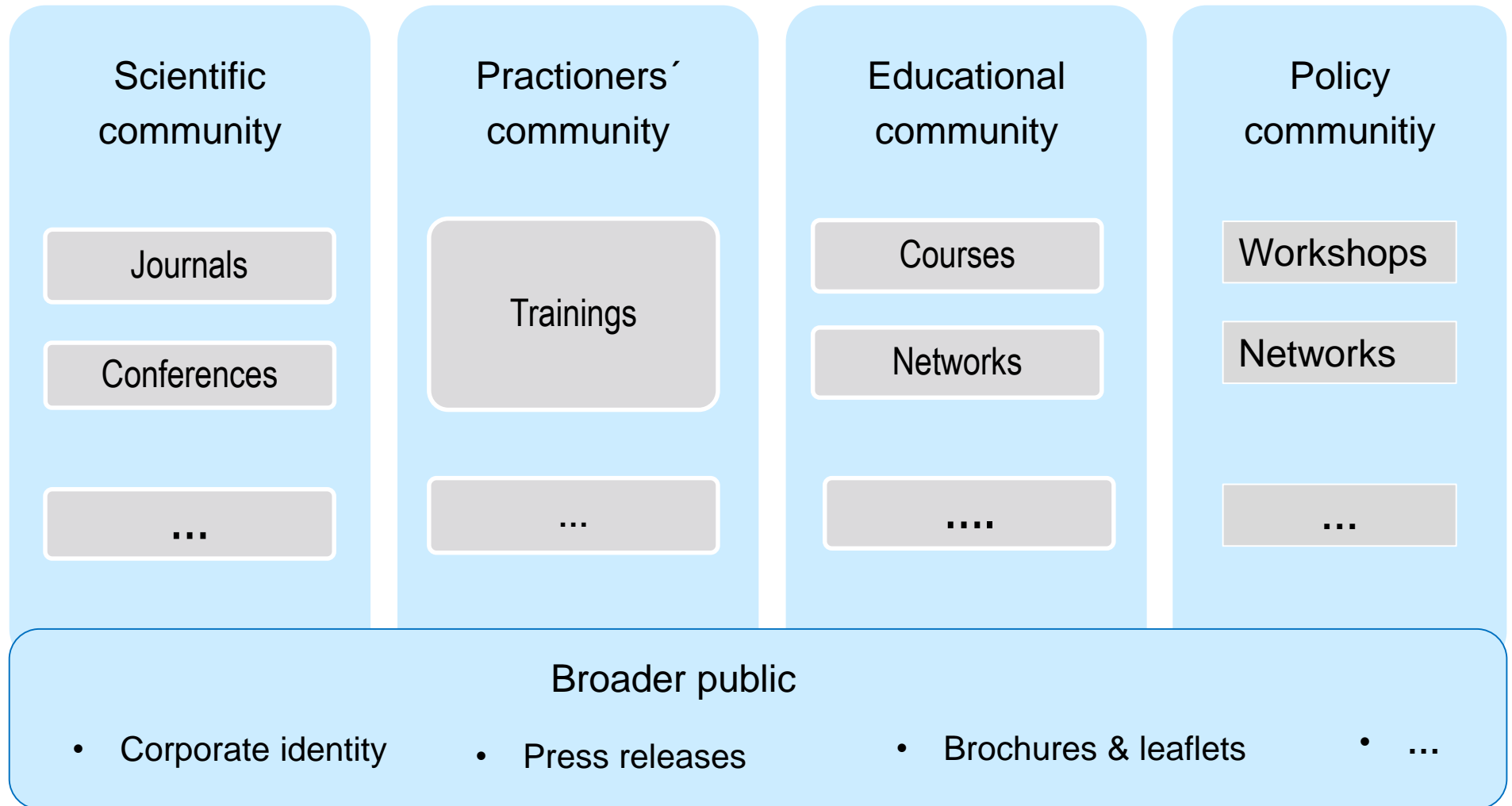
2.2 a) Dissemination and exploitation of results

Target group	Results	Activities
<ul style="list-style-type: none">• Consumers• Companies• Stakeholders• Policy makers• NGOs•	<ul style="list-style-type: none">• Stakeholders meeting• Trainings• Conferences• Publications• Newsletter• Webpage• ...

Example 1: graphical representation of the project results and activities for the dissemination

Target Group	Dissemination					
	Results			Activities		
	Result 1	Result 2	...	Stakeholder Meeting	Newsletter
Practioners						
Policy makers		+		x		
NGOs		+			x	
SMEs						
General public						
...						

Example 2: graphical representation of the project results and activities for the dissemination and communication



2.2 a) Dissemination and exploitation of results

- Research data management
 - Data management plan
- Strategy for knowledge management and protection
 - Open access
 - IPR

Open Research Data at the BOKU - Library

<http://www.boku.ac.at/bib/themen/open-research-data-ord/>



To upload your files into the BOKU Collection, please, use the following link:

<https://zenodo.org/deposit/new?c=boku>



The European IPR Helpdesk

Your Guide to IP in Horizon 2020



www.iprhelpdesk.eu/sites/default/files/documents/EU_IPR_IP-Guide.pdf

Invention & Intellectual Propriety

www.boku.ac.at/fos/technologietransfer/

2.2 a) Dissemination and exploitation of results

Exploitation = utilisation of the results generated during the project life.

- Who are the potential users of my results?
- What will be produced?
- How will the product be used?
- Where will the product be used?
- How will the product be protected?
- Time planning for exploitation
- Business plan

Group Exercise

To Do:

- Carefully read topic description and expected impact
 - Roughly define your project's impact
 - Who benefits from your project and how?
 - How do you reach the target groups?
 - Are there any barriers/obstacles that might limit the impact achieved?
-

Talking about the project: communication



Where to find communication in the proposal template

2. Impact

2.1 Expected impacts

2.2 Measures to maximise impact

a) Dissemination and exploitation of results

b) Communication activities

First stage

Second stage

or

Single stage

3. Implementation: communication between the partners to be found in 3.2 Management structure, milestones and procedures

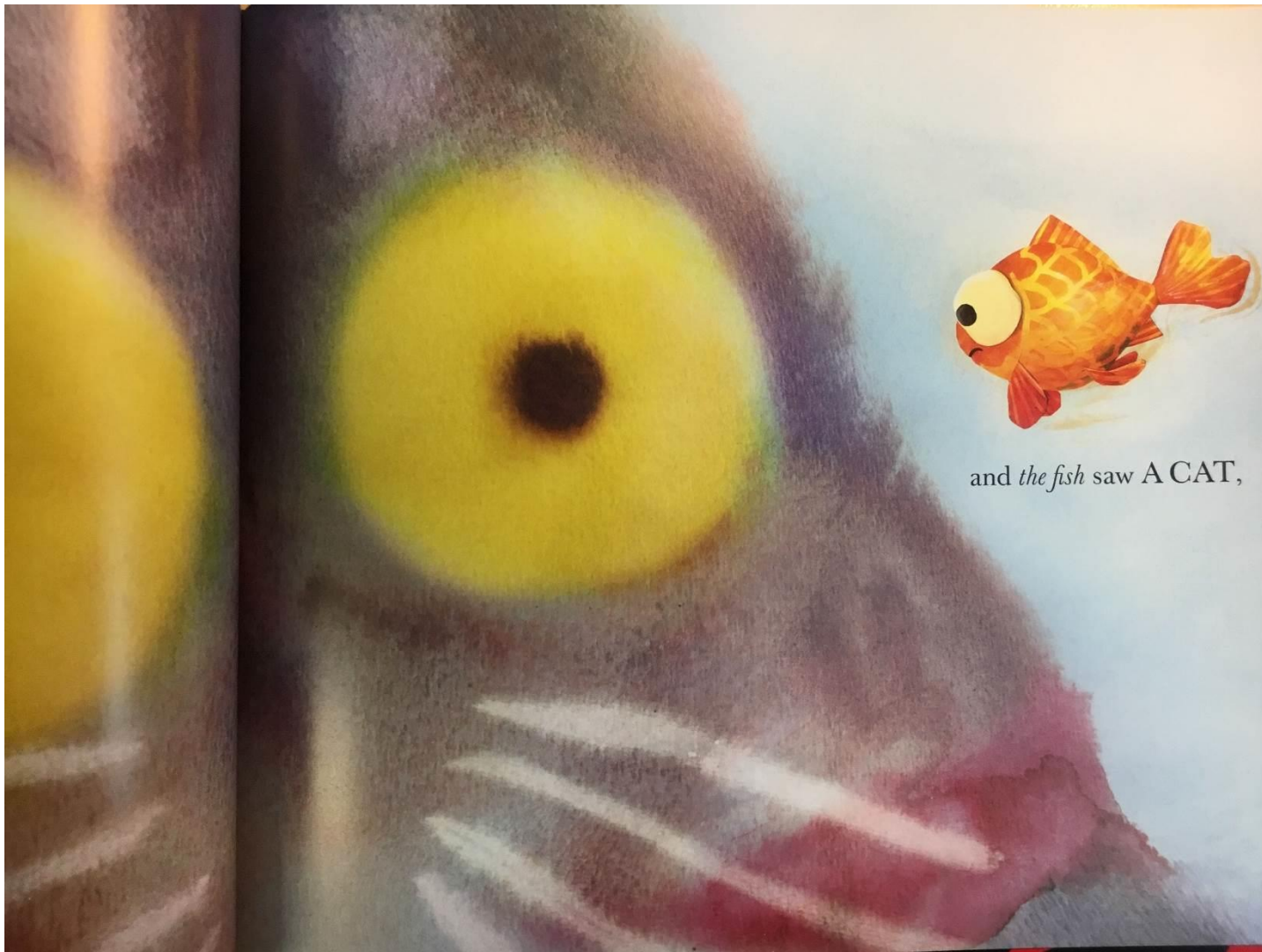
*The cat walked through the world, with its
whiskers, ears and paws....*



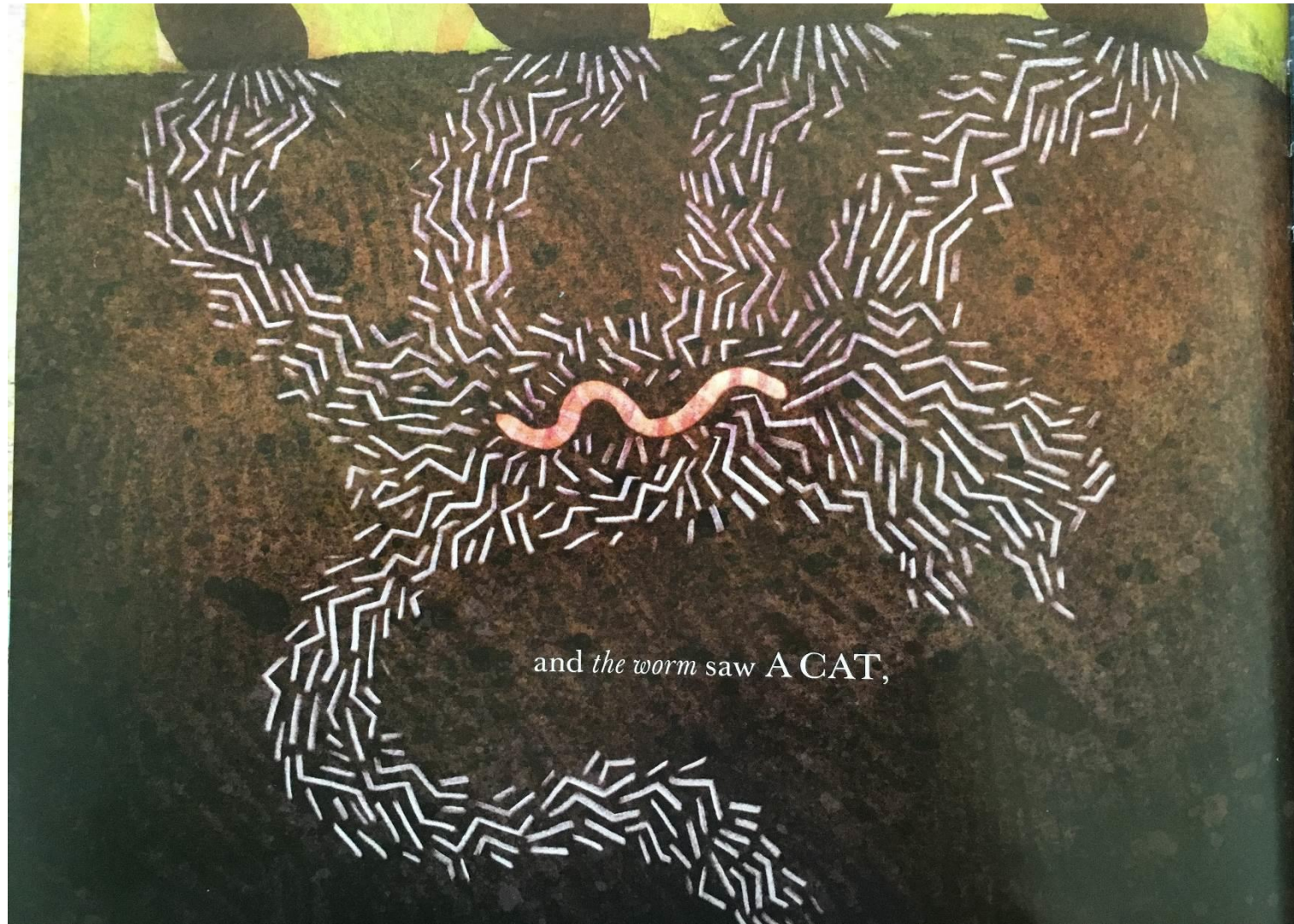
and the child saw a cat, ...



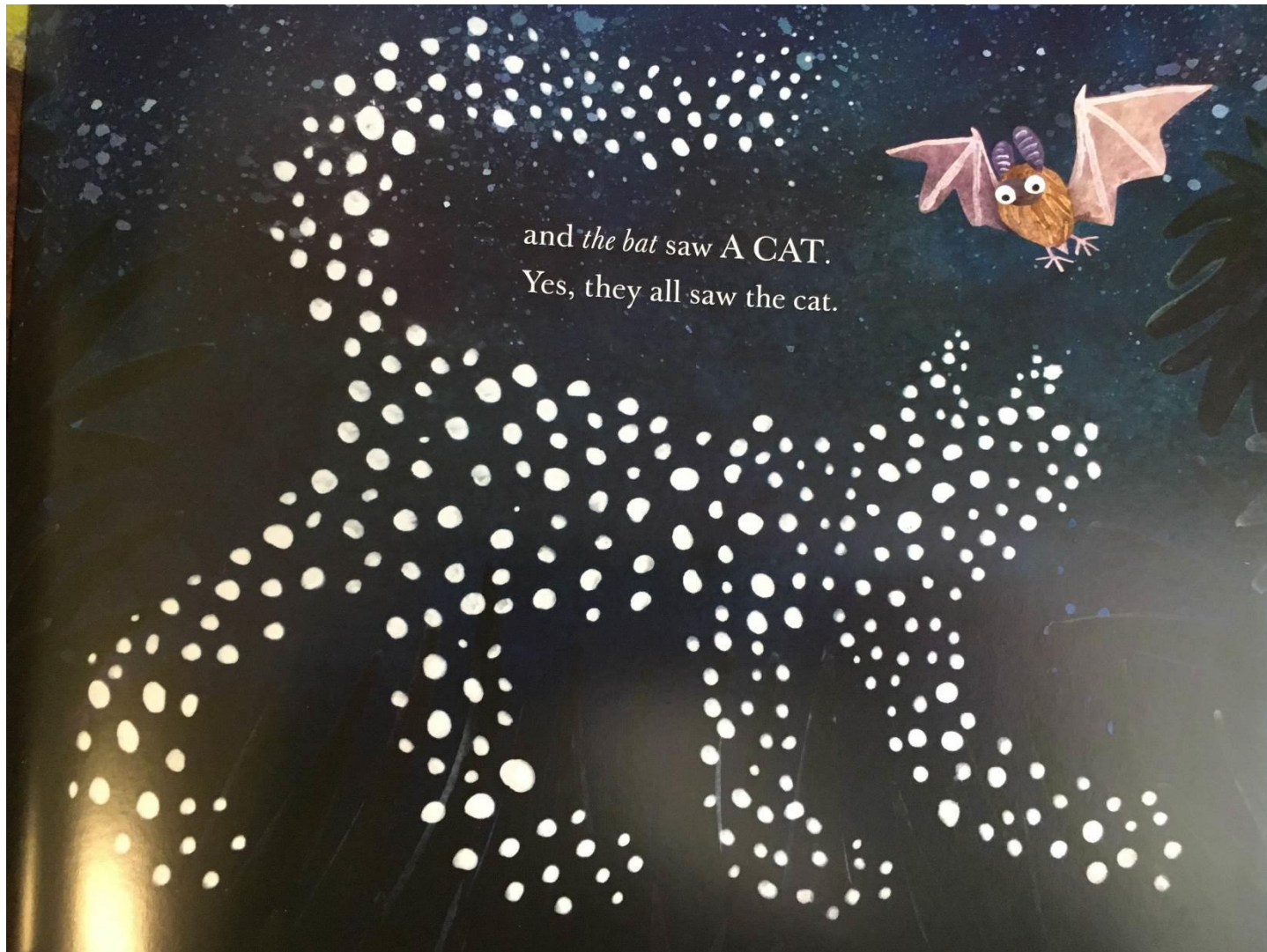
and the fish saw a cat,...



and the worm saw a cat,...



*and the bat saw a cat.
Yes, they all saw the cat.*



2.2 b) Communication activities

Communication = promoting the project and its results

- **Area of interest** that you want to address
- The **key message**
- **Target audience** that you want to reach ?
- **How** you intend to use the channel of communication ?

2.2 b) Communication activities

Tools

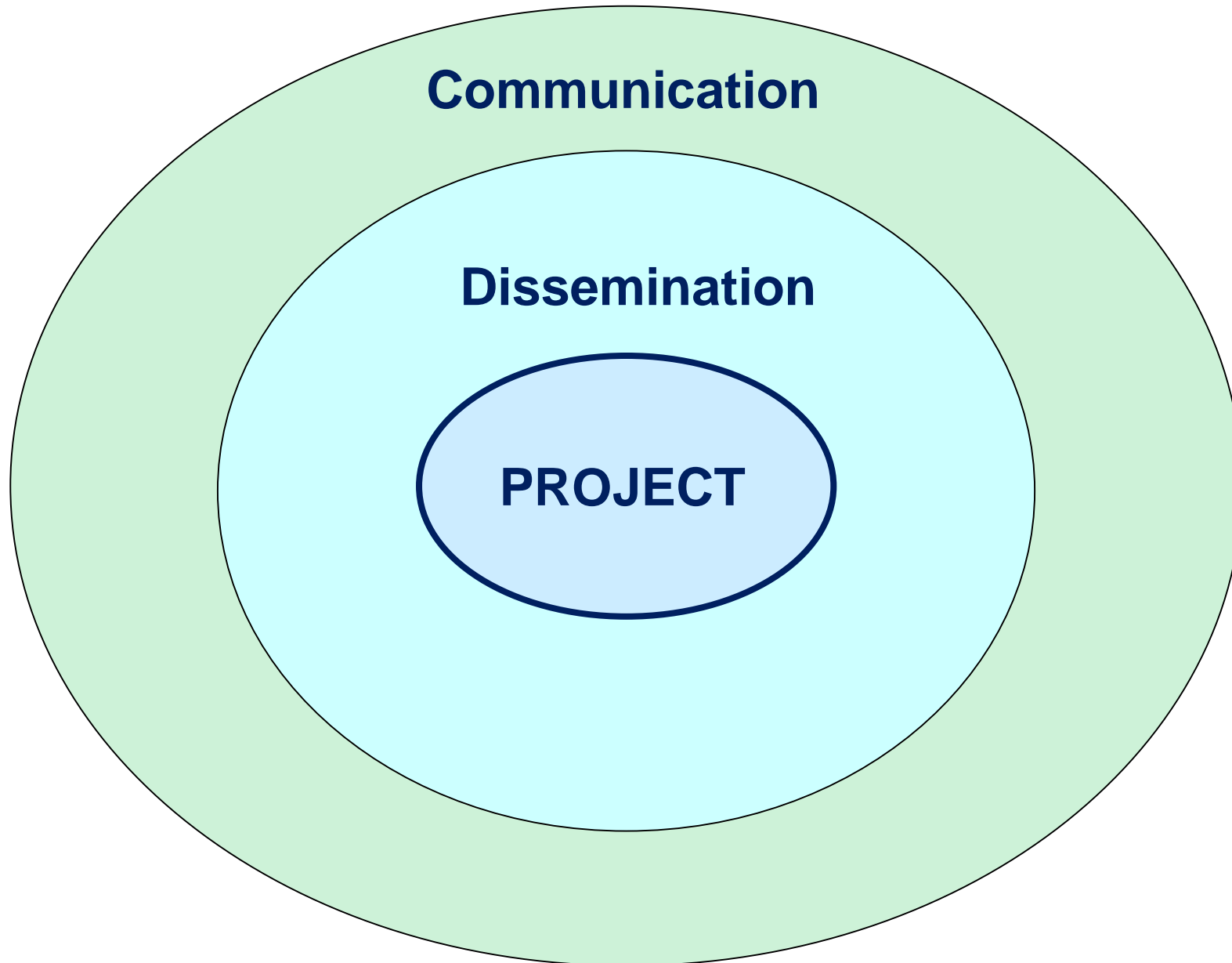
- Project website (different languages)
- Corporate identity
- Press release (magazines, local newspaper)
- Brochures
- Social Media
- Science Festivals
- Researchers' Nights
- Maker Fairs
- Science Cafés
- ...

Dissemination

- Area (of impact)
- Results
- Potential users
- Channel of dissemination

Communication

- Area of interest
- Key message
- Target audience
- Channel of communication



TIPPS:

- ❖ **Read the call text from top to bottom and from bottom to top**
- ❖ **Contact the Project Support team**
- ❖ **Read the instruction of the template**
- ❖ **Draw your project idea**
- ❖ **Read the instruction of the template**
- ❖ **Write the first draft**
- ❖ **Give it to someone to read**
- ❖ **Be ready to get feedbacks**
- ❖ **Write the second draft**
- ❖ **Give it to someone to read**

TIPPS:



