e-book

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Navigating EU Projects

Communication, Dissemination and Exploitation Tools for Success

ECSEL JU

Industry4.E
INITIATIVE FOR EXCELLENCE IN DIGITAL INDUSTRY

Ivo Zeller (Lead author)
Navigating EU Projects

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Summary
Navigating EU Projects

Communication, Dissemination and
Exploitation Tools for Success

The guidelines for communication, dissemination and exploitation 'Navigating EU Projects' have been developed in the frame of the Industry4.E Lighthouse Initiative, conceptualised and supported by the Electronic Components and Systems for European Leadership (ECSEL) Joint Undertaking. This booklet provides an understanding and the motivation to build and implement a quality communication, dissemination and exploitation strategy and helps deciding which tools to use for your EU projects.

This booklet presents an efficiently searchable catalogue of tools for communication, dissemination, and exploitation in accordance with the current requirement of your project. This resource provides real-life success stories, best practice implementation, and notable project results from the European Commission's Horizon 2020 Framework Programme (2014-2020) for Research and Innovation, including examples from the Industry4.E Lighthouse Initiative.

The practical examples and tailored recommendations listed in this booklet will enable project managers to improve the impact (societal, economic, environmental) of their EU project by providing methods and success stories to improve knowledge transfer and exploitation of results, to targeted and non-targeted audiences.

The information in this booklet has been condensed from expert input over a 2-year period through the activities of the Industry4.E Lighthouse Initiative and further improved through the long-standing experience from Steinbeis2i and AquaTT in the discussed fields. Through the Industry4.E Lighthouse community the authors have co-opted the knowledge, lessons-learnt and best practice from a variety of experts in the field to improve the impact associated with outreach activities in EU projects.

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Introduction

Navigating EU Projects

Communication, Dissemination and
Exploitation Tools for Success

The digitalisation of industry – Industry 4.0 – is rapidly transforming all stages of the production value chain of goods globally, bringing with its enormous challenges as well as opportunities. Advances in robotics, data collection, cybersecurity and other technologies are creating increasingly efficient, flexible, and tailored manufacturing processes. The explicit aims of this development are longer and healthier lives, a cleaner environment, safe and flexible mobility while assuring security, safety, and privacy for everyone. If exploited, these technologies could create huge growth in European industries.

The European Commission enables industries and research institutes to stay at the forefront of increasingly complicated technologies including all its economic, political, environmental, and social factors. The complexity of the products and services means that no single company or country can master all technologies on their own. To support this initiative, it is crucial to communicate and collaborate between projects, companies and across borders. The individual and communal benefits of sharing results, processes and lessons learnt are an important asset to strengthen the European innovative momentum, bringing prosperity for its member states and an economic advantage on an increasingly digital global market.

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Electronics Components and Systems for European Leadership Joint Undertaking (ECSEL-JU) is an EU-driven public-private partnership, funding innovation in electronic components and systems. Through the ECSEL-JU, European industry, SMEs and Research and Technology Organisations are supported and co-financed by ECSEL participating states and the European Union. ECSEL-JU has created "Lighthouse Initiatives" as they identified the need to better coordinate and link Research, Development and Innovation (RD&I) activities taking place to help European industry achieve digital transition and strengthen Europe's competitiveness and leadership. It is more important than ever that European companies and countries join forces to share and incorporate each other's R&D resources. Three Lighthouses have been launched to date; Industry4.E, Mobility.E and Health.E Lighthouse Initiatives lead the way for private-public collaboration guaranteeing safety and security and establishing common standards and regulations yielding real benefits for industry and citizens.

The digitalisation of industry – Industry 4.0 – is rapidly transforming all stages of the production value chain of goods globally. Advances in robotics, data collection, cybersecurity and other technologies are creating increasingly efficient, flexible and tailored manufacturing processes. If exploited, these technologies could create huge growth in across a spectrum of industries.

Over the past few years, Lighthouse Projects supported by the Industry4.E CSA have been guiding the way forward for other high-tech SMEs in Europe. Supported under the ECSEL Joint Undertaking and funded by the H2020 Research and Innovation Programme, CSA-Industry 4.E is a collaboration between 5 partners from 4 European countries.

Lighthouse Projects supported by the Industry4.E CSA have a special focus on all means of microelectronics and ICT for Digital Industry.

Now more than ever, Research, Development and Innovation (RDI) activities in high-tech areas are taking place across Europe and can help society achieve digital transition and strengthen Europe's competitiveness. But, how does one communicate these high-tech innovations to the general public? How can scientists, industry peers, and even career-starters benefit from the information coming out of European projects? And how can results of projects be best utilized to capitalize on their added value for a maximum number of beneficiaries?

This publication aims to clarify these questions, while providing generalised tools for SMEs in any industry. This booklet also defines the EC's expectations for Communication, Dissemination, and Exploitation activities within H2020-funded projects, and takes a deep-dive into each of these areas. Several practical use cases are presented, along with success stories from Industry4.E Lighthouse projects.

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