

# Enhancing Scientific Dissemination and Communication

Training for BALTIC-FIT project | 22 May 2025

Trainer: Anna Zmiievska, Anromind OU













## **Training Agenda**

 $\square$ Welcome and introduction 14:00 - 14:10 Module 1: Dissemination, Communication, Exploitation 14:10 - 14:45 Module 2: Researcher Profile and Social Media 14:45 - 15:00 四 **Module 3: Open Science Policy** 15:00 - 15:15 **Q&A** and Wrap-Up 15:15 - 15:30





## **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

Mentimeter

https://menti.com

Scan QR code

or use code **6228 6698** 







# 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



#### Mentimeter

https://menti.com

Scan QR code

or use code **6228 6698** 



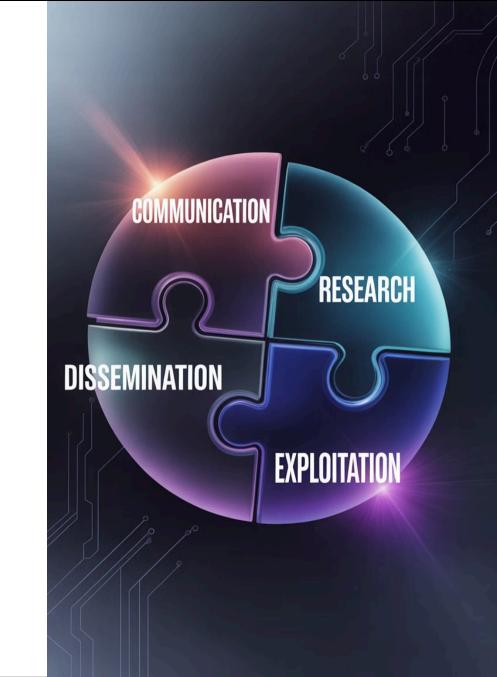


#### **Mentimeter Quiz**

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: <a href="https://rea.ec.europa.eu/publications/communication-dissemination-exploitation">https://rea.ec.europa.eu/publications/communication-dissemination-exploitation</a>



#### **EU Emblem Download Center**

Official logos and visual identity elements for your materials.

Access at: <a href="https://ec.europa.eu/regional\_policy/information-sources/logo-download-center\_en">https://ec.europa.eu/regional\_policy/information-sources/logo-download-center\_en</a>



#### Mentimeter

https://menti.com

Scan QR code

or use code **6228 6698** 





#### **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×

30%

**Citation Boost** 

For openly accessible research vs. closed publications

**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.



#### 5. Exploitation Plan

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



#### 2. Target Audiences

Identify the specific stakeholders and endusers who will benefit from your project's results.



#### 6. Communication Strategy

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



#### 3. Key Messages

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



#### 7. Monitoring and Evaluation

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



#### 4. Dissemination Activities

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



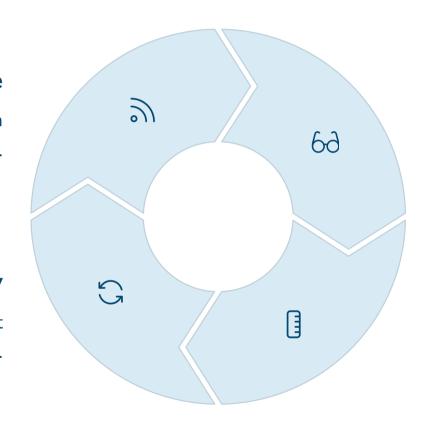
# **Creating Project Identity**

#### Resonance

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

#### Consistency

Applied uniformly across all project communications and outputs.



#### Recognition

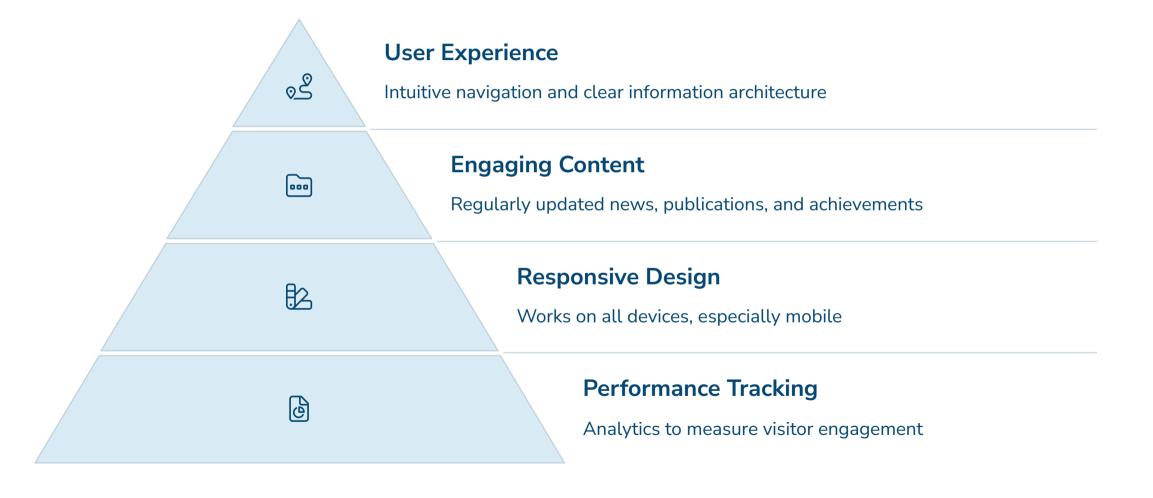
Clear and easily recognizable across all platforms and materials.

#### **Aesthetics**

Simple and modern design that scales across different media.



# **Effective Project Website**







Home About v News and Events Summer School 2025 v

Publications >

Contacts

#### TWINNING TO ENABLE BALTIC SEA MARITIME TRANSPORT MEET FIT-FOR-55 REGULATIONS IN DECARBONIZATION





# **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



#### Mentimeter

https://menti.com

Scan QR code

or use code **6228 6698** 





#### Mentimeter

Why D&C matter for individual researchers and research teams?





# 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**



#### **EU Requirement**

Horizon Europe mandates broad communication across all partners.



#### **Unique Channels**

Each partner brings different networks and audience access.



#### **Project Success**

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



#### **Collective Benefit**

All partners gain recognition through successful project promotion.



# **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





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

Available at: <a href="https://cordis.europa.eu/projects">https://cordis.europa.eu/projects</a>



#### **Innovation Radar**

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

Access at: <a href="https://www.innoradar.eu">https://www.innoradar.eu</a>



# Questions on Module 1?

Dissemination, Communication and Exploitation



# 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



#### Mentimeter

https://menti.com

Scan QR code

or use code **6228 6698** 



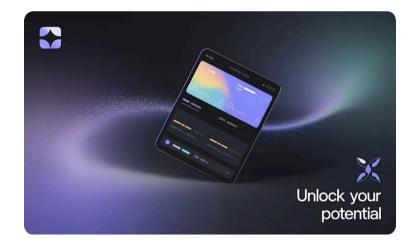


#### Mentimeter

What professional social media do you use?



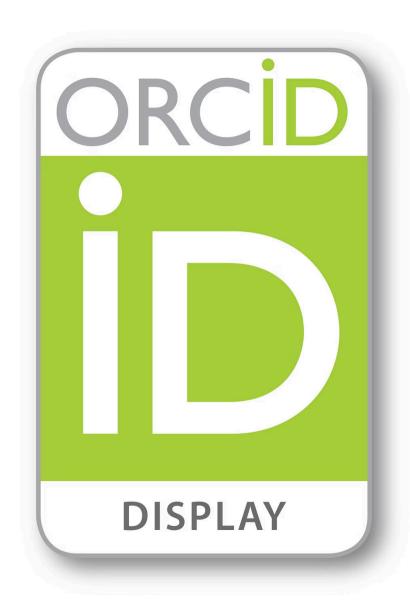
# **Digital Visibility Benefits**



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.

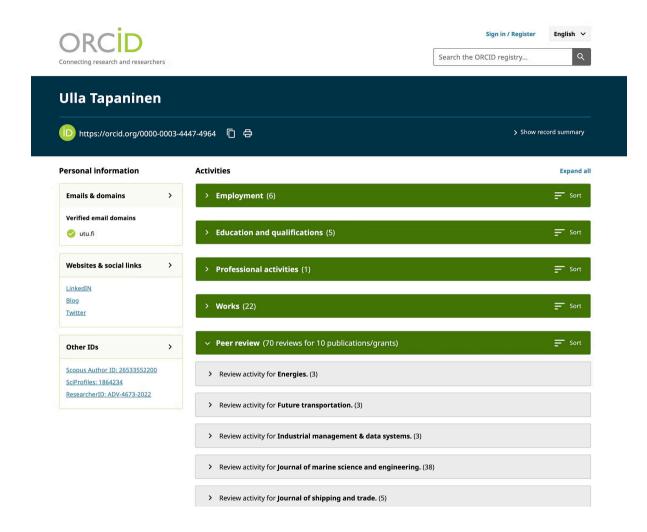
**Automatic Updates** 

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



# Connect to Opportunity

# LinkedIn for Research Communication

# Institutional Pages

Your organisation's official presence.

Amplifies research through established channels.

#### **Personal Profile**

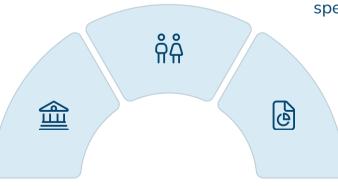
Your professional identity and research interests.

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

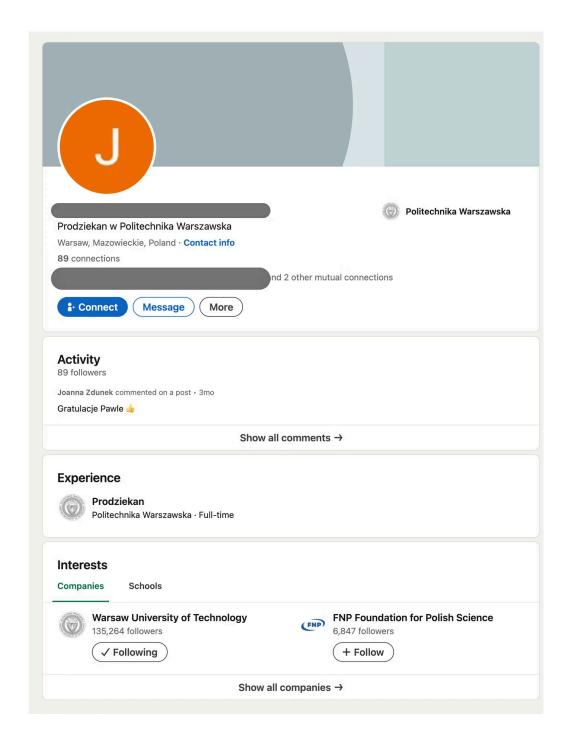
#### **Content Strategy**

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

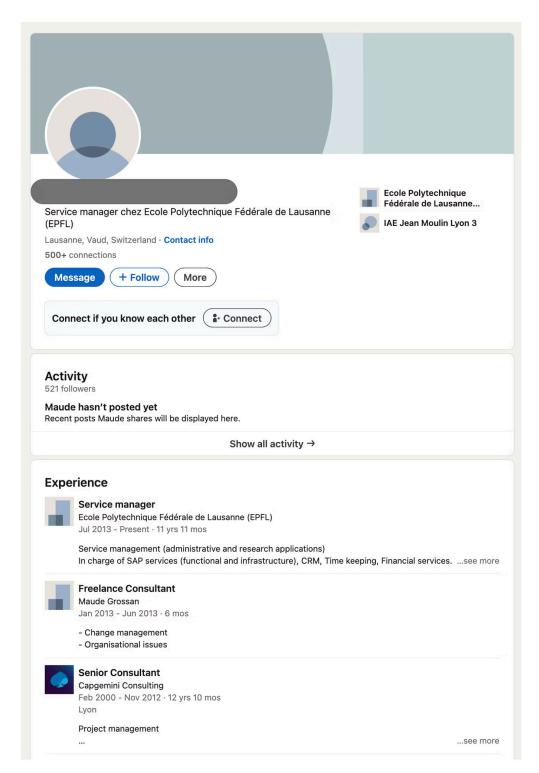


# LinkedIn Profile Examples

#### **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**

#### Why use social media to communicate about your EU-funded project? Social media allows you to: √ Instantly communicate from the outset of your project at low-cost. ✓ Make connections, build networks, and find like-minded partners Speak directly with citizens to inform and engage them √ React directly to what is happening in research and beyond Manage your reputation on a daily basis Disseminate your research widely to enable the take-up and use of results ✓ Meet your Horizon Europe grant agreement communication and dissemination obligations. Mention the below to stay involved in the conversation! #HorizonEU #ResearchImpactEU #EUInnovation REA research @EUgreenresearch @HorizonEU in @European Research Executive Agency @EU Science, Research and Innovation @EU Science and Innovation @EU Science @EC REA European Research Executive Agency

#### **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.

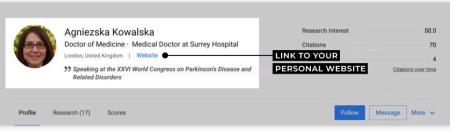
#### **Impact Metrics**

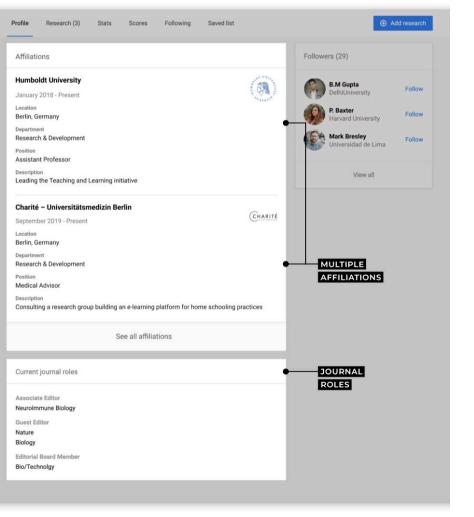
Track reads, citations, and RG score to measure research impact.

#### **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.





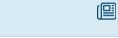
# Questions on Module 2?

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**





#### Mentimeter

https://menti.com

Scan QR code

or use code **6228 6698** 





#### Mentimeter

#### 2 questions:

- What are the main reasons the EU promotes Open Science
- Values for researchers/managers

# **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.

**Immediate Access** 

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

**Only Full Open Access** 

Hybrid venues are not reimburced

**Repository Deposit** 

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

**Open Licensing** 

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

**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.

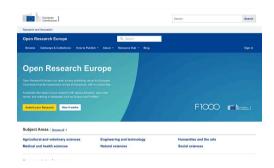
https://zenodo.org/



#### **OpenAIRE**

European infrastructure for open science monitoring and discovery.

https://www.openaire.eu/



#### **Open Research Europe**

Open access publishing venue for European Commission-funded researchers.

https://open-researcheurope.ec.europa.eu/





0

#### **FAIR Principles**

Research data must follow

Findable, Accessible, Interoperable, Reusable 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.



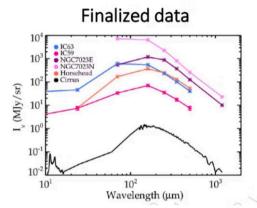
#### What Counts as "Data"?

# Raw data



#### Processed data #2

#wave	#flux_density	<pre>#unc_flux_density</pre>
#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



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.

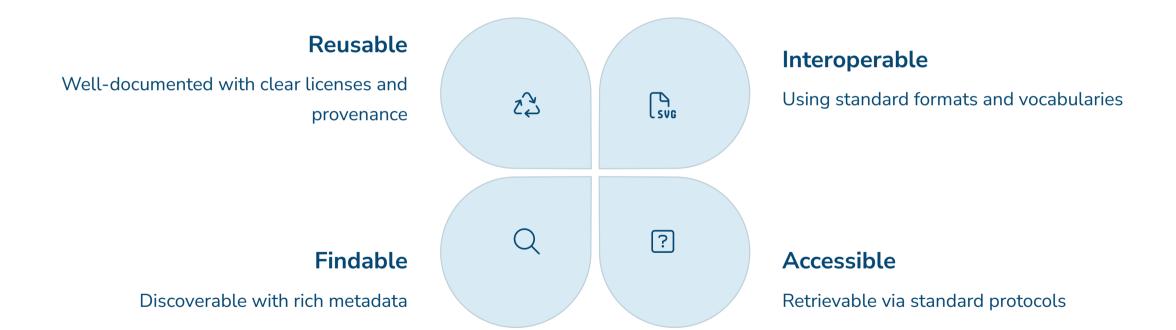


#### **Documentation**

Metadata, data dictionaries, lab notebooks.



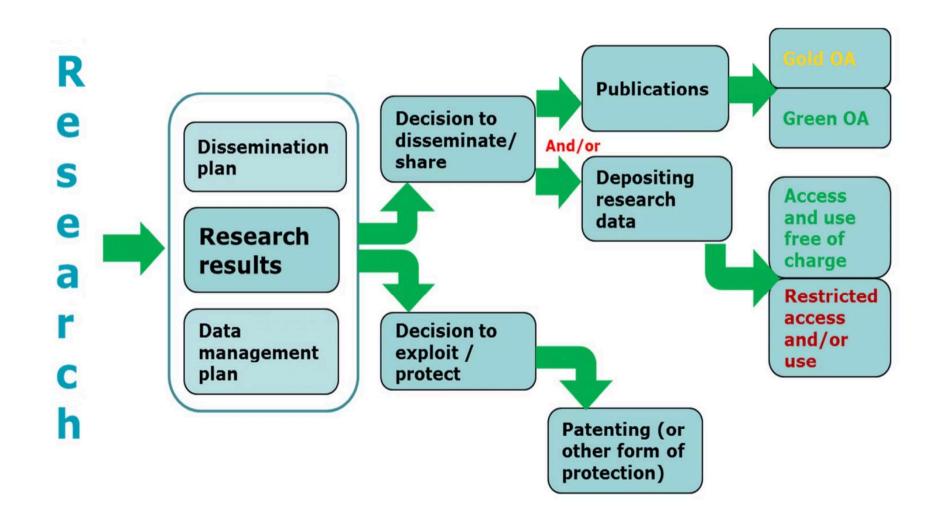
# **FAIR Data Principles in Practice**





#### 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

Metadata items compatible with that

of web search engines

# 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

DOI (persistent identifier) of the dataset

DATASET

by Pedro Carvalho (D)

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

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

CONTRIBUTORS
Benedictus, R. (Rinze)

Groves, R.M. (Roger) @



**USAGE STATS** 

99 601

downloads views

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)

LICENCE

O

BY
NS

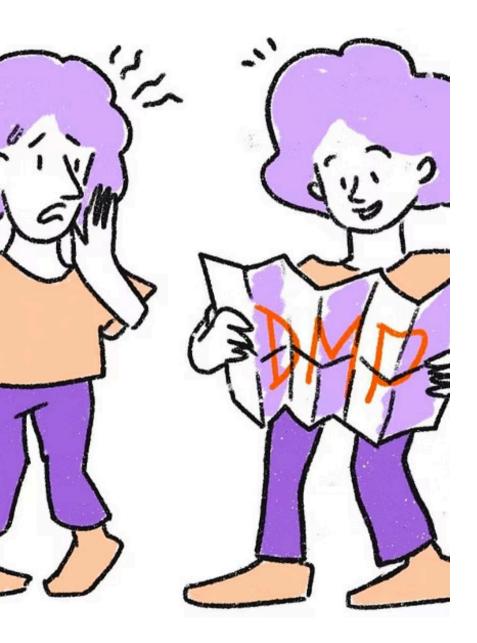
CC BY-NC 4.0

Open content license (CC-BY-NC)

EXPORT AS...

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. 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.

Other Issues

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



## DMP Online Tool - <a href="https://dmponline.dcc.ac.uk">https://dmponline.dcc.ac.uk</a>



#### **Customized Templates**

Pre-configured for Horizon Europe and other major funders.



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.

#### Plan to make data work for you

Data Management Plans that meet institutional funder requirements.



* Email	Create account	
* Passw	ord	
Forgot pa	assword?	
Remer	nber email	
Sign in		
	- or -	
		edentials

DMPonline helps you to create, review, and share data management plans that meet institutional and funder requirements. It is provided by the Digital Curation Centre (DCC).











# Questions on Module 3?

**Open Science Policy** 

#### Your Feedback

Please share your thoughts...



### **Your Feedback Matters**

Please complete brief Mentimeter survey





## **Contact**

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



in

**Email** 

LinkedIn

anna.zmiievska@anromind.com

https://www.linkedin.com/in/anna-zmiievska-50b04352/

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