
E-MANUAL

GUIDE TO PLANNING EU PROJECTS IN THE HEALTH AND SOCIAL HEALTH SECTOR

3.7 DISSEMINATION OF RESULTS

External communication and dissemination of results are key determinants of a project's success, a means of promoting the participation of chosen target groups and informing the public about activities and the value of European funding in general.

At another level, a good project should define a strategy to exploit the results achieved and thereby the benefit of the momentum generated (exploitation), so as to create a basis for the use of the post-project results and related effects created.

COMMUNICATION AND DISSEMINATION PLAN

It is important to develop a Communication and Dissemination Plan, i.e., a reference tool for deciding how to communicate and disseminate information about project activities and achievements. The communication and dissemination plan generally needs to be ready within the first 6 months after the start of the project and will be updated during the project.

Activities to be carried out:
Define a project image (logo, editorial line)
Create a website
Publish promotional materials (leaflets, brochures)
Publish a newsletter regularly
Organize a programme of workshops, seminars and events
Cultivate relationships with the media (articles, press releases)
Define human resources (internal or external experts, communication agencies)
Setting the budget for communication
Define the evaluation criteria for the Communication and Dissemination Plan

Communication and dissemination are key elements of the project; therefore, it is important to allocate sufficient **time and financial resources** for the purpose (and in particular Lead Partners will need to seek the services of communication experts, either by providing financial resources for hiring external figures - specialized agencies, journalists, etc. - or by working with internal structures - press offices -).

Communication includes information and promotion activities to increase the visibility of the project and thus targets a more general audience (e.g., the public, the media). **Dissemination** refers to the transfer of results to facilitate their exploitation (including economic exploitation), with a view to practical use (the target audience will consist of those who specialize in a particular field, such as the scientific community, or policy makers).

Partners must be involved in **drafting the Communication and Dissemination Plan**, which will be submitted to the Steering Committee for approval. Communication needs to be active as well as informative, so it is important to actively reach out to your target communication audiences, without neglecting any type of media suitable for reaching your target groups (internal media of partner organizations, local and national newspapers, magazines, trade press, TV, radio, etc.).

In **media relations**, it is important to present news in an engaging way, avoiding technicalities and favouring storytelling, accompanying it with the necessary documentation (surveys, data, press kits, photos).

Websites should be used more innovatively, as interactive tools to engage external participants and beneficiaries, rather than as static tools or forums for communication within the partnership. To encourage some continuity, the websites created should remain available for a minimum of two years after the end of the project.

Activities will include **continuous observation of relevant events and conferences to attend** to present project results, support in preparing publications in relevant journals. Communication tools with general presentations, fact sheets and templates are prepared at the beginning of the project and shared with all partners

EXPLOITATION

Exploitation refers to extracting value from an outcome in sustainable and economic terms; therefore, it is important to carry out an analysis plan on the best way to manage IPRs, the business model to be adopted, or which project partners will be able to continue the project once it is finished.

Each project (in relation to its duration and ambitions) produces outcomes and effects over time. It is not assumed that these results will remain but that they will be transferred so as to achieve large-scale effects. Innovative and genuinely

useful outcomes (e.g., pioneering approaches characterized by inherent efficiency or uniquely integrating different perspectives) need to be able to be replicated in other contexts, and the best way to do this is to see them embedded and disseminated on a large scale through future policy choices.

It is important to design the project with foresight so that the results obtained can be easily integrated into the spatial planning of each of the administrations involved. To do this, it is necessary to directly involve policymakers as partners or informed observers. It is crucial to determine which target groups and external actors to involve, as well as to try to replicate the results and effects on a larger scale (other EU regions or non-EU countries) and the best way to disseminate them (networks, etc.).

SUSTAINABILITY PLAN

The completion of a project should lay the potential foundation for follow-up activities, during which participating actors (and/or others) can continue the work by building on the foundation that has been laid. This may lead to the development of a new project (possibly a continuation of the previous one) or the formation of a permanent structure that formalizes the pioneering aspects of the existing initiative, thus allowing the project to "stand on its own feet" once EU financial support lapses. If financial resources can be raised from third parties (e.g., the private sector) to do this, the self-sufficiency of future developments is assured.

IPR: OWNERSHIP OF OUTCOMES

Intellectual property plays a key role throughout the life cycle of projects, and proper management of it enables effective exploitation of research outcomes. It is important to define the initial **state of the art** of the project, the intellectual property used by each partner for the activities to be carried out, the intellectual property of the final outcome obtained and its relative sharing. **General access** to and **public ownership of the outcomes** and materials generated by the project should always be ensured wherever possible. The collaborative approach and systematic sharing of results is the basis of the open science approach, so the Consortium will strive, where possible, to make outcomes publicly accessible, ensuring open access to scientific publications, while respecting intellectual property protection, confidentiality obligations, and personal data protection

obligations. To ensure optimal management of intellectual property, the Consortium will enter into an internal agreement (Consortium Agreement), concurrently with the Grant Agreement, to define which results/outcomes to make publicly accessible or which to restrict under certain conditions.

SYNERGIES WITH OTHER PROJECTS

The creation of formalized networks and groups between projects being implemented related to the same area is useful to avoid cases of duplication and achieve useful synergies (particularly between programmes and common themes or between geographic areas not directly connected by the programmes themselves). **Networking among partnerships, in addition to being a strength in project evaluation**, can also be successful in terms of achieving specific goals as well as increased dissemination and communication of outcomes.