

# Bringing your research results to market

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Why?



To maximise the...



...and benefit society as a whole!



# Let's take an example



Project CARING: Software to analyse millions of flights every year

## Project results

- Datasets on flight indicators and performance
- Best practices on CO2 savings
- Cost-saving for airlines
- Policy recommendations for CO2



## + Dissemination & Exploitation actions

- Selecting Key Exploitable Results
- Dissemination & Exploitation Plan
- Go-to-market plan: uptake by major airlines



## IMPACT

- Scientific: fostering and diffusion of new knowledge
- Societal: contributing to a green global economy
- Economic: leveraging investments in R&I



# Legal obligation AND opportunity



# Key concepts

- **Results** - any tangible or intangible output, such as data, knowledge & information whatever their form or nature, whether or not they can be protected.
- **Communication** – reaching out to society as a whole. Taking strategic and targeted measures for promoting the action and its results to a multitude of audiences, including the media and the public
- **Dissemination** – circulation of results to those who can best make use of them. The public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications
- **Exploitation** – the use of results in further research and innovation activities other than those covered by the action concerned, including commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.



# Obligations: to disseminate results

In Horizon Europe, as in H2020, the beneficiaries:

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## Dissemination

- **must** disseminate their results **as soon as feasible**, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests
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## Open science

- **must** ensure open access to peer-reviewed scientific publications relating to their results
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## Research data management

- **must** manage the digital research data generated in the action ('data') responsibly, in line with the FAIR principles
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Where the call conditions impose **additional dissemination or open science obligations** → the beneficiaries must also comply with those.



# Obligations: to exploit results

In Horizon Europe, as in H2020, the beneficiaries:

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## Best efforts

- The obligation to exploit remains and is a responsibility of the beneficiaries on a “best efforts” approach.
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## Third-party

- Beneficiaries are encouraged to use the R&I results through third party exploitation (where appropriate)
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## Up to 4y after project end

- If, despite a beneficiary’s best efforts, the results are not exploited within one year after the end of the action, the beneficiaries must use the Horizon Results Platform to find interested parties to exploit the results.





# Horizon Europe Regulation (EU) 2021/695

## Article 39 – Exploitation and Dissemination

1. Each beneficiary that has received Union funding shall **use its best efforts to exploit the results** it owns, or to have them exploited by another legal entity. [...]

If, despite a beneficiary's best efforts to exploit its results directly or indirectly, **the results are not exploited within a given period as established in the grant agreement**, the beneficiary shall use an **appropriate online platform** as identified in the grant agreement to find interested parties to exploit those results.

2. Beneficiaries shall disseminate their results **as soon as it is feasible**, in a publicly available format, [...].

6. Unless the work programme provides otherwise, proposals shall include **a plan for the exploitation and dissemination of the results**. If the expected exploitation of the results entails developing, creating, manufacturing and marketing a product or process, or in creating and providing a service, the plan shall include **a strategy for such exploitation**. [...]



This can also be found in [HE MGA](#) under article 16





# Horizon Europe – Annotated Grant Agreement (AGA)

## Article 17 – Communication, Dissemination and Visibility

17.1 **Communication — Dissemination — Promoting the action:** Unless otherwise agreed with the granting authority, ***the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public)***, in accordance with Annex 1 and in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

**Dissemination:** ***The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.*** As specified in annex 5 of the Horizon Europe Multi & Mono General Model Agreement, a beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it will disseminate. Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.





## Horizon Europe MGA Article 16 Annex 5

**Exploitation:** *Beneficiaries, which have received funding under the grant, must — up to four years after the end of the action — use their best efforts to exploit their results directly or to have them exploited indirectly by another entity, in particular through transfer or licensing.*

If, despite a beneficiary's best efforts, the results are not exploited within one year after the end of the action, the beneficiaries must (unless otherwise agreed in writing with the granting authority) **use the Horizon Results Platform to find interested parties to exploit the results**. If results are incorporated in a standard, the beneficiaries must (unless otherwise agreed with the granting authority or unless it is impossible) ask the standardisation body to include the funding statement (see art 17) in (information related to) the standard.



# Opportunity



Project CARING: Software to analyse millions of flights every year



## Project results

Datasets on flight indicators and performance

Best practices on CO2 savings

Cost-saving for airlines

Policy recommendations for CO2

## + Dissemination & Exploitation actions

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## IMPACT

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# Tips for effective dissemination & exploitation

- D&E starts with describing the impact of your proposal at application stage
- Think of D&E ahead of the results of the project, not at the end of it
- Define results ownership clearly – include clauses in your Consortium Agreement
- Develop a clear, adaptive D&E strategy aligned with project goals
- Tailor your approach: use formats and channels suited to your audience (e.g., webinars for experts, infographics for the public, policy briefs for decision-makers)
- Results can be both intangible (i.e. patents) or tangible (i.e. prototype)
- Reach out to local and national partners to support your D&E (i.e. TTOs, NCPs).



# The toolbox: free support services



# Overview of key platforms & support services

## Search for innovative solutions and results



### Horizon Dashboard

Data & statistics visualization tool, which allows to explore the participation to the Framework Programmes by topic, country, region, organization etc.



### CORDIS

Online public platform with description of R&I FP-funded research projects and their results (incl. videos, podcasts, news, data)

## Take advantage of go-to-market support



### Booster

Free services for beneficiaries to support their D&E strategy, incl. business plan & go to market support, public speaking & more.



### European IP Helpdesk

Online public platform and service to help beneficiaries manage their intellectual property rights.

## Promote your innovations & connect with partners!



### Horizon Results Platform

Online public platform promoting & matching research results with relevant audiences – investors, policy-makers, researchers.



# Booster services – for whom

## Eligible fundings

- ✓ Horizon Europe, H2020, FP7
- ✓ Joint undertakings, Partnerships, EIT KICs

## Eligible applicants

Ongoing, closed projects



Single organisation



Single project



Group of organisations



Group of projects



# Booster services



## Dissemination Support

Enhanced Dissemination Strategy

Tailored guidance to refine and upgrade your Dissemination Plan

Customised audience engagement

Supported leverage of the Horizon Results Platform



## Go-To-Market Support

Gain sharper clarity on your Key Exploitable Results

Craft a compelling and differentiated Unique Value Proposition

Accelerate your path to market with tailored commercialisation advice

Get hands-on support to put your Business Plan into action

Boost your chances of attracting additional funding opportunities

Add-On Services



Networking



Portfolio Analysis



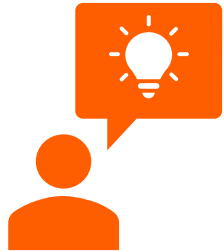
Intellectual Assets Management



Coaching for Public Speaking

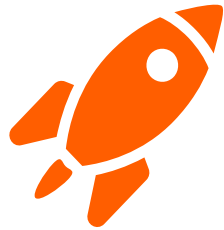


# Booster services in numbers



**>200**

Experts who delivered services



**>1.200**

Projects supported with expertise and training



**>3.200**

Services requested since Booster's launch

# Booster services – application and process

[www.horizonresultsbooster.eu](http://www.horizonresultsbooster.eu)

Apply

Application submitted

Approval by the European Commission (7-10 days)

Mentors appointed (7-10 days)

Service roadmap agreed

Service delivery begins (from the next month)



# European IP Helpdesk

A first-line intellectual property (IP) service providing free-of-charge support to help European SMEs and beneficiaries of EU-funded research projects manage their IP in the context of transnational business or EU research and innovation programmes.



## Helpline

If you have an IP question, the Helpline of experienced legal specialists will assist you within no more than three working days.

## Training

Various training modules and formats ranging from online sessions to on-site workshops and special training schemes.

## Resources

[Fact sheets](#)

[IP guides](#)

[Case studies](#)

[Infographics](#)

[IP specials](#)

[IP glossary](#)

[Video clips](#)

[Bulletins](#)

[Useful documents](#)



# Horizon Results Platform

European Commission's official gateway to EU-funded innovations, promoting the most promising results coming out of EU R&I-funded projects, and **directly connecting innovators with market opportunities.**

**4000+**  
results  
published

**Different EU funding  
programmes covered**  
FP7, Horizon 2020, Horizon Europe,  
EIT, Research Fund for Coal&Steel...

**Information available**  
Thematic, geography, need,  
technology readiness, innovation  
radar, investor readiness...



## Partners



# Horizon Results Platform



## For EU-funded innovators

- Publish your results
- Get tailored support
- Opportunities to advance your innovation (events, pitching, trainings, advice, challenges, partnerships)



## For companies/industry

- Find promising innovations
- Discover partnership opportunities



## For investors

- Find promising innovations
- Customised matchmaking
- Pitching events

# Horizon Results Platform

**Next step:** a single digital entry point for European innovators, investors, and service providers



# To conclude

- Don't stop at research, aim for **impact!**
- Disseminating and exploiting your results is a legal obligation, BUT most importantly this is an **opportunity** to make the most of your results
- **Support** is available at every step of the way: information, tailored advice, coaching, matchmaking



Thank you!

