



IMPACT OF E.C. FUNDED RESEARCH

*Communication, Dissemination and
Exploitation Strategies in E.C. Funded
Research Projects*

LEAD EXPERT

Martha Papathanassiou

PROJECT PROPOSAL EVALUATOR E.C.

Ms. Papathanassiou is an expert consultant in Dissemination, Communication and Science Education. She holds an MA in Communication Studies and has over 15 years of experience in working with public institutes, associations, research organisations, universities, private companies and the EC. She has provided consulting services related to the development and implementation of dissemination and communication strategies, event management, science education, stakeholder engagement and media relations for several EU-funded projects. She was a long-lasting member of the European Marine Board Communications Panel and has also worked as a Communications Consultant for IOC-UNESCO. In addition, she has served as an EC expert evaluator for H2020 proposals. Ms. Papathanassiou is currently the CEO of a company active in the communication and dissemination of EU projects, which gives her an in-depth understanding of the European Commission's communication and dissemination framework, as she has gained enough practical experience in the subject. She has been involved in an impressive list of projects (FP6, FP7, H2020, ERASMUS+ etc) for international research, academic and governmental organisations.

TRAINING AGENDA DAY 1

Registration 08:30 - 09:00

Welcome & Introductions, Tour de Table 9:30 – 09:15

Maximising Project Impact: An Outline of Objectives, Goals & Expectations 09:15 – 10:00

- Glossary, Overview & Expectations in Horizon Europe (HE): Key Impact Pathways (KIPs), Outcomes, Key Exploitable Results (KERs)
- Introduction to Open Access & Open Science in HE
- Open Data Requirements: Best Practices & Tips
- Data Management & Intellectual Property Rights (IPR)

**Communication, Dissemination and Exploitation:
Understanding the Impact Section of the Proposal
10:00 – 11:00**

- Central Definitions: Communication, Dissemination & Exploitation
- Why Communicate and Disseminate your Results?
- Understanding Impact in HE: Conceptual Elements & Approach

Coffee Break 11:00 – 11:30

How to Develop your Plan for Exploitation & Dissemination of Results 11:30 - 13:00

- The 3 stages of D&E: pre-proposal, during project, post-project
- Key Elements of a Dissemination & Exploitation Plan
- The Dissemination & Exploitation Plan: What does the EC expect to see?
- Addressing the Proposal's Impact Section: Examples & Writing Tips

Lunch Break 13:00 – 14:00

Communication & Dissemination Material in Collaborative Research 14:00 - 15:30

- The Importance of Project Branding
- Creating Engaging Communication & Dissemination Material
- Using Images & Videos in Research
- Digital Storytelling

Coffee break 15:30 – 16:00

OTHER COURSES

PM² PROJECT MANAGEMENT
METHODOLOGY FOR EUROPEAN FUNDED
PROJECTS

PROPOSAL WRITING FOR RESEARCH &
INNOVATION PROJECTS

MASTERING ERASMUS+ PROPOSAL
DEVELOPMENT: FROM PROJECT
CONCEPT TO WINNING PROPOSAL

FINANCIAL ADMINISTRATION & AUDITING
PREPARATION
FOR E.C. FUNDED PROJECTS

RISK MANAGEMENT FOR EC FUNDED
PROJECTS

IMPACT OF E.C. FUNDED RESEARCH

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TRAINING AGENDA

Websites as a Powerful Marketing Tool 16:00 - 16:30

- EU Project Websites: Best practices
- Websites 101: Content Creation & Management
- Using SEO to Improve your Website's Visibility

Social Media in Research 16:30 - 17:15

- **Why Social Media?**
- **Choosing the Right Platform**
- **Best Practices for Social Media Platforms**

End of Day 1 17:15

DAY 2

Recap of Day 1 9:30 – 10:00

Workshop: A Hands-on Session on Impact, Dissemination and Communication 10:00 – 13:00

Participants will be given shown examples of previous proposals and asked to prepare a dissemination and communication strategy. They will also identify how (their) project will contribute to the expected impacts mentioned in the call and address and differentiate between barriers and risks; they will define the relevant target groups and the most appropriate dissemination and communication tools, channels and strategies for disseminating and communicating project results that will maximise impact.

Lunch Break 13:00 – 14:00

Putting it all together: An Interactive Workshop on Maximising Impact 14:00 - 16:00

- How is Impact evaluated by the EC?
- Develop a methodological approach to addressing Proposal Sections 2.1 (Pathways towards Impact) and 2.2 (Measures to maximise the impact)
- Support your KIPs with a solid Dissemination & Exploitation Plan
- Monitor, review and adjust!
- Q&A

Coffee break 16:00 – 16:30

Q&A Session 16:30 - 17:30

End of Day 2 17:30