



# Mastering Communications in RIs

## Module 5 - Communicating Projects: From Proposal to Implementation

- Federico Drago, EGI Foundation

**IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System**  
(D.D. n. 130/2022 - CUP B53C22002150006) Funded by EU - Next Generation EU PNRR-  
Mission 4 “Education and Research” - Component 2: “From research to business” - Investment  
3.1: “Fund for the realisation of an integrated system of research and innovation infrastructures”



# Nice to meet you!

- Federico Drago, Communications Specialist at the EGI Foundation
- Currently involved in a range of Horizon Europe projects such as EOSC Beyond and ENVRI-Hub NEXT
- Previous projects include Blue-Cloud, BioDT, EOSC Secretariat, EOSC-Pillar, FAIRCORE4EOSC
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## Your turn now

- Which projects are you involved in?
- Do you lead a Work Package, a Task, are you a regular participant?
- Did you write the proposal yourself?



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# The Ripple Effect: How Projects Amplify RI Value

- **Essential Funding Engine**

- Competitive grants sustain RI operations, innovation, and service evolution."

- **Partnership Accelerator**

- Forge cross-border, cross-domain alliances (e.g., environmental science + SSH RIs).

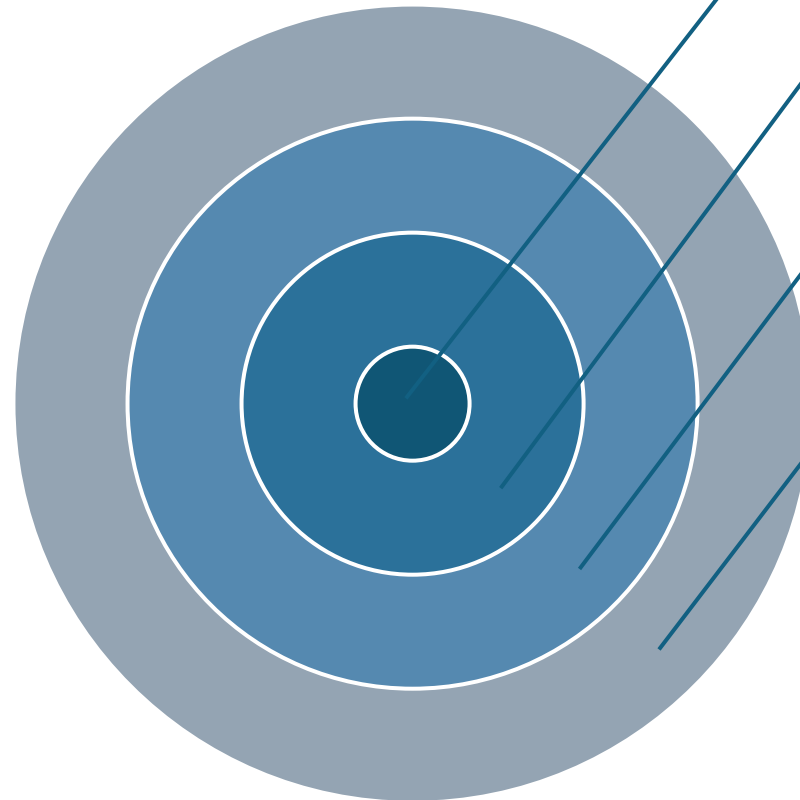
- **Short-Term Result Drivers**

- Deliver measurable outputs in 3–5 years: prototypes, datasets, user communities.

- **Long-Term Vision Enablers**

- Build stepping stones to sustained benefits and impact

# The Ripple Effect: How Projects Amplify RI Value



## Project Implementation

- Funding secured
- Consortium built
- Work packages launched

## Immediate Gains

- New Users (e.g., new labs accessing RI tools via HE open calls)
- Enhanced Skills (e.g., staff training in emerging techniques)
- Upgraded Tech (e.g., piloting AI-driven instrumentation)

## Institutional Growth

- Stronger Networks (e.g., joining EOSC/ENVRI clusters via project partners)
- Policy Influence (e.g., shaping EU data standards through project deliverables)
- Brand Visibility (e.g., key initiatives featured in HE Results Platform)

## Long-Term Legacy

- Sustainable Services (e.g., EMBL's public bioimage archive funded by sequential HE grants)
- Global Leadership (e.g., LTER becoming a UN-recognised environmental monitoring hub)
- Societal Trust (e.g., fusion energy RIs engaging publics via HE outreach activities)

# How Communication Powers the Ripple Effect

Ripple Layer	Communication Action	Result
<b>CORE (Project)</b>	<ul style="list-style-type: none"><li>• Align consortium messaging</li><li>• Define shared KPIs</li></ul>	Trust in partnership
<b>RIPPLE 1 (Gains)</b>	<ul style="list-style-type: none"><li>• Translate tech wins into stories</li><li>• Target industry/public campaigns</li></ul>	New users + funding
<b>RIPPLE 2 (Growth)</b>	<ul style="list-style-type: none"><li>• Position RIs in policy briefs</li><li>• Co-brand with clusters (e.g. EOSC/ENVRI)</li></ul>	Influence + recognition
<b>RIPPLE 3 (Legacy)</b>	<ul style="list-style-type: none"><li>• Showcase societal impact</li><li>• Archive results openly</li></ul>	Public trust + sustainability

Communication isn't *about* the project; it's the fuel **that** turns outputs into lasting impact.

# Communicating in projects: CLEAR > CLEVER

- What NOT to do
- Rewrite these sentences more clearly
  - *Facilitate the utilisation of synchrotron radiation for elucidating molecular dynamics.*
  - *Implementing an integrated multi-taxa bioindicator framework for quantifying anthropogenic disturbances in riparian corridors.*
  - *Deploying a synergistic ensemble of remote sensing modalities to monitor phenological shifts in keystone species under climate perturbation scenarios.*



# Communicating in projects: CLEAR > CLEVER


## • Examples

- *Facilitate the utilisation of synchrotron radiation for elucidating molecular dynamics.*
- *Implementing an integrated multi-taxa bioindicator framework for quantifying anthropogenic disturbances in riparian corridors.*
- *Deploying a synergistic ensemble of remote sensing modalities to monitor phenological shifts in keystone species under climate perturbation scenarios.*

## • Possible answers

- ***Use light beams to study how molecules move.***
- ***Track fish, insects, and birds to measure human impact on river habitats.***
- ***Use satellites and drones to track how climate change alters vital plants and animals.***

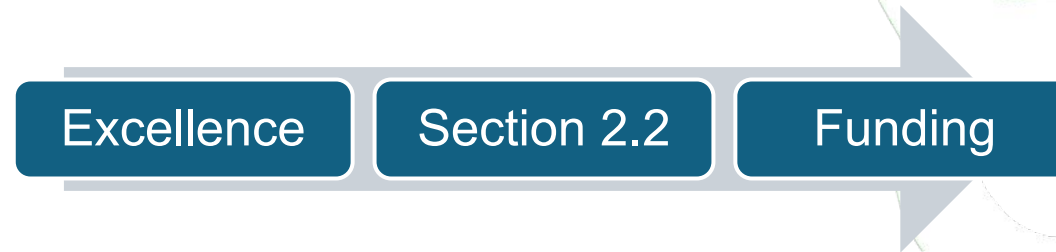
# Horizon Europe Proposal Structure: The 3 Keys to Funding

- **Excellence**  
"What problem do you solve + why is your solution groundbreaking?"
  - **Must prove:**
    - Novelty of your approach
    - Strong scientific foundation  
(Example: "New AI tool to track endangered species in real-time")
- **Impact**  
"Who benefits + how will society change?"
  - **Must show:**
    - Concrete benefits (policy, environment, economy)
    - Clear pathways to real-world use  
(Example: "Helping rangers prevent poaching in 10 protected areas")
- **Implementation**  
"How will you deliver this work?"
  - **Must detail:**
    - Realistic timeline and budget
    - Team expertise and management plan
-  **Warning:** Weakness in ANY pillar kills your proposal!
- Official structure  
[https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/temp-form/af/af\\_he-ria-ia\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/temp-form/af/af_he-ria-ia_en.pdf)
- 45 pages for RIAs and IAs, 30 pages for CSAs. **Hard limit.**



# The Excellence Imperative: Clarity Wins Funding

- **Replace jargon with structure and consistency throughout the proposal**
  - *Remember: if the Excellence section is muddy, evaluators won't even care about Section 2.2. If Excellence is solid, then 2.2 becomes an amplifier, not a translator.*



Component	Jargon	Potential solutions
<b>1. The Problem</b>	"Suboptimal utilisation of heterogeneous research infrastructures"	<b>"90% of scientists can't access specialised lab tools across Europe."</b>
<b>2. Our Solution</b>	"Implementation of a FAIR-driven federated ecosystem"	<b>"We create one portal to book instruments from 50+ labs in 3 clicks."</b>
<b>3. Why Unique?</b>	"Leveraging synergistic convergence of transdisciplinary paradigms"	<b>"First system merging AI matching + real-time booking – 10x faster than email."</b>

2.1 Project's Pathways Towards Impact  
(e.g. 4 pages)

How project results are expected to make a difference in terms of impact, beyond the immediate scope and duration of the project.

Our main focus →

2.2 Measures to maximise impact: Dissemination, Exploitation, & Communication  
(e.g. 5 pages including summary)

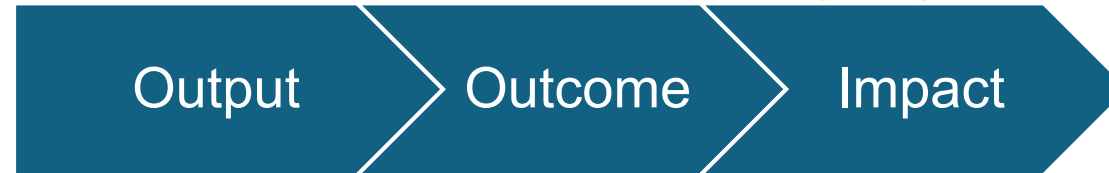
Including a first version of your 'plan for the dissemination and exploitation including communication activities'

2.3 Summary

#### KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
<p><i>What are the specific needs that triggered this project?</i></p> <p><b>Example 1</b> Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers.</p> <p><b>Example 2</b> Electronic components need to get smaller and lighter to match the expectations of the end-users. At the same time there is a problem of sourcing of raw materials that has an environmental impact.</p>	<p><i>What do you expect to generate by the end of the project?</i></p> <p><b>Example 1</b> <b>Successful large-scale demonstrator:</b> Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.</p> <p><b>Algorithmic model:</b> Novel algorithmic model for proactive airport passenger flow management.</p> <p><b>Example 2</b> <b>Publication of a scientific discovery on transparent electronics.</b></p> <p><b>New product:</b> More sustainable electronic circuits.</p> <p><b>Three PhD students trained.</b></p>	<p><i>What dissemination, exploitation and communication measures will you apply to the results?</i></p> <p><b>Example 1</b> <b>Exploitation:</b> Patenting the algorithmic model. <b>Dissemination towards the scientific community and airports:</b> Scientific publication with the results of the large-scale demonstration. <b>Communication towards citizens:</b> An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.</p> <p><b>Example 2</b> <b>Exploitation of the new product:</b> Patenting the new product; Licencing to major electronic companies. <b>Dissemination towards the scientific community and industry:</b> Participating at conferences; Developing a platform of material compositions for industry; Participation at EC project portfolios to disseminate the results as part of a group and maximise the visibility vis-à-vis companies.</p>

# Understanding Impact Pathways: Outputs/Outcomes/Impact



Level	Definition	Environmental RI Example	Timescale examples
<b>Output</b>	What the project produces (Tangible deliverables, Key Exploitable Results)	<ul style="list-style-type: none"> <li>• Open-access biodiversity database</li> <li>• Sensor network hardware</li> <li>• Training modules for rangers</li> </ul>	0-3 years
<b>Outcome</b>	What changes because of outputs (Behavioral shifts)	<ul style="list-style-type: none"> <li>• 50 cities adopt pollution alerts</li> <li>• Farmers reduce pesticides by 30%</li> <li>• Rangers detect poaching 2x faster</li> </ul>	3-7 years
<b>Impact</b>	Long-term societal transformation (Systemic change)	<ul style="list-style-type: none"> <li>• Reversed species decline in 5 protected areas</li> <li>• National water quality laws reformed</li> <li>• Eco-tourism revenue up 40% in target regions</li> </ul>	7-15+ years

## Section 2.1: The «So What?» Test

- **Output:** *"We built a thing"*  
→ *"So what? Who uses it?"*
- **Outcome:** *"Stakeholders changed their behaviour"*  
→ *"So what? Did society benefit?"*
- **Impact:** *"We improved human/environmental conditions"*  
→ *"This is why taxpayers fund us."*
- **Output masquerading as impact:**  
*"Created an AI model (output) → Saved forests (impact)"*  
(Missing: *How the model changed behaviours to achieve impact*)
- **Strong pathway:**  
*"AI model (output) → Rangers stop 50+ illegal loggers/month (outcome) → 10K hectares of forest saved (impact)"*

# Output-Outcome-Impact Pipeline

- **Exercise: Fix the Incomplete Claim**

- **Fix this weak statement**

*"Our project delivers [OUTPUT] to drive [IMPACT]."*

✗ Missing the outcome!

- **Insert the MISSING middle**

Output	Outcome	Impact
Open-access strain engineering toolkit		XX new bio-based products commercialised by 2027
Real-time Mediterranean Sea temperature maps		Coastal cities reduce flood damage by XX% by 2026
Guidelines for reusing dredged sediments in agriculture		XX+ hectares of degraded farmland restored by 2028



Short break

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# Communication, Dissemination and Exploitation

- **Communication** involves sharing *project information* with a broad audience, including the general public and stakeholders.
  - E.g. a social media post.
- **Dissemination** focuses on making *project results* known to specific groups that can benefit from them.
  - E.g. a technical workshop at a conference.
- **Exploitation** refers to using those results to *create tangible benefits*, such as new products or policies.
  - E.g. An external entity uses a project result.

Refer to the official definitions in Horizon Europe

[https://rea.ec.europa.eu/dissemination-and-exploitation\\_en](https://rea.ec.europa.eu/dissemination-and-exploitation_en)

## Section 2.2 – Where Strategy Becomes Action

Component	Key Questions	RI Examples
<b>1. Stakeholder Groups</b>	<ul style="list-style-type: none"><li>• Who must engage?</li><li>• What do they need?</li></ul>	<b>ACTRIS:</b> Mayors, EPA officials <b>CNR-IRET:</b> Farmers, dredging companies
<b>2. Core Messages</b>	<ul style="list-style-type: none"><li>• What's our ONE big idea?</li><li>• Why should they care?</li></ul>	<b>Euro-Argo:</b> "Real-time oceans = safer coasts"
<b>3. Communication Plan</b>	<ul style="list-style-type: none"><li>• Which channels/tactics?</li><li>• When? Who owns it?</li></ul>	<b>IBISBA:</b> Webinars with biotech experts Social media channels
<b>4. Dissemination Strategy</b>	<ul style="list-style-type: none"><li>• How will knowledge be shared?</li><li>• How to ensure reuse?</li></ul>	<b>ECORD:</b> Open core databases + industry workshops
<b>5. KPIs &amp; Tracking</b>	<ul style="list-style-type: none"><li>• How do we measure success?</li></ul>	<b>Research:</b> XX Users on platform <b>Public:</b> File download > XXX

# Stakeholder Groups

- **Key Elements**

- **Segmentation:** Group by influence/need (e.g., decision-makers, end-users, amplifiers) – Ensure you have primary stakeholders and eventually secondary ones
- **Needs Analysis:** What they *require* (not just what you want to tell them)
- **Influence Mapping:** Who advises whom? Who controls resources?
- **Engagement Pathway:** How you'll reach them (direct/indirect)

- **Critical Questions**

- *Who must act differently for our impact to happen?*
- *What would make them ignore us?*
- *Who influences their decisions?*

# Core Messages

- **Key Elements**

- **Central Idea:** One unforgettable takeaway (e.g., "Turn data into safer cities")
- **Audience-Specific Versions:** e.g. *Researchers:* "Cut storage costs by 30%"
- **Emotional Hook (If Needed):** Urgency, hope, or shared values

- **Critical Questions**

- *What's the ONE thing we want them to remember?*
- *Why should they care TODAY?*
- *What's the cost of inaction?*

# Communication and Dissemination Plan

- **A high-level blueprint showing how you'll turn knowledge into action.**
  - Credibility, NOT complexity. It will be expanded on in the dedicated deliverable by M6.
  - **Also, remember the page limit! 5 pages total for 2.2 and 2.3**
- **Communication**
  - Channels and activities (e.g. social media, videos, websites)
  - Basic timeline of actions (following the evolution of the project)
- **Dissemination**
  - Focus on making outputs findable and useful
  - Identify a range of key events and targeted activities relevant to the project
- **Balance**
  - **Flexibility:** Leave room for adaptation
  - **Over-detailing:** Avoid fixed tactics for Year 3

# Proposal KPIs for Communication & Dissemination

- **Measure What You Control: Realistic Comms/Dissemination Metrics**
- **Output KPIs (Activity Counts):** What **you** produce or organise
  - **Events:** E.g. *Workshops*: Number held (4/year) | *Webinars*: Sessions delivered (e.g., 6/project)
  - **Materials:** Policy briefs (e.g., 2/priority audience), Explainer videos (e.g., 3/year)
  - **Platforms:** Project website updates (e.g., 8 news posts/year), Open datasets released (e.g., 4/year)
- **Outcome KPIs (Engagement & Uptake):** *How audiences interact or act*
  - **Participation:** Unique attendees at events (e.g., 100 total workshop participants), Downloads of key resources (e.g., 500+ toolkit downloads)
  - **Engagement:** Stakeholder feedback received (e.g., 30+ survey responses), Interactive actions (e.g., 20+ open call applications received)
  - **Reuse Evidence:** Third-party citations (e.g., 2+ academic papers using dataset), Platform integrations (e.g., 1 node integrating tools)

# Section 2.3 Summary - The Impact Blueprint

## KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES	TARGET GROUPS	OUTCOMES	IMPACTS
<p><i>What are the specific needs that triggered this project?</i></p> <p><b>Example 1</b> Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers.</p> <p><b>Example 2</b> Electronic components need to get smaller and lighter to match the expectations of the end-users. At the same time there is a problem of sourcing of raw materials that has an environmental impact.</p>	<p><i>What do you expect to generate by the end of the project?</i></p> <p><b>Example 1</b> <b>Successful large-scale demonstrator:</b> Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.</p> <p><b>Algorithmic model:</b> Novel algorithmic model for proactive airport passenger flow management.</p> <p><b>Example 2</b> <b>Publication of a scientific discovery on transparent electronics.</b></p> <p><b>New product:</b> More sustainable electronic circuits.</p> <p><b>Three PhD students trained.</b></p>	<p><i>What dissemination, exploitation and communication measures will you apply to the results?</i></p> <p><b>Example 1</b> <b>Exploitation:</b> Patenting the algorithmic model.</p> <p><b>Dissemination towards the scientific community and airports:</b> Scientific publication with the results of the large-scale demonstration.</p> <p><b>Communication towards citizens:</b> An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.</p> <p><b>Example 2</b> <b>Exploitation of the new product:</b> Pat Licencing to major electronic compani</p> <p><b>Dissemination towards the scientific</b> Participating at conferences; Developi compositions for industry; Participatio disseminate the results as part of a grc vis companies.</p>	<p><i>Who will use or further up-take the results of the project? Who will benefit from the results of the project?</i></p> <p><b>Example 1</b> <b>9 European airports:</b> Schiphol, Brussels airport, etc.</p> <p><b>The European Union aviation safety agency.</b></p> <p><b>Air passengers (indirect).</b></p> <p><b>Example 2</b> <b>End-users:</b> consumers of electronic devices.</p> <p><b>Major electronic companies:</b> Samsung, Apple, etc.</p> <p><b>Scientific community</b> (field of transparent electronics).</p>	<p><i>What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?</i></p> <p><b>Example 1</b> <b>Up-take by airports:</b> 9 European airports adopt the advanced forecasting system demonstrated during the project.</p> <p><b>Example 2</b> <b>High use of the scientific discovery published</b> (measured with the relative rate of citation index of project publications).</p> <p><b>A major electronic company</b> (Samsung or Apple) <b>exploits/uses the new product</b> in their manufacturing.</p>	<p><i>What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?</i></p> <p><b>Example 1</b> <b>Scientific:</b> New breakthrough scientific discovery on passenger forecast modelling.</p> <p><b>Economic:</b> Increased airport efficiency Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.</p> <p><b>Example 2</b> <b>Scientific:</b> New breakthrough scientific discovery on transparent electronics.</p> <p><b>Economic/Technological:</b> A new market for touch enabled electronic devices.</p> <p><b>Societal:</b> Lower climate impact of electronics manufacturing (including through material sourcing and waste management).</p>

- Summarise and do not use long sentences from 2.1 and 2.2 where possible.
- Use the most suitable layout
- Ensure you stay under 5 pages for 2.2 and 2.3

# C, D or E? A 5-Minute Sorting Challenge

Activity	Your Classification
Running TikTok explainers about ocean data for students	?
Patenting a soil analysis method from project results	?
Uploading project datasets to Zenodo with CC-BY license	?
Negotiating with a biotech firm to license enzyme screening tools	?
Managing a project booth at a scientific conference	?
Depositing project software in GitHub with documentation	?

Is it about REACHING people?

→ Comms

Is it about SHARING outputs? →  
Dissemination

Is it about VALORISING or  
SCALING? → Exploitation

# Congratulations! Your project was funded!

- What now?
- Implementation!



# Project branding and early actions (M1-M3)

- **First 90 Days: Comms Manager Launch Checklist**

- ✓ **Branding Finalisation**

- ✓ Scalability, colour codes, fonts, usage rules

- ✓ **Website Strategy**

- ✓ Domain decision, Data control and processing, Analytics tracking, Project kickoff announcement

- ✓ **Social Media Presence**

- ✓ Primary and secondary channels (LinkedIn, Instagram, X, Bluesky, YouTube, etc.), Brand consistency with banners and bio.

- ✓ **Essential Materials**
















- ✓ Templates for presentations, deliverables, letterheads. Videoconference backgrounds, Brand guidelines, Logo pack.

# The M6 CDE Deliverable - Your Adaptive Impact Engine







- Timeline Logic
  - **M6: Foundation** - post-kickoff. *Goal:* Turn proposal vision into actionable plan
  - **Updates: Adaptation** - Typically by half of the project - *Goal:* Refine based on evidence and new opportunities. KPI deviations, changes in landscape.
  - **Final Report** – At Project closure. *Goal:* Demonstrate impact against original KPIs. Lessons learned for future RIs
- Core Sections
  - **Stakeholder Strategy** Clarify key stakeholders and how to engage them
  - **Channel Plan** Identify the best channels for specific stakeholders
  - **Exploitation Pathway** Early plans for key exploitable results
  - **KPI Dashboard** Tracking the main target KPIs for CDE
- Adaptive Logic
  - **Evidence-Based** Replaces proposal assumptions with real-world data (e.g., stakeholder survey results)
  - **Partner-Aligned** Formalises dissemination commitments (e.g., "University X leads open data releases")
  - **Risk-Responsive** Evolving depending on context

# Everyday Comms WP management

WP Leader	Task Leader	Participant
<p> <b>List Management</b></p> <ul style="list-style-type: none"> <li>• Maintain updated WP contact list</li> <li>• Remove inactive members monthly</li> </ul>	<p> <b>Task Roster</b></p> <ul style="list-style-type: none"> <li>• Keep task contributor list current</li> <li>• Verify access to shared resources</li> </ul>	<p> <b>Responsiveness</b></p> <ul style="list-style-type: none"> <li>• Update contact details promptly</li> <li>• Respond to queries</li> </ul>
<p> <b>Meeting Orchestration</b></p> <ul style="list-style-type: none"> <li>• Schedule recurring WP syncs (biweekly/monthly)</li> <li>• Circulate agendas in advance</li> </ul>	<p> <b>Task Coordination</b></p> <ul style="list-style-type: none"> <li>• Host focused task meetings when needed</li> <li>• Distribute action items post-meeting</li> </ul>	<p> <b>Participation</b></p> <ul style="list-style-type: none"> <li>• Attend relevant meetings</li> <li>• Complete pre-work/reviews</li> </ul>
<p> <b>Documentation Hub</b></p> <ul style="list-style-type: none"> <li>• Ensure meeting minutes published <math>\leq 24</math>h</li> <li>• Maintain decision/action tracker</li> </ul>	<p> <b>Progress Monitoring</b></p> <ul style="list-style-type: none"> <li>• Update task dashboards weekly</li> <li>• Flag delays to WP Leader before deadlines</li> </ul>	<p> <b>Activity Execution</b></p> <ul style="list-style-type: none"> <li>• Self-report progress (% complete)</li> <li>• Alert blockers immediately</li> </ul>
<p> <b>Deadline Oversight</b></p> <ul style="list-style-type: none"> <li>• Track deliverable/milestone calendar</li> <li>• Escalate risks to Coordinator</li> </ul>	<p> <b>Upward Reporting</b></p> <ul style="list-style-type: none"> <li>• Submit concise task updates pre-WP sync</li> <li>• Document task-specific risks</li> </ul>	<p> <b>Micro-Reporting</b></p> <ul style="list-style-type: none"> <li>• Log work hours/outputs in tracker</li> <li>• Archive evidence (screenshots/data)</li> </ul>
<p> <b>Cross-Task Alignment</b></p> <ul style="list-style-type: none"> <li>• Resolve task dependencies</li> <li>• Share relevant WP updates</li> <li>• Act as a bridge with the rest of the project</li> </ul>	<p> <b>Blocker Resolution</b></p> <ul style="list-style-type: none"> <li>• Solve task-level issues</li> <li>• Request WP Leader support when stuck</li> </ul>	<p> <b>Collaborative Hygiene</b></p> <ul style="list-style-type: none"> <li>• Use designated channels (Slack/email)</li> <li>• Tag appropriately (@task/@wp)</li> </ul>

# Amplify Team Success: Support the Project

Support Area	How to Help	Impact
 <b>Visual Creation</b>	<ul style="list-style-type: none"><li>• Offer branded templates</li><li>• Make complex data digestible (1-page infographics)</li><li>• Review materials pre-submission</li></ul>	Time savings for scientists Consistent branding across WPs
 <b>Activity Promotion</b>	<ul style="list-style-type: none"><li>• Amplify partner events via project channels</li><li>• Co-draft social posts with technical leads</li><li>• Pitch joint success stories to media</li></ul>	Wider reach Shared credit culture
 <b>Event Scouting</b>	<ul style="list-style-type: none"><li>• Flag relevant CFPs (abstract deadlines!)</li><li>• Share networking targets at major conferences</li><li>• Prep team bios/pitches</li></ul>	More speaking slots Strategic partnerships
 <b>Submission Prep</b>	<ul style="list-style-type: none"><li>• Proofread deliverables (language/clarity)</li><li>• Prepare templates for input collection</li></ul>	Zero last-minute formatting panics Faster approval

# Maximise Impact: Leverage Existing Networks

- **Match Your Project to the Right Network**
- **For ENVRI Projects** → [envri.eu](https://envri.eu)
  - **Use ENVRI-Hub:** Central gateway for environmental data/services
  - **Exploit Training:** Ready-made workshops & materials
  - **Branding Kits:** Community logos/visual guidelines for relevant projects
  - **Joint Activities:** Organise joint booths, workshops, webinars, and more
- **For EOSC Projects** → [eosc.eu](https://eosc.eu)
  - **Engage with the EOSC Association and Task Forces:** 250+ members co-creating governance
  - **EOSC EU Node:** Access compute/storage services & Resource Hub  
<https://open-science-cloud.ec.europa.eu/>
  - **Joint Activities:** Organise joint booths, workshops, webinars, and more
  - **Branding Kits:** Community logos/visual guidelines for relevant projects
- **Other relevant examples:** Destination Earth, HPC JU, ESFRI, and so on

# Tap into EC Support Ecosystems



<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>

Matchmaking platform for EU-funded beneficiaries to showcase their research results and maximise their chances of being discovered by the right audiences for exploitation purposes.



<https://www.horizonresultsbooster.eu/>

Booster is an initiative from the European Commission that provides a set of services to EU-funded projects, free of charge, to help navigate the complexities of dissemination and exploitation.



<https://www.hsbooster.eu/>  
HSBooster provides expert services to European projects, helping them increase and valorise project results by contributing to the creation or revision of standards.



<https://dedep.eu/>  
The DEDEP.eu framework is designed to support DIGITAL officers, beneficiaries, and other stakeholders in their D&E efforts. By mapping good practices and programming needs, the framework offers tools and guidance to ensure effective implementation of D&E strategies in line with DIGITAL's overarching goals

- Other examples: CORDIS, European IP Helpdesk, and more
- <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/results-innovation-support>

# Reporting Comms Impact: EC Funding & Tenders Portal

- Official EC platform  
<https://ec.europa.eu/info/funding-tenders/opportunities/portal/>
- Step 1: Access Requirements
  - **EU Login** (formerly ECAS) account
  - **Role Assignment:** Project Coordinator must add you to the project in the portal backend if needed.
- Step 2: Navigation Path
  - 1 – Login
  - 2 – Grants centre in the left bar – Projects
  - 3 – Choose the project – Actions – Manage project
  - 4 – New page – Continuous Reporting
  - 5 – New window – Dissemination Activities / Communication Activities
- **This must be done at least for each official reporting period**



## Comm and Diss reporting as a beneficiary

- Usually your project will have a centralised data collection channel. E.g. A spreadsheet, a Confluence page, a Google Form, etc.
- Ensure you, as a beneficiary, include any relevant communication and dissemination activities in the form when requested by the communications manager, or ideally any time you deliver an activity.
  - Follow the official structure
  - Possibly, fill out the form by the end of the month when the activity took place



# Hands-on exercise!

## Fill out the EC comm and diss report

- Federico Drago, EGI Foundation

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## Phase 1: Project Setup (45 mins)

- Create project foundation
- **Step 1:** Invent project name, with a credible tagline and scientific domain
  - Project focused on developing one digital service for one or more scientific domains
- **Step 2:** Define 4 stakeholders
- **Step 3:** Assign roles:
  - **Comms Manager** (1 person): Oversees EC submission
  - **Beneficiaries** (all others): Generate activities

## Phase 2: Activity Logging (25 mins)

- Populate shared spreadsheet
- **Add at least 3 Communication Activities:** Complete all fields
- **Add at least 3 Dissemination Activities:** Complete all fields
  
- Add your organization name.
- The entries need to make sense with the identified project and stakeholders

## Phase 3: EC Platform Submission (20 mins)

- **Comms Manager Actions:**
- **Verify:** Check for: 3+ comms & 3+ diss entries per beneficiary
  - KPI consistency (*no "1 million participants"*)
- **Access platform**
- **Input:** Copy the information into the platform



# THANKS!

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