



Dissemination, exploitation, impact? Communicating EU research and innovation in Horizon 2020

European Commission, DG Connect, A2 Robotics

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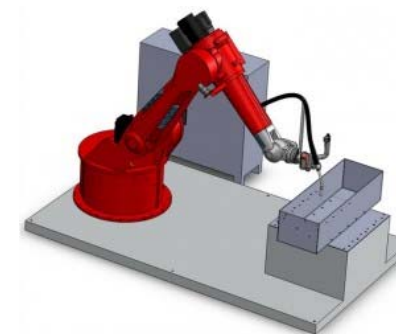
Summary of presentation

1. Public perception is slightly negative towards robots. Fears of losing jobs and losing control are deep rooted and need to be taken seriously in order to achieve the full impact of the project results.
2. In H2020 exploitation, dissemination and communication go hand-in-hand.
3. Core values and added values of project results need to be clear from the outset and a good action plan including exploitation, dissemination and communication should be drafted from the beginning.
4. Good practise to appoint an IPR/dissemination manager who ensures synchronisation and balance between dissemination, communication and exploitation in order to avoid conflicts of interest.
5. Display the EU emblem and text acknowledging EU funding.
6. Tell us in advance about your activities in communication, dissemination and exploitation. SPARC can also help spread the news.
7. Contact us by email to the Project Officer and Communication officer or through the Participant Portal in "My project area".
8. The European Commission never charges money for publishing an article on the projects and the Project Officer is always aware if the Commission is in the process of publishing a news item.
9. Plenty of links to European Commission news sites are available, including leaflet on communicating EU research & innovation. Projects can post events through Commission sites for free.





Change public perception of robots



Perception

- Robots=Asia/USA
- Robots steal jobs
- Robots invade privacy
- Robots are frightening assistants

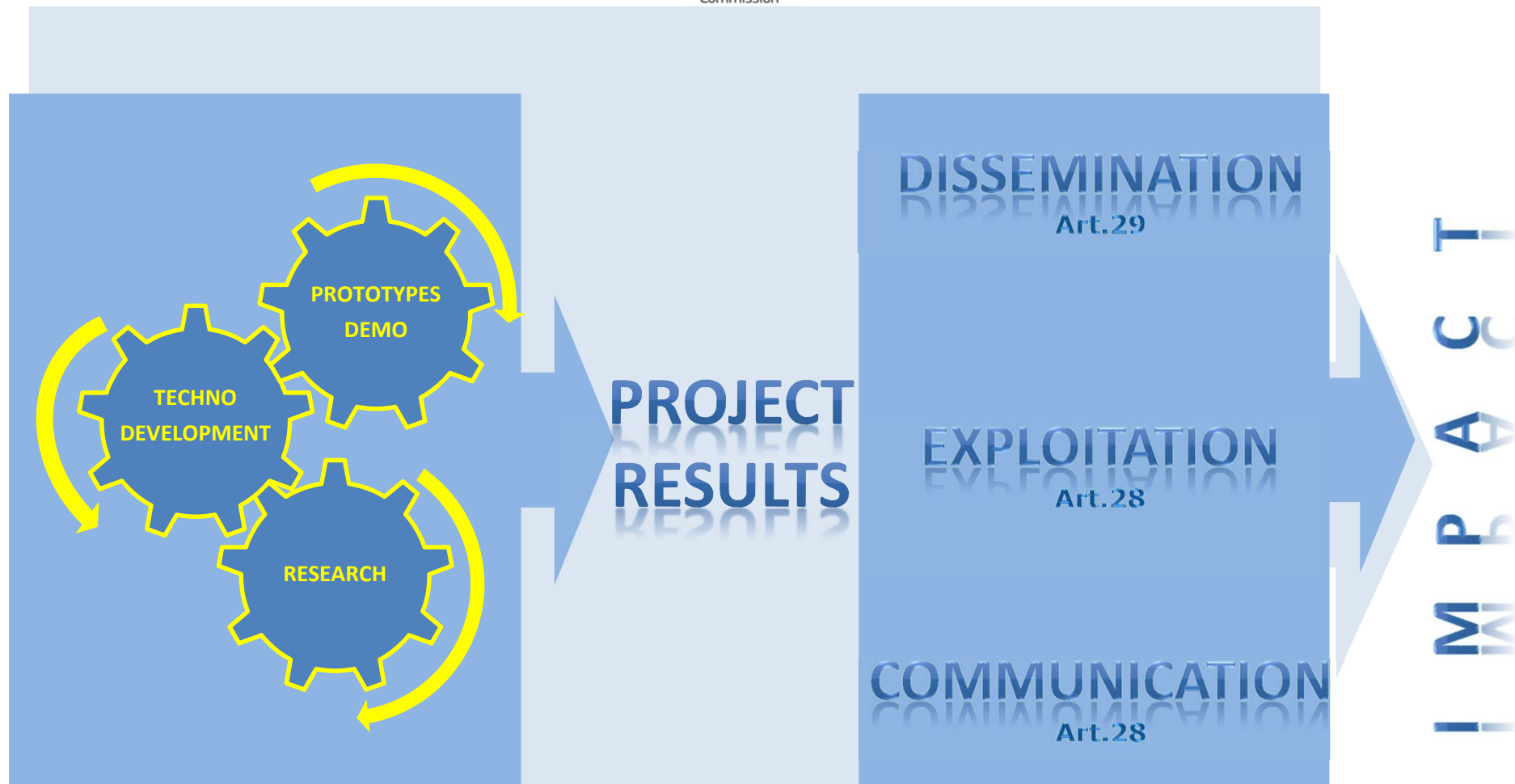
Reality

- Robots=Europe (too)
- Robots create jobs directly and indirectly
- Robots are doing what they are told to do
- Robots are helpful





European
Commission



Check the **exploitation and dissemination plan**, including a **communication plan**, for your project. **Don't delay** making a good **action plan** from the very beginning.



Use the results from the project

Plan to include a clear view on what is to be published and what could be patented and who is responsible for each publication or IPR.

Projects can be exploited in different ways according to their characteristics. Some examples:

- Promote and further excellence in research
- Create spin-offs or start-ups (business plan)
- Develop products or processes, services
- Added value of the technology (business case)
- Contribute to standardisation activities, create networks





DISSEMINATION & COMMUNICATION

Display the EU emblem



EU Emblem link:

http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

Please include this text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [number]."

Social Media:

Twitter hashtags: #H2020 #Robotics #DigitalAgenda

Twitter accounts: @RoboticsEU @DigitalAgendaEU @EU_H2020

Facebook: RoboticsEU DigitalAgenda





MEDIA IMPACT

If you have **communication** activities with **major media impact** please let us know beforehand – we can help spread the news.

Project officer by email directly or as per Article 52.3 of the GA <https://ec.europa.eu/research/participants/portal/desktop/en/projects/> and Communication officer (Anna Barry Email: anne-marie.barry@ec.europa.eu





USEFUL LINKS

The H2020 Online Manual includes a chapter on communication and exploitation and dissemination:

<http://ec.europa.eu/research/participants/portal/desktop/en/funding/guide.html>

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

EU Emblem

http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

Annotated Grant Agreement

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf





OUR MEDIA TOOLS

- **Homepage on Digital Agenda Website:** <http://ec.europa.eu/digital-agenda/en/science-and-technology/robotics#Article>
- **H2020 Newsroom:** <http://ec.europa.eu/programmes/horizon2020/>
- **Twitter:** <https://twitter.com/RoboticsEU>
- **Facebook:** <https://www.facebook.com/RoboticsEU>
- *Horizon Magazine:* <http://horizon-magazine.eu/>
- *CORDIS research:* http://cordis.europa.eu/research-eu/home_en.html
- *Futuris Magazine:* <http://www.euronews.net/sci-tech/futuris/>
- *Old homepage on Cordis:* <http://cordis.europa.eu/fp7/ict/robotics/> (currently not updated since 1/1/2014 but a lot of material still there)





YOU CAN PUBLISH

- **Events** on the Commission's Research & Innovation website
www.ec.europa.eu/research/index.cfm?pg=conferences&filter=all
- **Events** on the CORDIS website
www.cordis.europa.eu/news/home_en.html
- **Openaire**: Open Access – electronic gateway for peer-reviewed articles and other important scientific publications
www.openaire.eu
- **Headlines** on the Commission's Research & Innovation website
www.ec.europa.eu/research/infocentre/all_headlines_en.cfm
- **CORDIS Wire** News & events published by the projects
<http://cordis.europa.eu/wire/>
- **SPARC** The Partnership for Robotics in Europe
<http://sparc-robotics.eu/newsroom/>