Enhancing Scientific Dissemination and Communication

Online Training for ASCLEPIUS project | 14 May 2025

Trainer:

Anna Zmiievska

Intelligentsia Consultants Sarl

Training Agenda

Welcome and introduction

11:00 – 11:10

Module 1: Dissemination, Communication, Exploitation

11:10 – 12:00

Coffee break

12:00 - 12:15

Module 2: Researcher Profile and Social Media

12:15 – 12:45

Module 3: Open Science Policy

12:45 – 13:15

Q&A and Wrap-Up

13:15 – 13:30

About Your Trainer

EU Project Expirience

Since 2012, starting with FP7 programs.

Diverse Experience

Worked in higher education institutions, research organizations, and consultancy.

Project Portfolio

Participated in submission of over 100+ proposals and implementation of 20+ projects.

Leadership Role

D&C work package/task leader in 9 H2020/HE projects in different topics.

Let's start with a question

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Module 1: Dissemination, Communication and Exploitation

Key Differences

Understanding distinctions between Dissemination, Communication, and Exploitation.

EU Requirements

Horizon Europe policy background and mandatory elements.

Benefits

Impact on visibility, networking opportunities, and future funding success.

Real Examples

Case studies from successful Horizon Europe projects.

Understanding Key Differences

COMMUNICATION

TARGET AUDIENCE:

Multiple audiences beyond the project's own community

Examples:

Media and the broad public

DISSEMINATION

TARGET AUDIENCE:

Interested in the potential USE of the results

Examples:

Scientific community, industrial partners, policy makers

EXPLOITATION

TARGET AUDIENCE:

Audiences including project partners that make concrete USE of the results

Examples:

Commercial users, policy implementers, researchers

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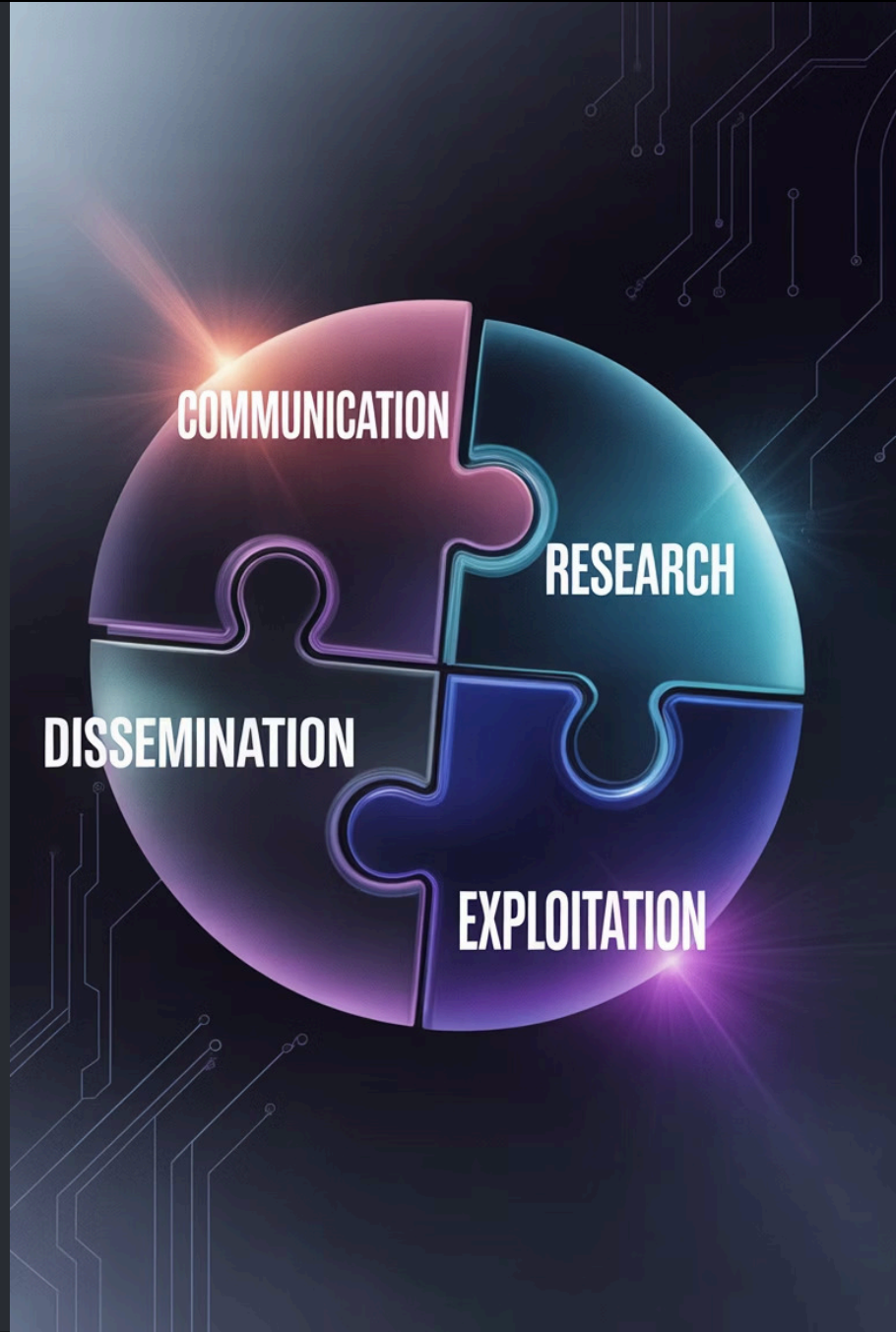
Mentimeter Quiz

Select proper activities for each category: dissemination, communication, exploitation.

Why all three matter

Aspect	Communication	Dissemination	Exploitation
AIM	Promote action and results, engage stakeholders, raise awareness	Make results public, maximize impact, contribute to advancement	Make concrete use of results, address problems, benefit innovation
AUDIENCE	Citizens, media, stakeholders	Scientific community, industry, policymakers, authorities	Scientific community, industry, policymakers, authorities
WHY	Learn that it exists	Learn about results	Make use of results
WHEN	From start to end	As soon as results available	Toward action end and beyond



Tools and Channels Overview

Communication

- Communication strategy
- Press releases
- Branding kit
- Newsletter

Channels: Social media, web platforms, blogs, mass media

Dissemination

- Research articles
- Presentations/posters
- Data sets
- DOI management

Channels: Research journals, conferences, repositories, code platforms

Exploitation

- Exploitation plan
- Business models
- Brokerage events

Channels: Patents, roadmaps, exhibitions, spinoffs

Grant Agreement Requirements

Article 38.1 – Communication and Visibility

What it requires:

Beneficiaries must promote the project and its results to multiple audiences, including the public.

Article 29 – Dissemination of Results

What it requires:

Results must be shared with the scientific community, industry, and other stakeholders — not kept internally.

Article 28 – Exploitation of Results

What it requires:

Beneficiaries must take measures to use project results in research, product development, standardization, or policy-making.

Essential Resources

EU Guide on D&C and Exploitation

Comprehensive guidance on communication, dissemination and exploitation approaches.

Available at: https://rea.ec.europa.eu/publications/communication-dissemination-exploitation

EU Emblem Download Center

Official logos and visual identity elements for your materials.

Access at: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

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Mentimeter Question

Why does EC matter?

Why Does This Matter to the EC?

Public Accountability

Demonstrates responsible use of taxpayer funding.

Maximizing Impact

Ensures research reaches intended users and creates change.

EU Leadership

Showcases Europe's scientific and innovation excellence globally.

Building Networks

Fosters new collaborations and follows-up opportunities.

MORE VISIBILITY = MORE IMPACT

2–3×

Citation Boost

For openly accessible research vs. closed publications

30%

Media Pickup

Increase for well-communicated EU project results

40%

Network Growth

Average expansion through effective dissemination

Planning for Success

Proposal Stage

Initial vision in Section 2.2 - Measures to maximise impact. First outline of communication plan.

Early Project Phase

Detailed plan deliverable at M3-M6 - comprehensive living document.

Implementation

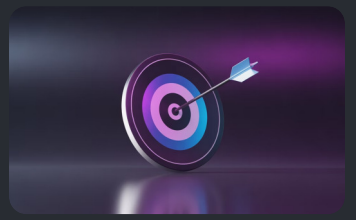
Regular updates as project evolves and results emerge.

Monitoring

Continuous evaluation of effectiveness and adjustment as needed.

Plan for Dissemination and Exploitation of Project Results, incl. Communication

Recommended Structure



1. Objectives

Define clear goals for your dissemination and exploitation activities that align with project outcomes.

2. Target Audiences

Identify the specific stakeholders and end-users who will benefit from your project's results.

3. Key Messages

Outline the main messages to be communicated to each target audience segment.

4. Dissemination Activities

Detail planned activities such as publications, conferences, workshops and other outreach events.

5. Exploitation Plan

Describe how project results will be utilized, including potential commercialization or policy influence.

6. Communication Strategy

Explain how the project will communicate with the public and stakeholders via various channels.

7. Monitoring and Evaluation

Set out measures to assess the effectiveness of your dissemination and exploitation activities.

Creating Project Identity

Resonance

Identity should connect directly with the project's topic and goals.

Consistency

Applied uniformly across all project communications and outputs.

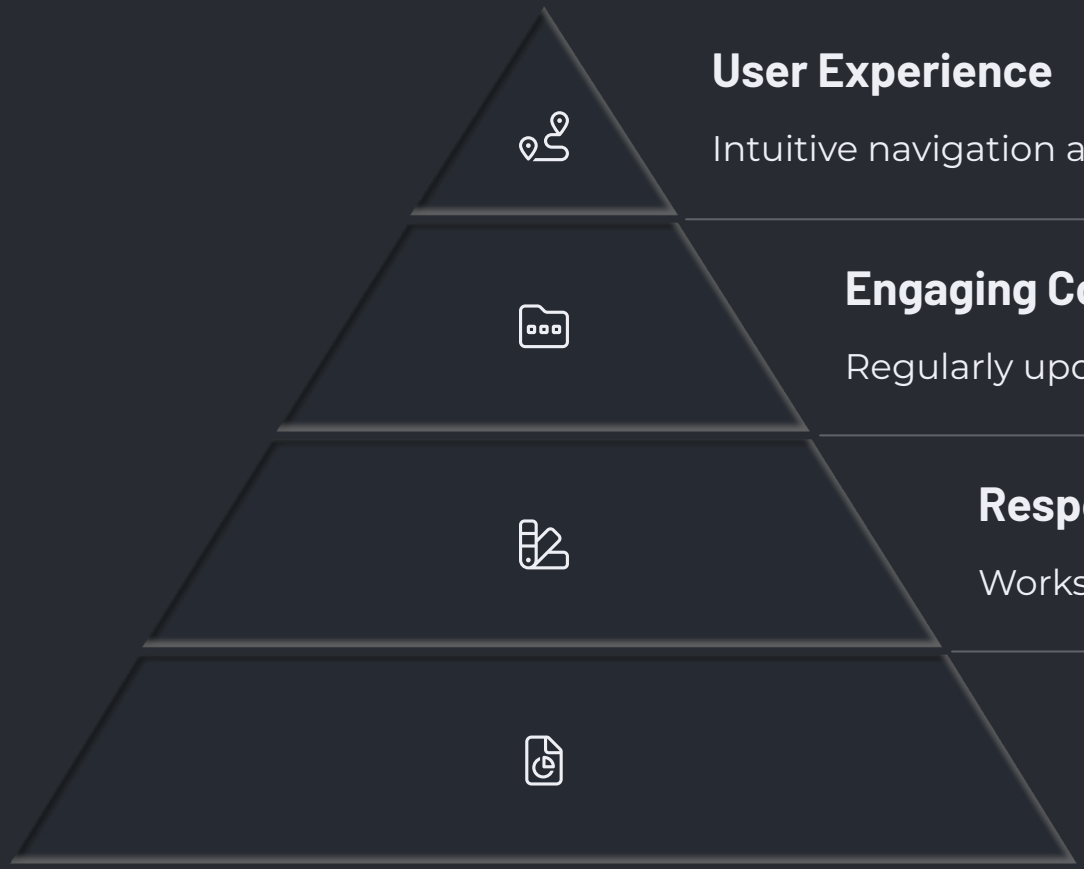
Recognition

Clear and easily recognizable across all platforms and materials.

Aesthetics

Simple and modern design that scales across different media.

Effective Project Website



User Experience

Intuitive navigation and clear information architecture

Engaging Content

Regularly updated news, publications, and achievements

Responsive Design

Works on all devices, especially mobile

Performance Tracking

Analytics to measure visitor engagement

SUSNANO

Home | About project | News | Events | Publications | Newsletter | Contact

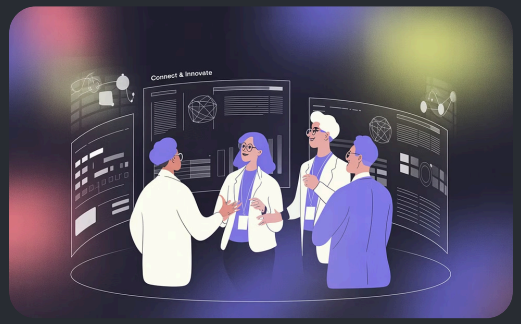
TWINNING TO BOOST THE SCIENTIFIC AND INNOVATION CAPACITY OF THE UNIVERSITY I TIRANES TO DEVELOP SUSTAINABLE NANOSENSORS FOR WATER POLLUTION DETECTION

SUSNANO is a Horizon Europe Twinning project with the overall aim to boost the scientific excellence and innovation capacity in sustainable nanosensors for water pollution detection of Universiteti i Tiranes (UT) and its high-quality Twinning partners. To achieve this aim, SUSNANO will implement a research and innovation strategy over 3 years, where the partners will research and demonstrate sustainable nanosensors.

More about project research and objectives

Tips

D&C task management in Horizon Europe project

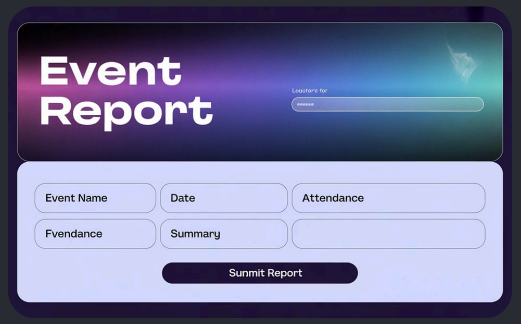


Partner Involvement

Try to **involve partners** on regular basis to creation of content and interaction with content

Activity Planning

Maintain common **file with planned D&C activities**, where all can contribute



Structured Reporting

Have a **clear and regular** procedure of **reporting**

Up-to-date Content

Think about actual **trends in content creation** - videos, podcasts, infographics

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Why D&C matter for your visibility, network, and future funding?

Personal and Professional Benefits

Enhanced Visibility

Your work reaches broader audiences, increasing citation potential.

Expanded Networks

Connect with potential collaborators across disciplines and sectors.

Funding Opportunities

Demonstrated communication skills improve future proposal success.

Societal Impact

Your research can directly influence policy and practice.

You're Already Doing

Great Work!

D&C just Gives You

the Microphone

Collaborative Responsibility

1

EU Requirement

Horizon Europe mandates broad communication across all partners.

Unique Channels

Each partner brings different networks and audience access.

3

Project Success

D&C ensures visibility, uptake, and measurable impact.

Collective Benefit

All partners gain recognition through successful project promotion.

(Not A) Fairytale Success Story

Brussels. May 2018

Press Release Impact

Networking Effect

Effective Networking Channels

Conferences

Present findings and connect with peers in your field.

Networks & Associations

Join relevant professional groups and industry associations.

Brokerage Events

Participate in matchmaking opportunities for collaborations.

Professional Social Media

Maintain active presence on LinkedIn and research platforms.

Exploitation: Turning Results into Impact

Beyond Project Timeline

Results must be exploited during the project or within 4 years after its end.

Impact continues long after funding period.

Can be done by beneficiaries, third parties, or the wider community

Multiple Pathways

- Developing marketable products
- Creating training materials
- Influencing standards or policy
- Enabling follow-up research

Examples of Exploitation Pathways

Commercial	Patents, licenses, services, product development
Societal	Guidelines, open tools, educational use, citizen engagement
Policy	Input to directives, white papers, roadmaps, standardisation
Academic	Use in future research, PhD theses, training modules

Exploitation Responsibilities

Consortium Level

- Define potential use in proposal (Section 2.2)
- Identify Key Exploitable Results (KERs)
- Assign roles: IP manager, tech transfer, policy lead

Individual Partners

- Indicate intended use (business, training, new proposals)
- Report exploitation plans in final report
- Seek alternatives if results cannot be directly exploited

📢

“If a result cannot be exploited, you must seek alternatives — including transfer to others.”

Real Project Examples

CORDIS Project Results

Filter by Horizon Europe and explore "Results in Brief" sections.

Available at: https://cordis.europa.eu/projects

Innovation Radar

EC tool tracking high-potential innovations in EU-funded research

Access at: https://www.innoradar.eu

Questions on Module 1?

Dissemination, Communication and Exploitation

Coffee Break

15

Minutes

Module 2: Researcher Profile + Social Media

Digital Visibility

Why online presence matters for research impact

ORCID Profile

Persistent researcher identification and publication linking

Professional Networks

Social media for visibility and peer engagement

Profile Optimisation

Making your digital presence discoverable and effective

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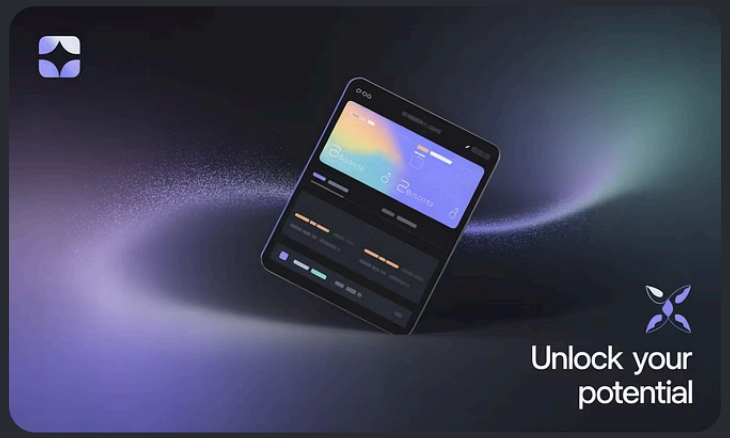
What professional social media do you use?

Digital Visibility Benefits



You can't be cited if you can't be found.

Your personal scientific brand opens doors to collaboration, funding, and policy influence.

Your Digital Research ID

Persistent Identifier

Free, unique 16-digit ID used across funders, publishers, and platforms.

Connected Research

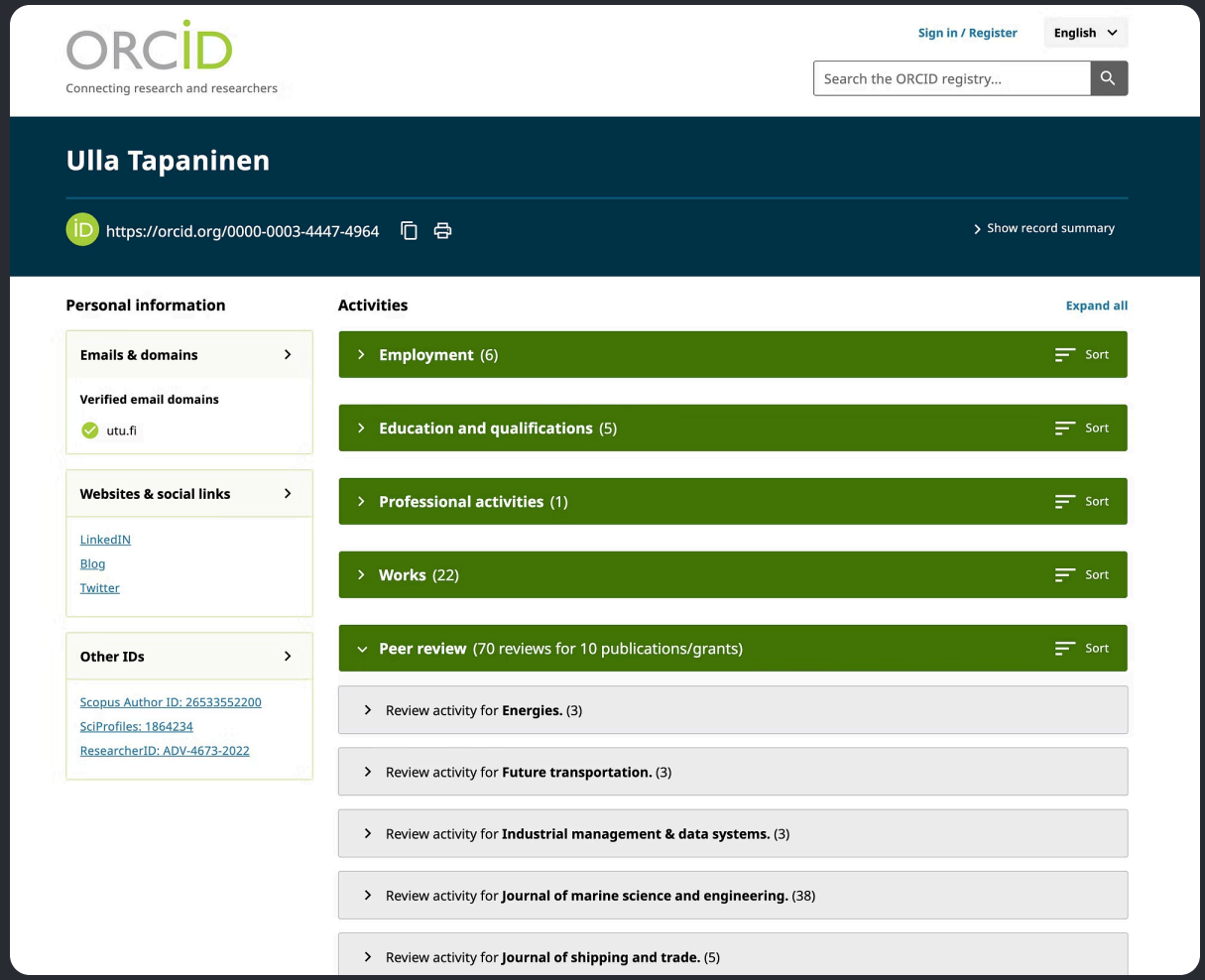
Links your publications, affiliations, grants in one trusted location.

Automatic Updates

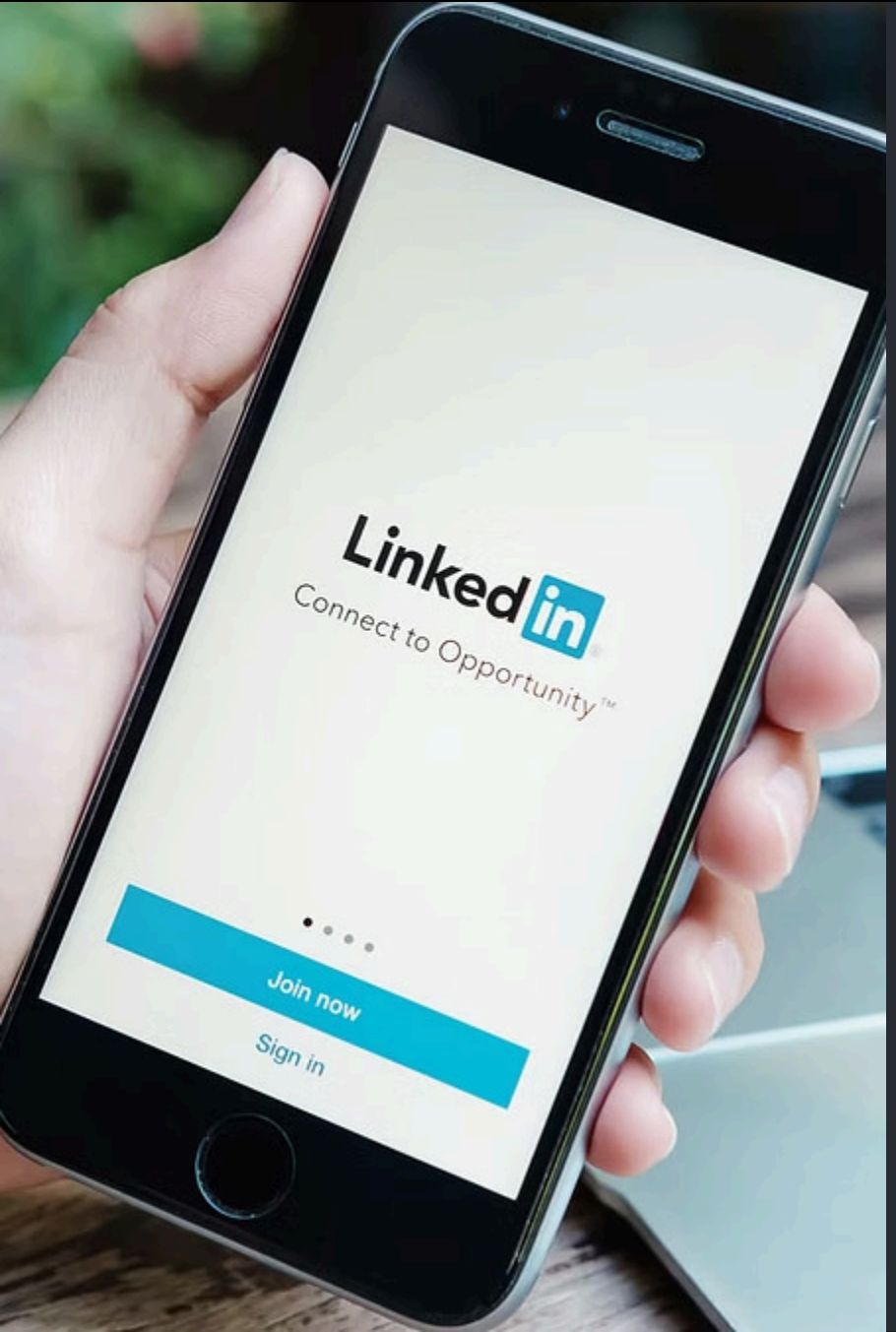
Auto-sync with Scopus, Crossref, Web of Science saves time.

EU Requirement

Usually required in Horizon Europe proposals for all researchers.



You are the manager of your ORCID profile



LinkedIn for Research Communication

Institutional Pages

Your organisation's official presence.

Amplifies research through established channels.

Personal Profile

Your professional identity and research interests.

Connects your work to wider professional community.

Project Pages

Dedicated space for EU project communication.

Creates focused community around specific initiatives.

LinkedIn Profile Optimization

Profile Essentials

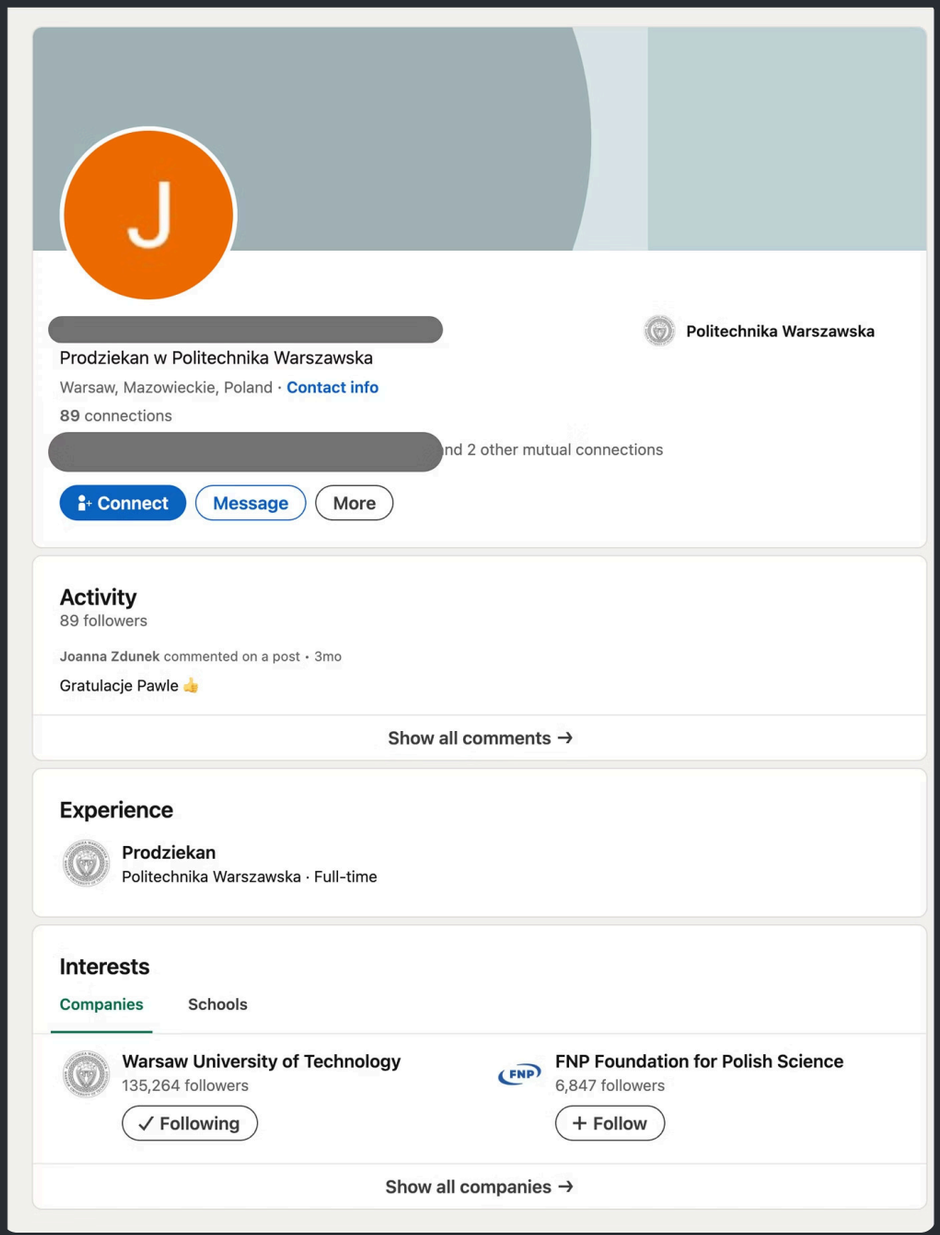
- Professional photo - clear and approachable
- Strong headline with value
- Compelling About section with keywords
- Featured content showcasing best work
- ORCID and institutional links included
- Projects referred to

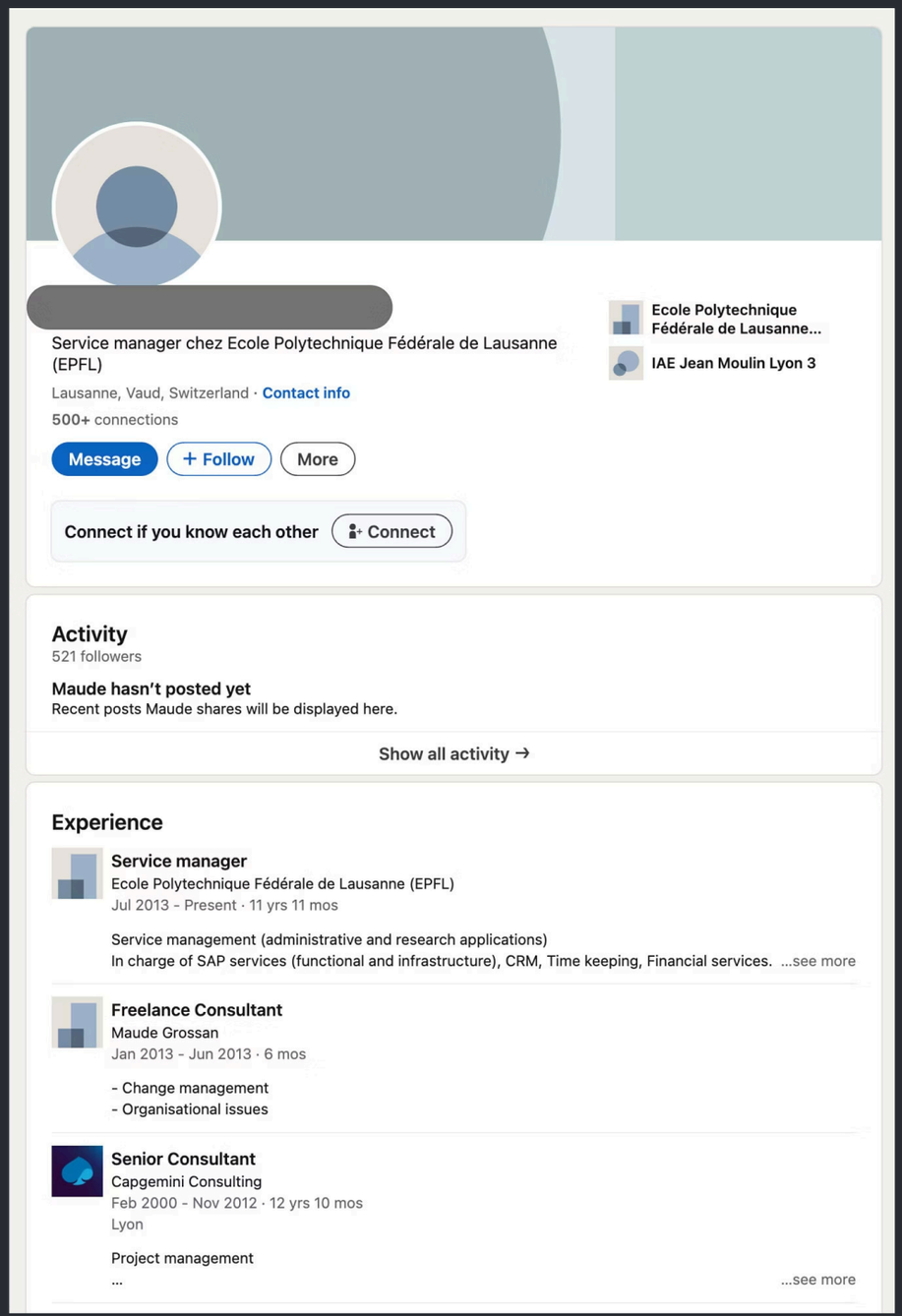
Content Strategy

- Post regularly with consistent quality
- Share project milestones and publications
- Celebrate collaborators and achievements
- Join relevant groups for your field
- Pin important project announcements

LinkedIn Profile Examples

Profile Elements to Review





Common Profile Mistake

1 **Profile Language Setting**

Both profiles are set to their native languages instead of English.

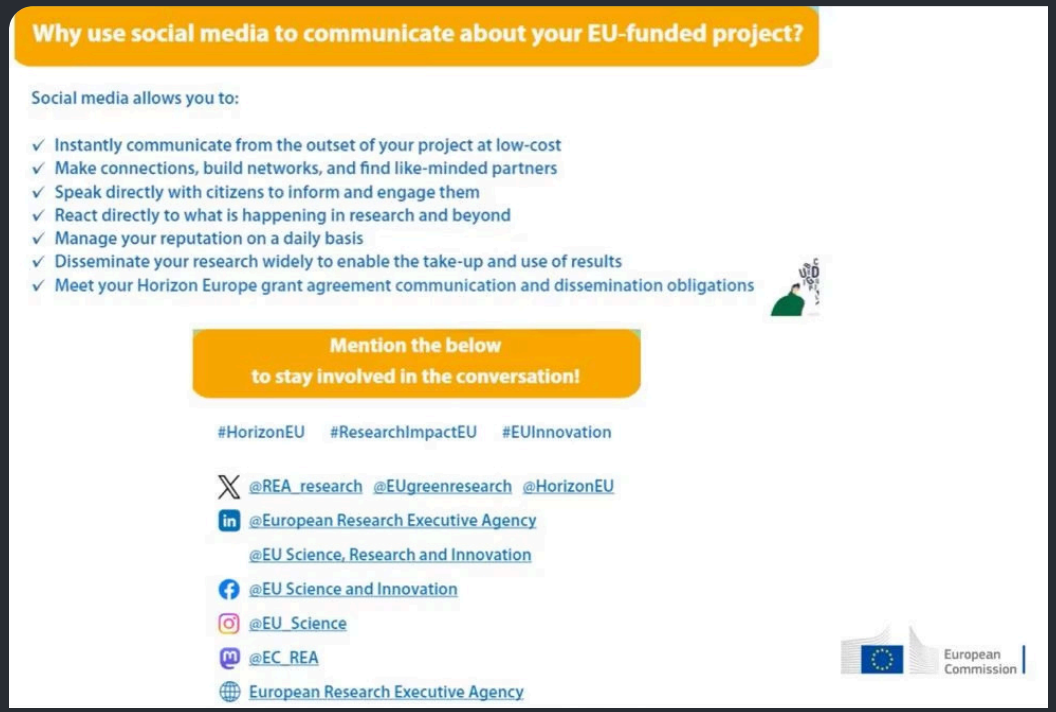
2 **Impact on Discoverability**

Limits visibility to international audiences and search algorithms.

3 **LinkedIn Best Practice**

Use multi-language profiles feature for both local and global reach.

Project Promotion on LinkedIn



Regular Posting

Post approximately once per week to maintain visibility without overwhelming.

Strategic Tagging

Tag partner organizations and individuals to expand reach exponentially.

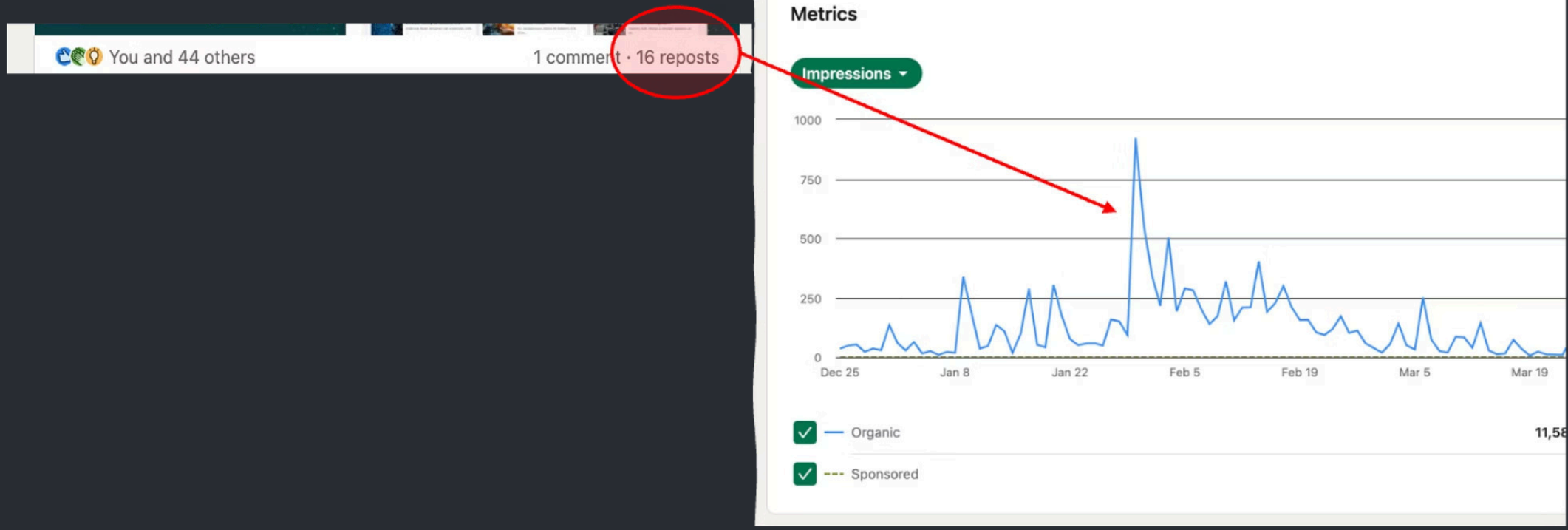
Content Variety

Share events, reports, deliverables, articles, and partner achievements.

Platform-Specific Strategy

Avoid external links when possible to maximize LinkedIn's algorithm reach.

Collective Engagement Strategy



ResearchGate for Scientific Networking

Paper Sharing

Upload preprints, published work, posters, and datasets for maximum visibility.

Community Engagement

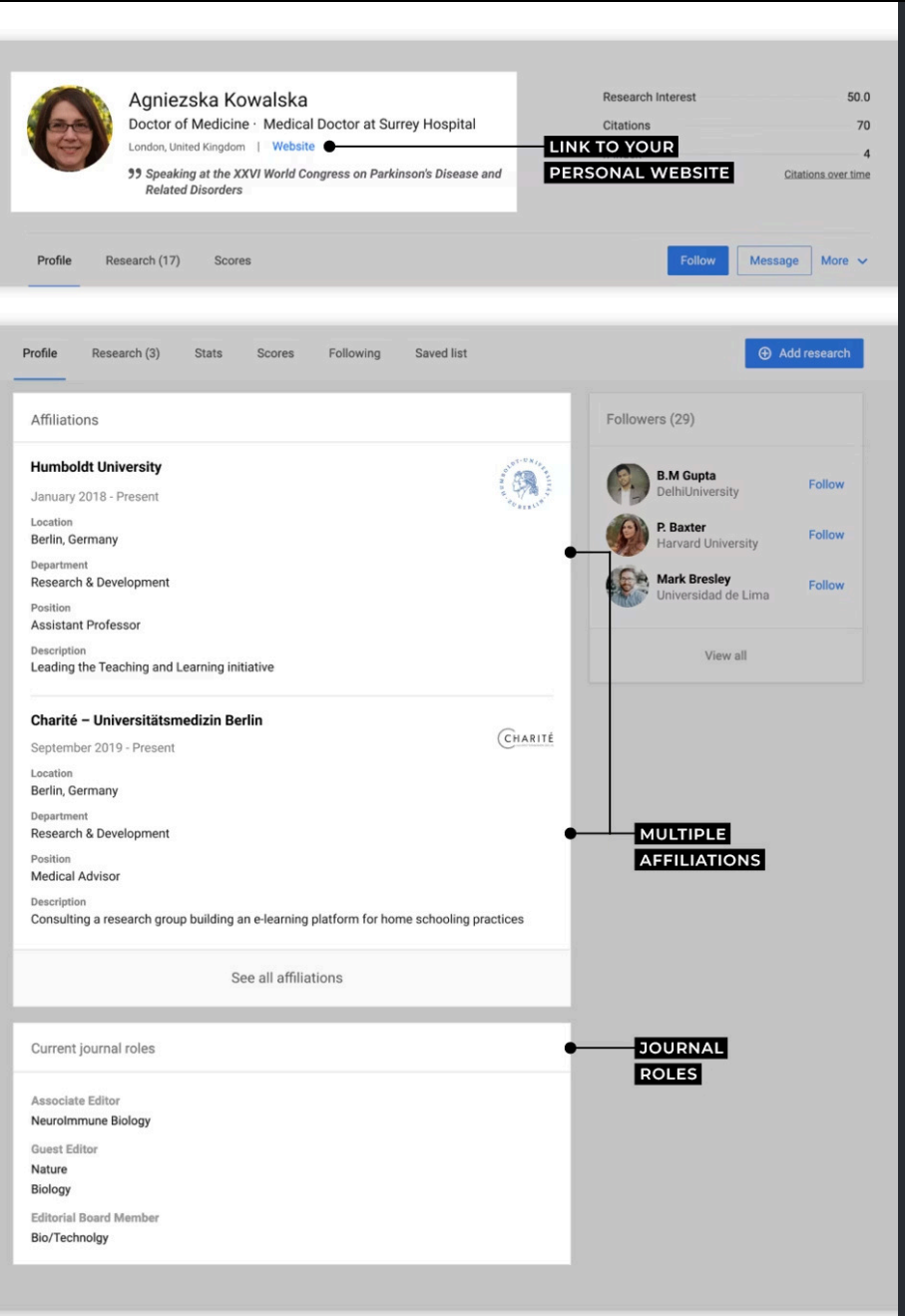
Ask and answer research questions to build reputation and connections.

Impact Metrics

Track reads, citations, and RG score to measure research impact.

Action Tips

Keep your publication list updated and respond promptly to questions.



ResearchGate Profile Examples

Key Elements to Note

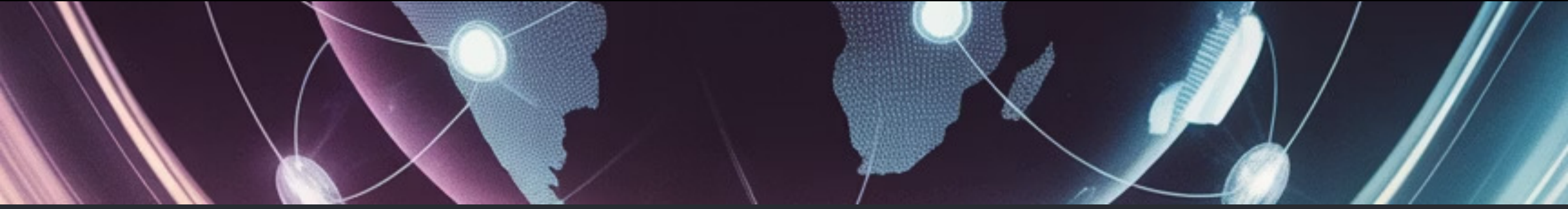
- Complete publication listings
- Active Q&A participation
- Project affiliations highlighted
- Connected to co-authors
- Regular updates with new content

Bluesky: Emerging Platform

- **Decentralized Architecture:** Alternative to traditional social media platforms.
- **Growing EU Adoption:** Increasing use by EU projects and researchers.
- **Privacy-Focused:** Aligns with European values on data protection.
- **Open Science Values:** Supports transparent and accessible research communication.

Questions on Module 2?

Researcher Profile + Social Media



Module 3: Open Science Policy

Open Science Fundamentals

Core concepts and importance for research impact.

Open Access Publishing

Requirements and institutional policies you need to follow.

FAIR Principles

Making data Findable, Accessible, Interoperable, and Reusable.

Data Management

Creating effective Data Management Plans for Horizon Europe.

Practical Tools

Zenodo, OpenAIRE, and DMP Online resources to support your work.

Open Science Evolution

1. **2000s**

   Early conversations driven by public access movements and rising journal costs.

2. **2007**

   European Commission begins promoting Open Access for FP7-funded publications.

3. **2012**

   First Open Access pilot launched under FP7 program.

4. **2014-2020**

   Horizon 2020 makes Open Access to publications mandatory.

5. **2016**

   Amsterdam Call for Action pushes toward full Open Science by 2020.

6. **2021-2027**

   Horizon Europe implements comprehensive Open Science policy.

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What are the main reasons the EU promotes Open Science

Core Motivations for Open Science

Publicly Funded = Publicly Available

EU taxpayers fund research, so they should have access to the results.

Faster Scientific Progress

Sharing data and methods prevents duplication and encourages collaboration.

Transparency & Reproducibility

Science must be verifiable. Open methods build trust in the process.

Innovation & Societal Impact

SMEs, startups, educators can use research outputs without barriers.

Mandatory Open Science: Open Access

Peer-Reviewed Publications

Open access required for all scientific publications from funded projects.

Repository Deposit

Author Accepted Manuscript or Version of Record must be in trusted repository.

Immediate Access

No embargo period allowed - must be available immediately upon publication.

Open Licensing

Creative Commons Attribution (CC BY) or equivalent license required.

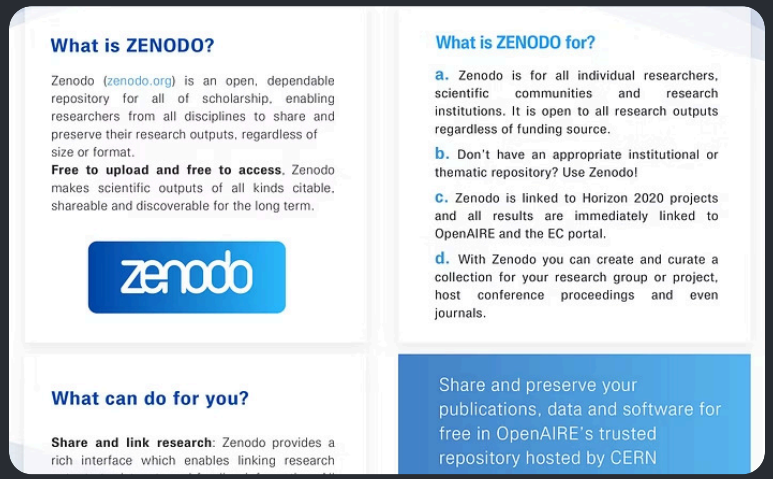
Only Full Open Access

Hybrid venues are not reimburced

Open Data

Information about the research outputs/tools/instruments needed to validate the conclusions of scientific publications

Open Science Tools



Zenodo

Free, open-access repository for datasets, reports, and publications.

https://zenodo.org/

OpenAIRE

European infrastructure for open science monitoring and discovery.

https://www.openaire.eu/

Mandatory Open Science:

Open Data

FAIR Principles

Research data must follow

Findable, **A**ccessible, **I**nteroperable, **R**eusable guidelines.

Data Management Plan

DMP deliverable required, usually within first 6 months of project.

Trusted Repository

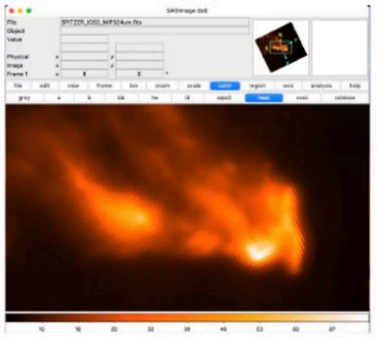
All **data** must be deposited in certified repositories for long-term access.

Metadata & Documentation

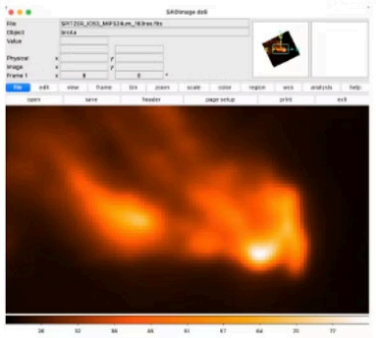
Information about tools and methods needed to reuse or validate data.

What Counts as "Data"?

Raw data



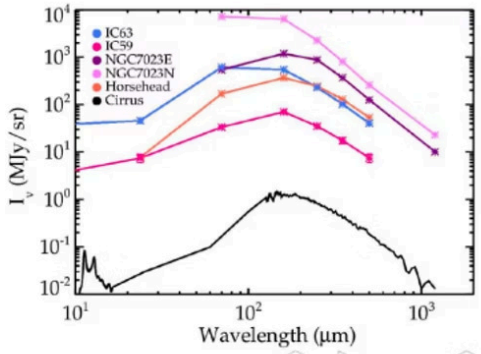
Processed data #1



Processed data #2

#wave	#flux_density	#unc_flux_density
#um	#MJy/sr	#MJy/sr
3.6	1.31e-06	3.97e-08
4.5	4.44e-07	1.33e-08
5.8	3.44e-06	1.21e-07
8.0	6.95e-06	2.10e-07
24.0	3.54e-06	3.62e-07
70.0	1.45e-05	2.18e-06

Finalized data



Accompanied by documentation files and processing scripts

Raw Data

Original observations, measurements, survey responses.

Software & Code

Analysis scripts, computational models, algorithms.

Protocols & Methods

Detailed procedures, experimental setups, workflows.

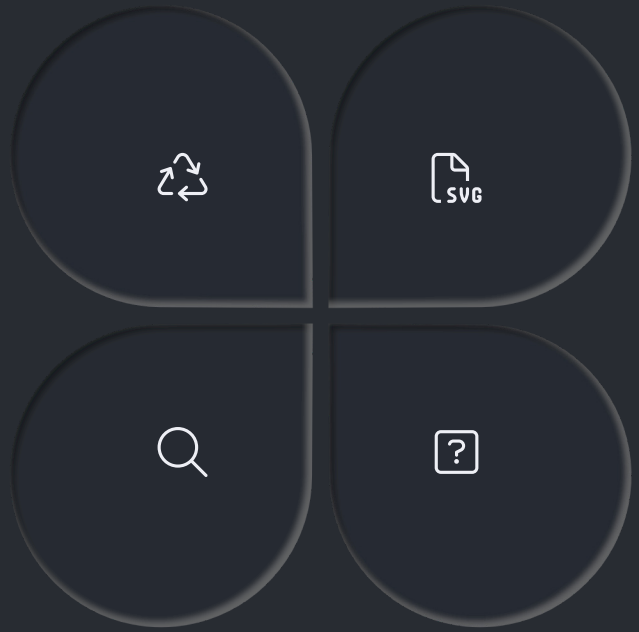
Documentation

Metadata, data dictionaries, lab notebooks.

FAIR Data Principles in Practice

Reusable

Well-documented with clear licenses and provenance



Interoperable

Using standard formats and vocabularies

Findable

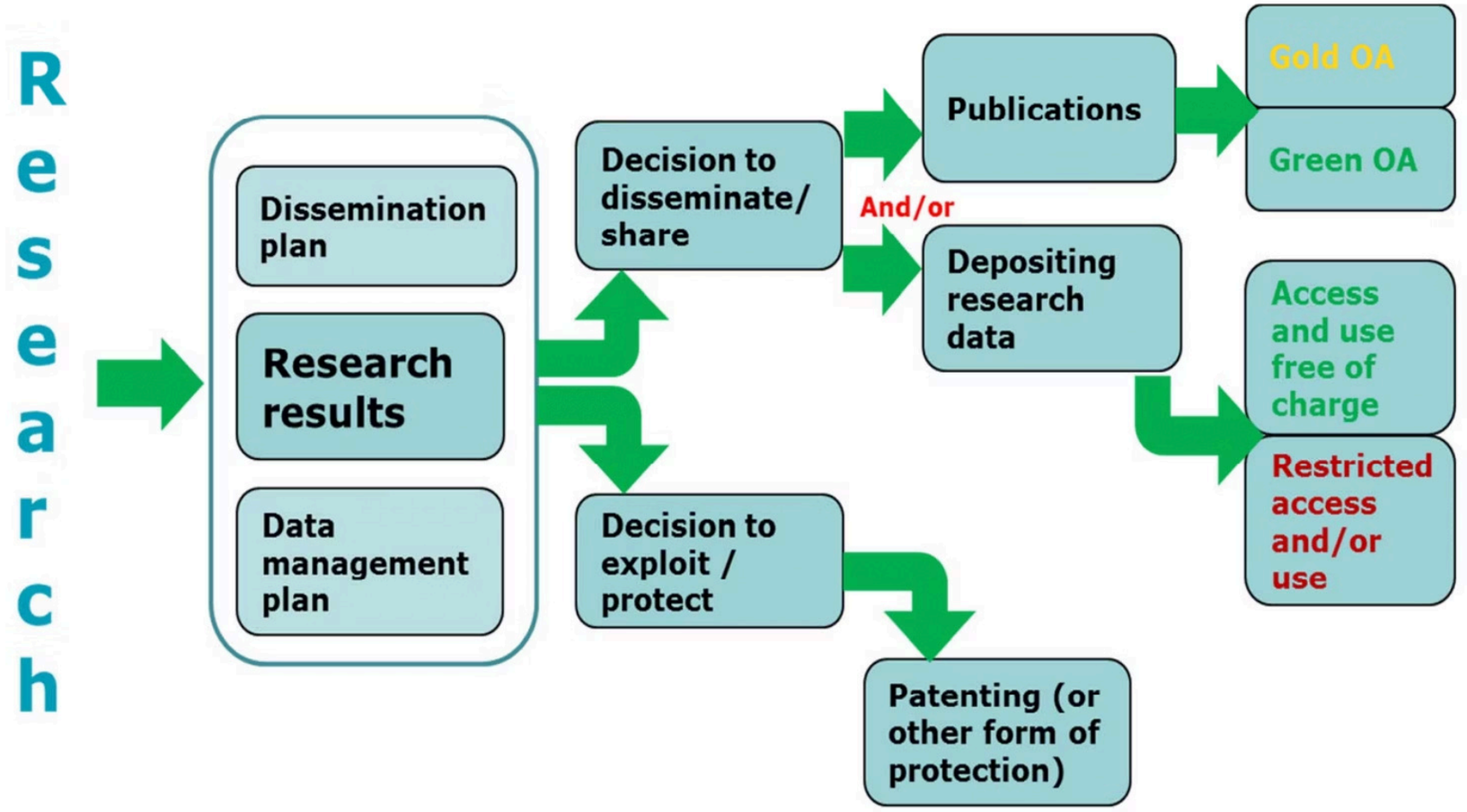
Discoverable with rich metadata

Accessible

Retrievable via standard protocols

Open as Possible, Closed as Necessary

Graph 1: Open access to scientific publications and research data in the wider context of dissemination and exploitation



Source: developed jointly between DG RTD, DG CNECT, IPR helpdesk

Supporting data for ultrasonic guided wave and electro-mechanical reactance tests on a full scale composite torsion box panel

Example of published data via the 4TU.ResearchData

https://doi.org/10.4121/uuid:8c743b60-69f3-4f59-b738-8f58b784bb9f

doi: 10.4121/uuid:8c743b60-69f3-4f59-b738-8f58b784bb9f

Cite

DOI (persistent identifier) of the dataset

DATASET

by Pedro Carvalho

The data refers to ultrasonic guided wave (GW) measurements on a full-scale composite torsion box stiffened panel. The panel was subjected to realistic low-energy impacts in different critical locations in order to obtain barely-visible impact damage (BVID) of different severities. The purpose of the study was to assess the diagnostic capabilities of the GW based structural health monitoring (SHM) system, which was designed according to a newly developed systematic multi-parameter methodology. Hence, the diagnostic capability assessment served also the purpose of validating the SHM system design methodology. The data in this dataset was collected in the Netherlands Aerospace Centre – NLR, located in Marknesse, the Netherlands, and was integrated in the Thermoplastic Affordable Primary Aircraft Structure 2 (TAPAS 2) project, financed by the Netherlands Enterprise Agency of the Ministry of Economic Affairs

HISTORY
2019-01-28 first online, published, posted

PUBLISHER
4TU.Centre for Research Data

Metadata items compatible with that of web search engines

FORMAT
media types: application/pdf, application/x-matlab-data, application/zip, text/csv

REFERENCES
https://doi.org/10.1002/stc.2340

DOI of the related article

FUNDING
- The Netherlands Enterprise Agency of the Ministry of Economic Affairs

ORGANIZATIONS
TU Delft, Faculty of Aerospace Engineering, Department of Aerospace Structures and Materials

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Groves, R.M. (Roger)

TU Delft Delft University of Technology

CATEGORIES
Aerospace Engineering
Construction Materials Performance and Processes

KEYWORDS
Barely-visible impact damage (BVID), Composite primary structure, Structural health monitoring (SHM), System design, Ultrasonic guided wave (GW)

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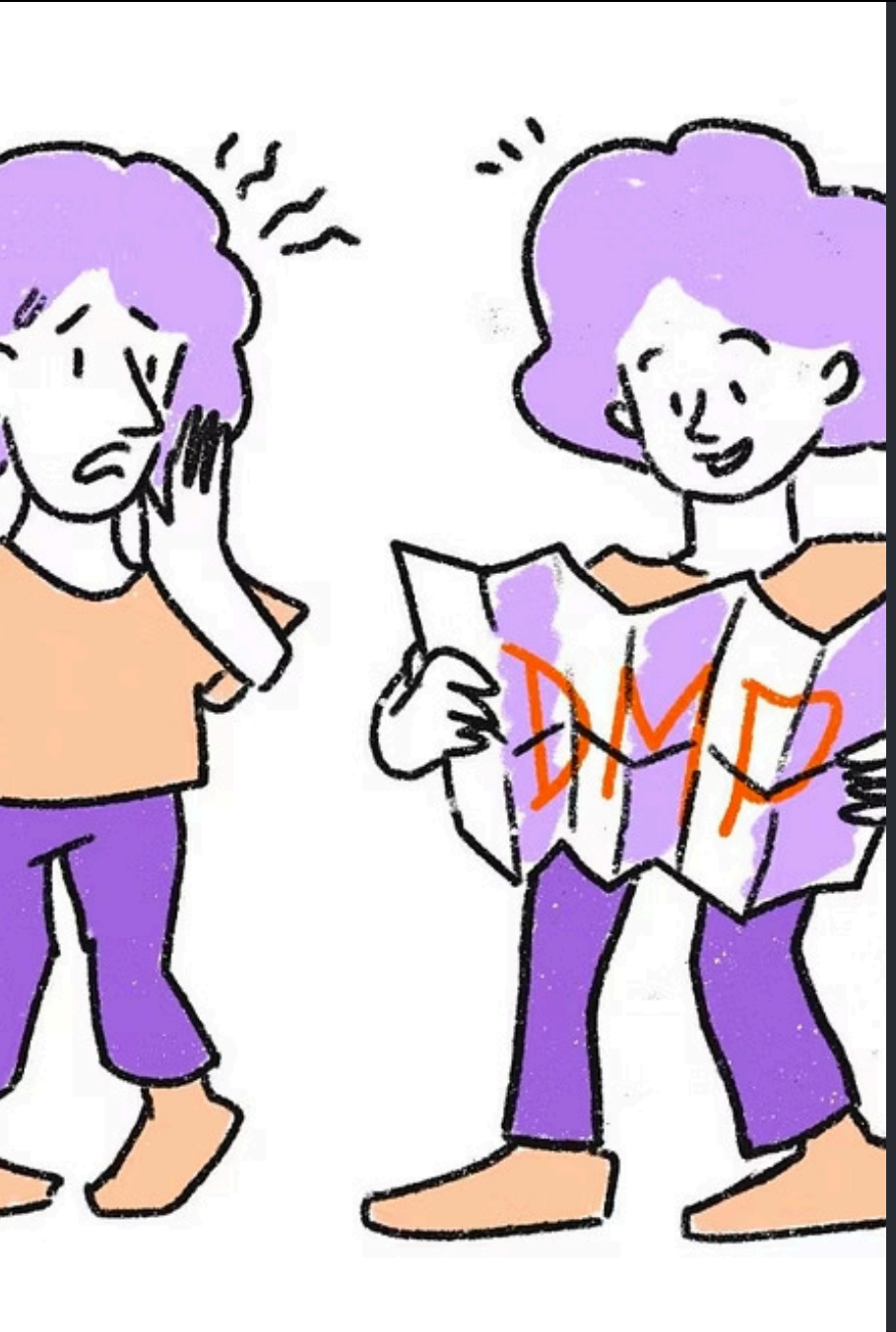
RefWorks, BibTeX, Reference Manager, Endnote, DataCite, NLM, DC, CFF



Data Management Plan Components

Living Document

The DMP evolves throughout the project as data collection and processing advances.

Practical Planning

Addresses workflows, storage, backup, documentation across the full data lifecycle.

Roles & Responsibilities

Defines who is responsible for data management activities within the consortium.

Compliance Demonstration

Shows funders how you'll meet FAIR data requirements while respecting ethical constraints.

DMP Template Structure

EC's DMP Template

1 Data Summary

Describe data to be generated or reused, its origin, nature, and purpose.

2 FAIR Data

Detail how data will be made Findable, Accessible, Interoperable, and Reusable.

3 Other Research Outputs

Address management of outputs beyond datasets, such as software or protocols.

4 Allocation of Resources

Outline the resources allocated for data management, including costs and responsibilities

5 Data Security

Explain measures for data storage, backup, and security

6 Ethics

Discuss ethical aspects related to data, including consent and data protection.

7 Other Issues

Mention any other relevant aspects, such as national or institutional policies.

DMP Online Tool - https://dmponline.dcc.ac.uk

Customized Templates

Pre-configured for Horizon Europe and other major funders.

Built-in Guidance

Contextual help for each section as you write.

Collaborative Editing

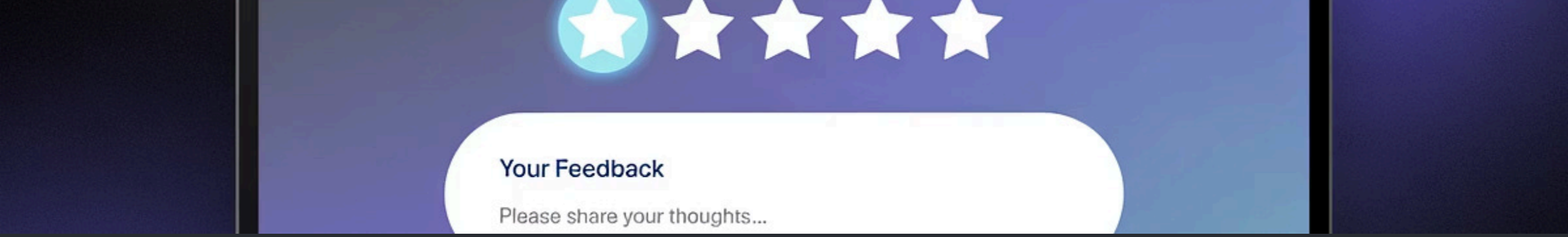
Multiple team members can contribute to the same plan.

Flexible Export

Generate final document in multiple formats for submission.

Questions on Module 3?

Open Science Policy



Your Feedback Matters

Please complete brief Mentimeter survey

Contact

Thank you for your participation in today's training on scientific dissemination and communication.

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For any questions about the presented materials or to request additional resources, please don't hesitate to reach out.