



European
Commission

H2020-RISE-2017 Coordinators day

HORIZON 2020 Communication & Dissemination

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Summary

1. Communication \neq Dissemination
2. Acknowledgement of EU funding
3. Communicating R&I
4. Open Science
5. Open Access to Publications
6. Open Research Data Pilot
7. Pilot projects
8. Success Stories
9. Useful links

Communication	Dissemination
About the project and results	About results only
Multiple audiences Beyond the project's own community (include the media and the public)	Audiences that may use the results in their own work e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers
Inform and reach out to society , show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29
Starts at the outset of the project	When results are available
Communication ≠ Dissemination	

Communication and Dissemination

Acknowledgement of EU funding

- ✓ Use **EU emblem**

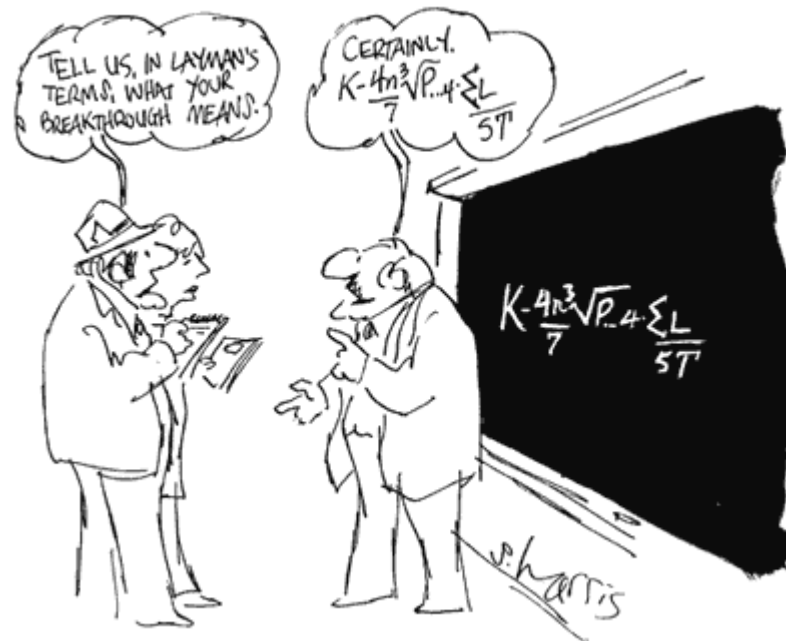


High-resolution emblems are available here
<http://europa.eu/about-eu/basic-information/symbols/flag/>

- ✓ Use **text** as indicated in GA

This project has received funding from the [European Union's Horizon 2020 research and innovation programme][Euratom research and training programme 2014-2018] under grant agreement No [number].

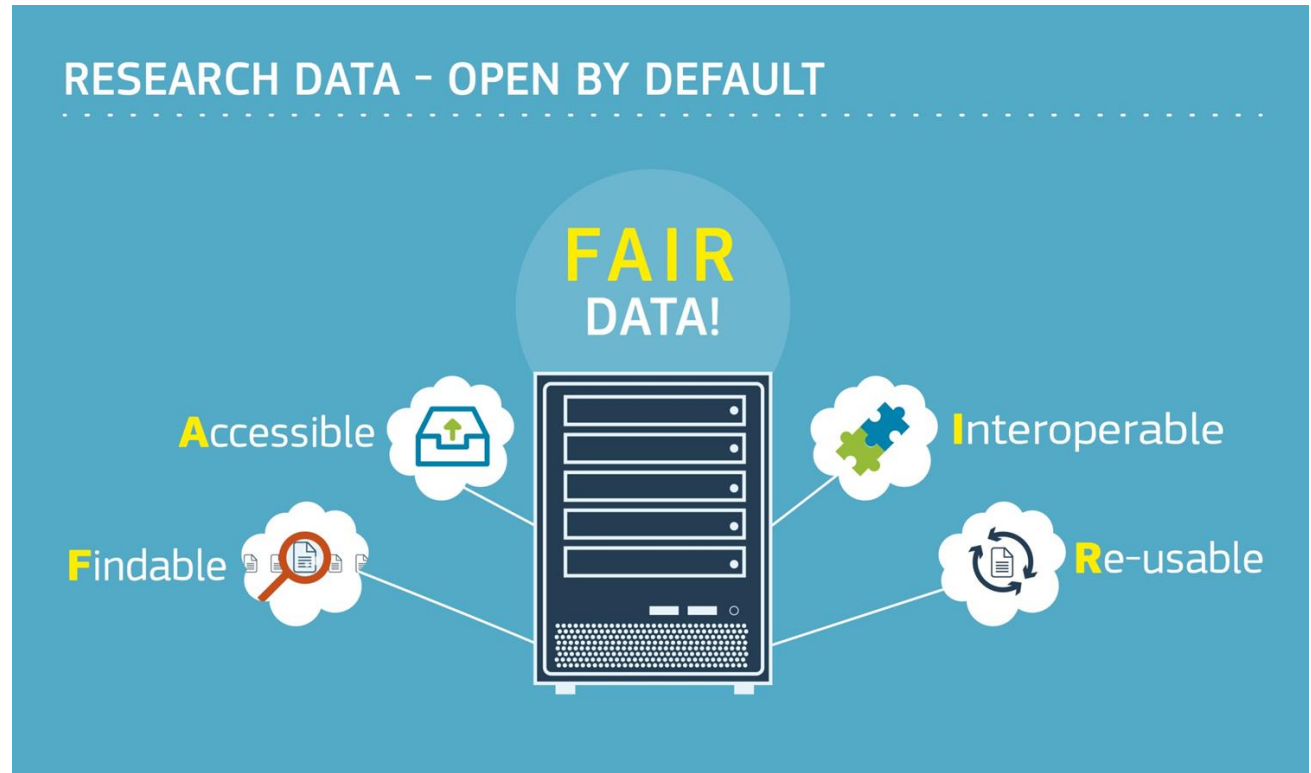
Communicating EU Research & Innovation - Guidance for project participants



http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

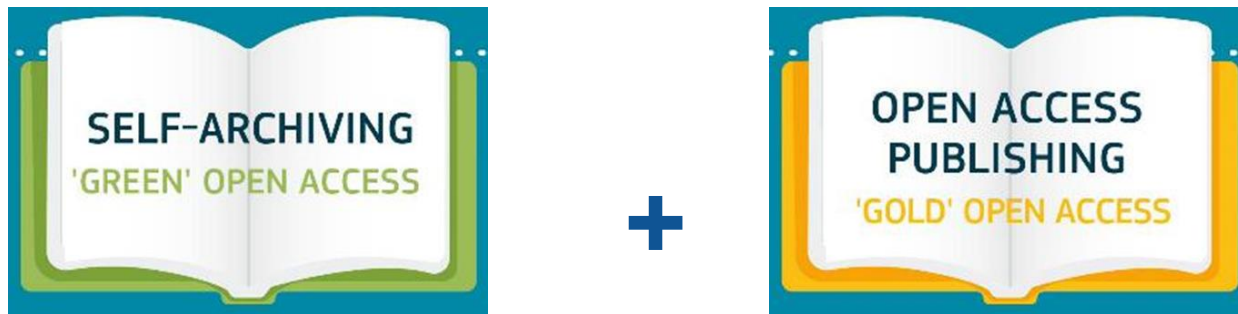
Benefits for opening science

- **For you**
 - *Mistakes*
 - *Usage*
 - *Citizen*
 - *Fraud*
 - *Breakthrough*
 - *Validation*
- **For us**
 - *Impact*



Open Access to Publications

- "Open access" to all reviewed scientific publications relating to the results (Art 29.2 and 29.3):



- **Obligatory** to deposit in a repository ➡ **Green**
- **Encouraged** to publish in open access publications ➡ **Gold**
- Unit costs can cover partially "open access" if incurred during the lifetime of the project

Open Research Data Pilot (ORD)

- In by default, can opt out
- Deliverable at M6 – Data Management Plan - Template

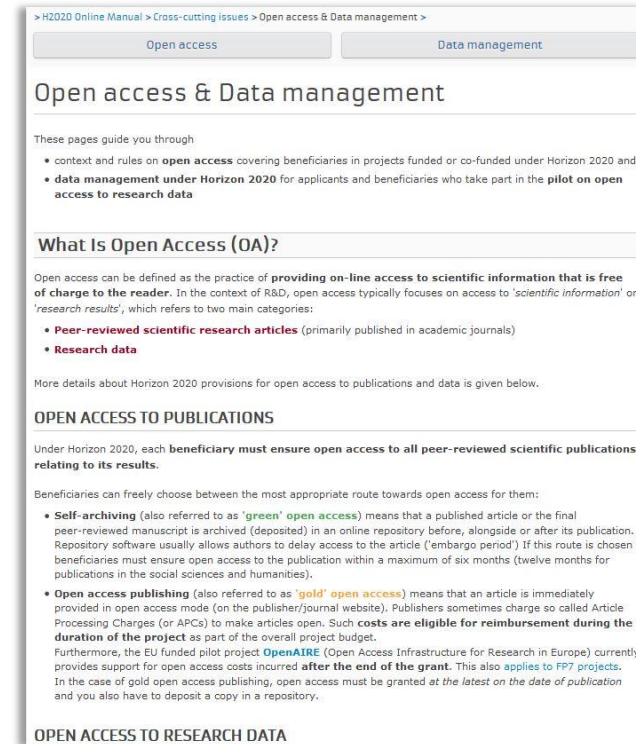
The [Participant Portal](#) has an entire section with info and the [guidelines](#) on Open Access and Data Management in H2020, as well as FAQs

[OpenAIRE](#) is always helpful to H2020 grantees and POs

Write: RTD-open-access@ec.europa.eu

Read: [here](#) (DG RTD) & [here](#) (DG CONNECT)

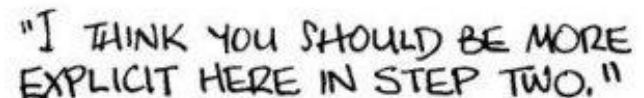
Follow: [@OpenAccessEC](#)



The screenshot shows a web page from the 'H2020 Online Manual' with a breadcrumb trail: '> H2020 Online Manual > Cross-cutting issues > Open access & Data management >'. There are two tabs: 'Open access' (selected) and 'Data management'. The main heading is 'Open access & Data management'. Below it, a sub-heading says 'These pages guide you through' followed by two bullet points: '• context and rules on **open access** covering beneficiaries in projects funded or co-funded under Horizon 2020 and' and '• **data management under Horizon 2020** for applicants and beneficiaries who take part in the **pilot on open access to research data**'. A section titled 'What Is Open Access (OA)?' defines open access as 'providing on-line access to scientific information that is free of charge to the reader'. It lists two categories: '• **Peer-reviewed scientific research articles** (primarily published in academic journals)' and '• **Research data**'. A note mentions 'More details about Horizon 2020 provisions for open access to publications and data is given below.' The next section is 'OPEN ACCESS TO PUBLICATIONS', stating that 'Under Horizon 2020, each **beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results**.' It explains that beneficiaries can choose between 'Self-archiving' (also called 'green' open access) and 'Open access publishing' (also called 'gold' open access). It notes that 'Such **costs are eligible for reimbursement during the duration of the project** as part of the overall project budget.' and that 'Furthermore, the EU funded pilot project **OpenAIRE** (Open Access Infrastructure for Research in Europe) currently provides support for open access costs incurred **after the end of the grant**. This also applies to FP7 projects. In the case of gold open access publishing, open access must be granted **at the latest on the date of publication** and you also have to deposit a copy in a repository.' The final section visible is 'OPEN ACCESS TO RESEARCH DATA'.

Networking Event

- Portfolios, target audiences,
dissemination plans, capacity
building, dissemination campaign.



Success Stories

- Publications
- Articles
- Events
- Audio-Visual
- Social Media
- Commissioner's visits, briefings, events with participation of VIPs
- Videos – example:
<https://www.youtube.com/watch?v=YSdy9BOqK18&feature=youtu.be>



Company: ESN

Services free of charge!

Success stories

Commissioner Tweet



Carlos Moedas 
@Moedas

Congrats to [#EUfunded](#) CONBIOS project with a discovery that could potentially lead to new drugs for treating [#diabetes](#)
[#ResearchImpactEU](#)

Marie Skłodowska-Curie @MSCActions

The [#MSCA-funded](#) project CONBIOS discovered that the cone snail venom could be used in diabetes drugs. 🐌
Read more: [nature.com/nsmb/journal/v...](https://www.nature.com/nsmb/journal/v...)



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Useful links - Communication

- [Horizon Magazine](#) also on [Facebook](#)
- [Success stories](#)
- Twitter [@EUScienceInnov](#) #H2020
- Twitter [@MSCActions](#) #MSCA
- [Publications](#)
- Hashtags: #H2020, #MSCA + #InvestEURResearch

Ask your Project Officer if you wish to feature your project via our channels!

Resources

- ✓ Horizon 2020 Online Manual

http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm

- ✓ Annotated GA

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf

- ✓ Brochure "Communicating EU Research & Innovation"

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

- ✓ Science communication Event – 24 July 2016

<http://ec.europa.eu/research/conferences/2016/scicomm2016/index.cfm?pg=programme>

- ✓ Video tutorials

<https://www.youtube.com/playlist?list=PLvpwljZTs-Lhe0wu6uy8gr7JFfmv8EZuH>



Resources – practical

- *Where to deposit data?*

Institutional repository

OR

Disciplinary repository (arXiv, Europe PubMed Central, etc.)

OR

Zenodo (www.zenodo.org) if none of the above is available. EC-cofunded, multidisciplinary repository, for publications and data.

- *Sherpa-Romeo: publisher policies*

<http://www.sherpa.ac.uk/romeo/>

→ very few journals do not offer either green or gold

- *Directory of Open Access Journals:*

<http://doaj.org/>

→ 10,039 Journals covered

- *Directory of Open Access Books:*

<http://www.doabooks.org/>

- *Directory of Open Access Repositories:*

<http://www.opendoar.org/> and <http://roar.eprints.org/>

- *As well as thematic initiatives, (PubMedCentral, arXiv.org), open access publishers (e.g.PLoS) and of course...google scholar (not everything there is OA but quite a bit)*

Thank you

