

La Comunicación en los proyectos H2020



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→ El formato de las propuestas

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2. IMPACT

2.1 Expected impacts

- Describe how your project will contribute to:
 - (2.1.1) the expected impacts set out in the work programme, under the relevant topic;
 - (2.1.2) any substantial impacts not mentioned in the work programme, that would enhance innovation capacity; create new market opportunities, strengthen competitiveness and growth of companies, address issues related to climate change or the environment, or bring other important benefits for society improving any other environmental and socially important impacts.
- (2.1.3) Describe any barriers/obstacles, and any framework conditions (such as regulation and standards), that may determine whether and to what extent the expected impacts will be achieved.

} Fase 1

2.2 Measures to maximise impact

- a) Dissemination and exploitation of results
- b) Communication activities



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→ El impacto en la fase de propuesta

2. IMPACT

2.2 Measures to maximise impact

a) Dissemination and exploitation of results

- Provide a draft **'plan for the dissemination and exploitation of the project's results'** (unless the work programme topic explicitly states that such a plan is not required). For innovation actions describe a **credible path to deliver the innovations to the market**. The plan, which should be proportionate to the scale of the project, should contain measures to be implemented both during and after the project.
- Explain how the proposed measures will help to achieve the expected impact of the project. Include a **business plan** where relevant.
- Where relevant, include information on how the participants will **manage the research data** generated and/or collected during the project, in particular addressing the following issues:
 - What types of data will the project generate/collect?
 - What standards will be used?
 - How will this data be exploited and/or shared/made accessible for verification and re-use? If data cannot be made available, explain why.
 - How will this data be curated and preserved?
- Outline the strategy for **knowledge management and protection**. Include measures to provide **open access** (free on-line access, such as the 'green' or 'gold' model) to peer-reviewed scientific publications which might result from the project.



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2. IMPACT

2.2 Measures to maximise impact

b) **Communication activities**

- Describe the proposed communication measures for promoting the project and its findings during the period of the grant. Measures should be **proportionate to the scale** of the project, with **clear objectives**. They should be tailored to the **needs of various audiences**, including groups beyond the project's own community. Where relevant, include measures for **public/societal engagement** on issues related to the project.



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ARTICLE 29 — DISSEMINATION OF RESULTS — OPEN ACCESS

29.1 Obligation to disseminate results

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘**disseminate**’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

29.2 Open access to scientific publications

Each beneficiary must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results.

29.3 Open access to research data

~~**OPTION for actions participating in the open Research Data Pilot: Regarding the digital research data generated in the action (**‘data’**). (Solo en 7 áreas: FET, e-infra, ICT, SC3-SCC, SC5 (no RM), SC6, Science with and for Society)**~~



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ARTICLE 29 — DISSEMINATION OF RESULTS — OPEN ACCESS

29.3 Open access to research data

The following applies for all calls with an opening date on or after 26/07/2016:

Grant beneficiaries under this work programme part will engage in research data sharing by default, as stipulated under Article 29.3 of the Horizon 2020 Model Grant Agreement (**including the creation of a Data Management Plan**). Participants may however opt out of these arrangements, both before and after the signature of the grant agreement. More information can be found under General Annex L of the work programme.

DMP template is provided in:

http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-data-management/data-management_en.htm#A1-template



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OPEN ACCESS:

Acceso abierto (OA) = acceso *on line* sin coste para el usuario final:

- a publicaciones científicas revisadas por pares
- a datos de investigación



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OPEN ACCESS:

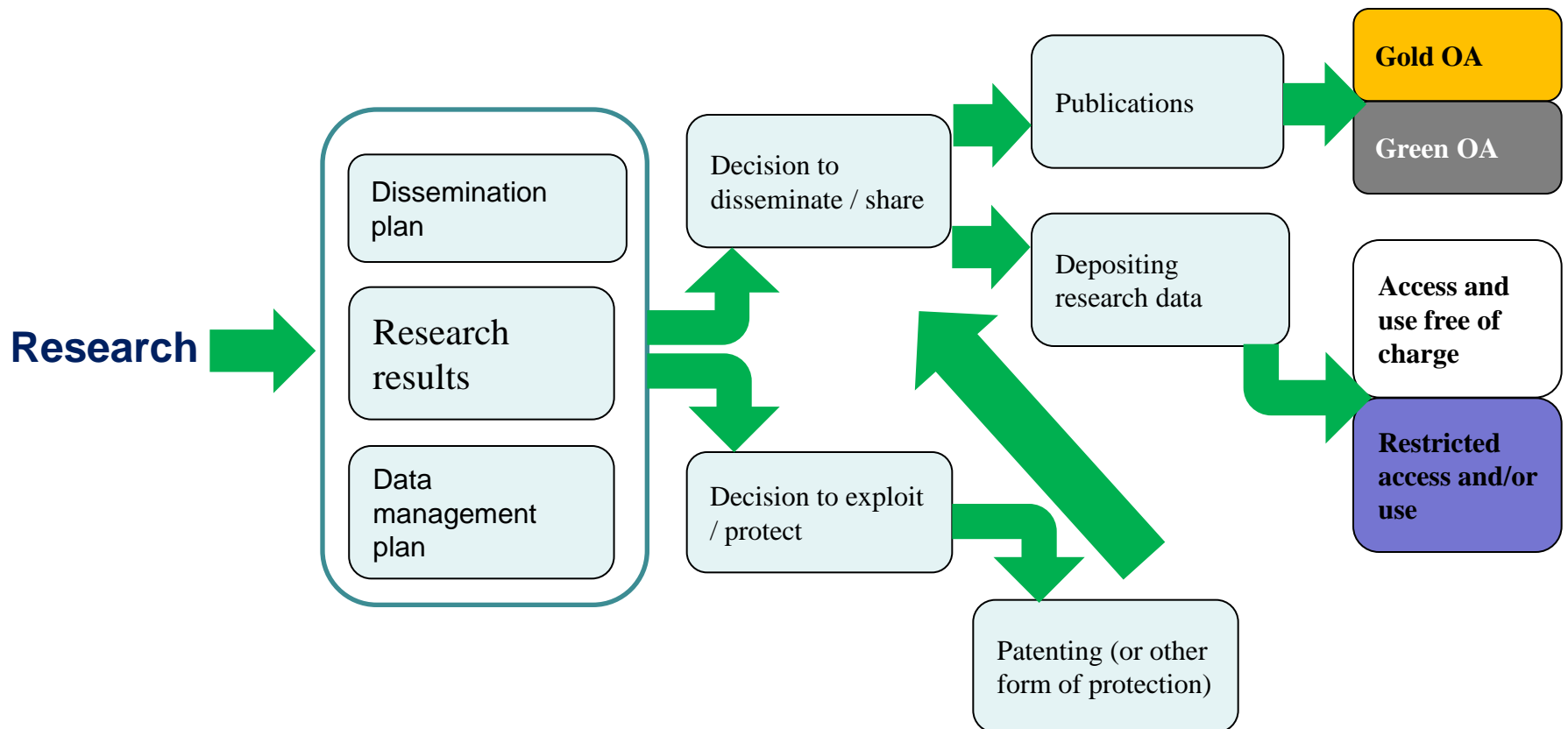
Hay dos modelos principales para publicar en OA:

- **OA Vía Verde:** depósito de manuscritos OA inmediato/retrasado: proporcionado por el autor
 - Los autores depositan (auto-archivan) el manuscrito final revisado por pares en el repositorio (archivo abierto) para hacerlo disponible en acceso abierto...
 - ... normalmente después de un período de embargo que permita a los editores recuperar su inversión (vía suscripciones / pago por descarga)
- **OA Vía Dorada:** costes cubiertos (ejem: por los autores) OA inmediato: proporcionado por el editor
 - Los costes por publicación normalmente están cubiertos por los autores (a través de sus organismos financiadores o sus instituciones)
 - Los artículos de investigación están inmediatamente disponibles en acceso abierto desde el momento de su publicación



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ARTICLE 29 — DISSEMINATION OF RESULTS

NO dissemination at all may take place, if:

- the **results need to be protected** as a trade secret (i.e. confidential know-how) or
- dissemination **conflicts** with any other obligations under the GA (*e.g. personal data protection, security-related obligations, etc.*).

The beneficiaries may choose the **form** for disseminating their results.

Classic forms of dissemination:

- website
- presentation at a scientific conference
- peer reviewed publication

The dissemination measures should however be consistent with the 'plan for the exploitation and dissemination of the results' and proportionate to the impact expected from the action.



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ARTICLE 38 — PROMOTING THE ACTION

38.1 Communication activities by beneficiaries

38.1.1 Obligation to promote the action and its results

The beneficiaries must promote the action and its results, by providing targeted information to **multiple audiences** (including the media and the public) in a strategic and effective manner.

The beneficiaries must promote the action and its result, with a **comprehensive communication plan** that defines clear objectives (adapted to various relevant target audiences) and sets out a concrete planning for the communication activities (including a description and timing for each activity — throughout the action duration).



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ARTICLE 38 — PROMOTING THE ACTION

The activities must however:

- be effective (i.e. suited to achieving the action's communication goals)
- be proportionate to the scale of the action (*e.g. activities carried out by a large-scale action with beneficiaries coming from several different countries and a large budget must be more ambitious than those of a sole participant of a mono-beneficiary grant*)
- address audiences that go beyond the action's own community (including the media and the public).

Classic forms of communication:

[Brochure "Communicating EU Research & Innovation"](#)

- press release for the general public
- interview in the local radio station
- local workshops about the action
- brochure to explain the action's work to school or university students to show how interesting this specific research topic can be.
- social media, etc.



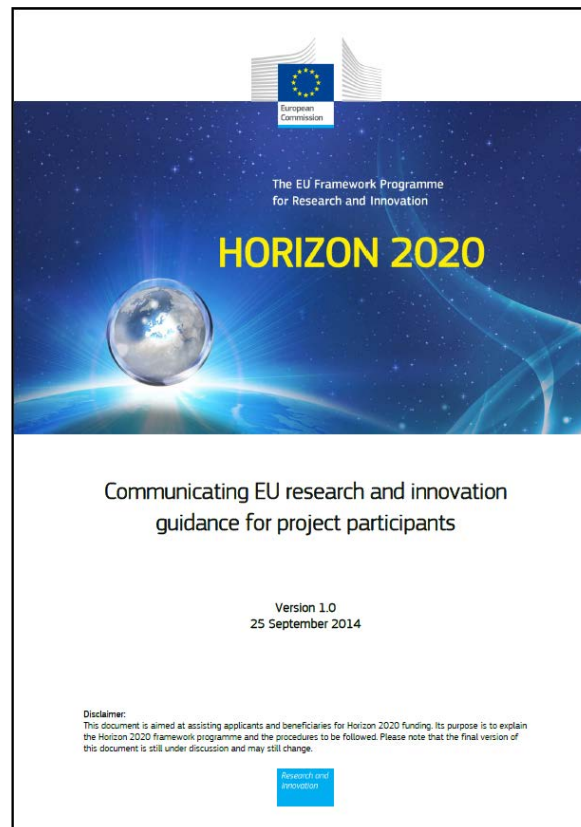
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Brochure "Communicating EU Research & Innovation"



http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf



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Muchas gracias!!!



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