

Pathways for Post-Project Valorization and Mid-Term Impact in Horizon Europe

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You might remember...



CDE

Communication

- Project website
- Social media
- Project events, etc.



Success stories

If your project has achieved outstanding results relevant to EU citizens, then it could be promoted via some of the European Commission's free-of-charge channels such as:

- [Cordis Results in Brief](#)
- [Research & Innovation success stories](#)
- [Horizon Magazine](#)
- or during events such as the [R&I Days](#)

Further guidelines available on HE online manual - [Communicating your project - Acknowledgement of EU funding](#) and REA website - [Communicating about your EU-funded project](#) and Horizon Social Media Guide - [HE Social media guide](#)



Communication measures should promote the project throughout its full lifespan.

The aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens.



Dissemination



The public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

"The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests" (Annex 5 of GA)

The beneficiaries may choose the appropriate publicly available format for disseminating their results.

Standard forms of dissemination:

- Website
- Presentation at a scientific conference, at an education and training event or other events with stakeholders and potential users of the results
- Peer-reviewed publications (open access)



Exploitation



The use of results in further research and innovation activities other than those covered by the action concerned.

Including among other things commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

You are obliged to exploit your results



As a Horizon Europe beneficiary you must:

- Use your best efforts, up to 4 years after the end of the action, to exploit your results directly or to have them exploited indirectly by another entity, in particular through transfer or licensing
- **Protect your results adequately** – if possible and justified – taking account possible prospects for commercial exploitation and any other legitimate interest
- If results are not exploited within 1 year after the end of the action, you must use the **Horizon Results Platform (HRP)** to find interested parties to exploit the results. The HRP is free, is part of the F&T portal, is available to all beneficiaries and is based on results, not on projects



Provision of a **results ownership list (ROL)** is **mandatory** at the end of the project.

- Fill in the **dedicated form of the reporting template**
- Failure to fill it in can result in blocking of the final periodic report



What now: think ‘Wrapping Impact’



Horizon Europe legislation defines three types of impact tracked through **Key Impact Pathways**

Communication, dissemination and exploitation activities are **an integral part of Horizon projects** – and in Horizon Europe in particular! – to help **maximise the impacts** of EU research & innovation funding.

1. Creating high-quality new knowledge
2. Strengthening human capital in R&I
3. Fostering diffusion of knowledge and Open Science

**Scientific
Impact**



4. Addressing EU policy priorities & global challenges through R&I
5. Delivering benefits & impact via R&I missions
6. Strengthening the uptake of R&I in society

**Societal
Impact**



7. Generating innovation-based growth
8. Creating more and better jobs
9. Leveraging investments in R&I

**Economic
Impact**



Key results & impact monitoring

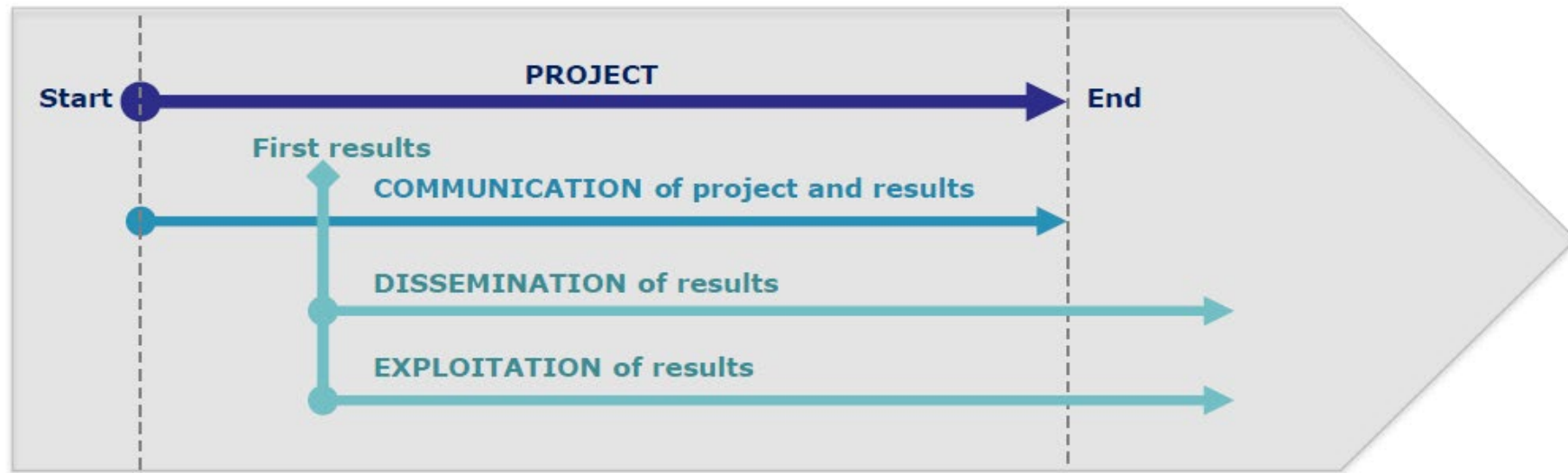


- If results are not used, the expected impacts will not be achieved - **What is special about your results?**
- Identify **key exploitable results or outputs** which can be used either by project partners or other stakeholders
- **Quantify your results and impact** - justify choice of baselines, bench-marks, assumptions, references & calculations
- **Identify synergies, needs, overlaps and potential areas of collaboration with other stakeholders** (e.g. tools and methodologies, case studies, outreach activities)

What can WE (the EC) do for you?

Support services and opportunities

Have you been/are you thinking sufficiently ahead?



D&E support services and opportunities

	Aim	Who	When	Relevant links
Innovation radar	Identify high potential innovations and innovators	PO + Innovation expert	End of each reporting period	Innovation Radar
Horizon Results Platform	Promote Key Exploitable Results	Beneficiaries H2020 and Horizon Europe	Whenever KERs are available	Horizon Results Platform
The Booster	Support in D&E activities to maximize impact	Beneficiaries H2020 and Horizon Europe (individual or clusters)	The earliest possible (first come, first served)	Horizon Results Booster
Horizon Standardisation Booster	Valorise R&I results through standardization: advisory, coaching and training services	Horizon 2020/HE beneficiaries with research results likely to lead to the revision or creation of a standard	Open call running continuously	HSBooster.eu
IP helpdesk + Horizon IP scan	Support in IPR management	<i>IP Helpdesk</i> : Beneficiaries H2020 and Horizon Europe <i>IP scan</i> : SMEs	<i>IP Helpdesk</i> : whenever necessary <i>IP Scan</i> : up to 6 months after GA signature	IP Helpdesk Horizon IP Scan

HORIZON RESULTS PLATFORM

MAKING RESULTS MATTER

About the Horizon Results Platform (HRP) ...

- ❑ Facilitate and promote the **uptake of R&I key exploitable results (KERs)**
- ❑ KERs from **FP7, Horizon 2020, Horizon Europe** and possibly other EC R&I Programmes are in scope
- ❑ **Beneficiaries from above programmes can upload results** through their project roles on the **Funding & Tenders Portal**
- ❑ **Primary Coordinator Contact (PCoCo), Coordinator Contact (CoCo) and Participant Contact (PaCo) roles only!**



The Horizon Results Booster



Booster is an initiative from the European Commission, providing a set of services to EU-funded projects and beneficiaries, free-of-charge, a-la-carte, through expert facilitators to help navigate the complexities of dissemination and exploitation.

The free-of-charge services

Booster's comprehensive services encompass everything from go-to-market strategies and networking opportunities to intellectual assets management and public speaking coaching.

Dissemination Support

This core service supports the promotion of a project's results to target audience by helping develop impactful dissemination plans and implement them effectively.

Go-to-Market Support

This core service aims to help focus on increasing the maturity level of Key Exploitable Results (KERs), developing effective business plans to facilitate market access and impact, and more.

Add-on Services

A range of complementary services, including networking, portfolio analysis, and public speaking coaching.

By applying through this [website](#), the applicant will be invited to an initial consultation where R&I exploitation and dissemination needs will be discussed, and the Booster programme, along with its range of services, will be tailored accordingly. A single point of contact, the Booster mentor, will be assigned to support throughout the process and guide through the completion of the services.



SUPPORTING NATIONAL AND EU-FUNDED R&I PROJECTS

The European Standardisation Booster

36 months • Apr 2026 – Mar 2029



Project Open Call



Become an expert

Leveraging HSbooster.eu (2022–2025)

200+
Projects mentored 1-1

4.5/5
Service Satisfaction

41%
Female Participants

90+
Standardisation experts

30+
Awareness raising events

PROPOSAL STAGE

Proposal Support

Short-term

Review of proposal draft to identify standards opportunities & relevant TCs to embed.

ACTIVE PROJECTS

Mentoring Service

Up to 3 months

Map standardisation landscape, identify entry points, and build a standardisation strategy.

RESULTS-READY PROJECTS

Standards Accelerator

Up to 6 months

Hands-on facilitation to contribute to standardisation.

First Training Academy webinar coming in September 2026!

Training Academy

Online courses, resources and 25 events for researchers, Technology Transfer Offices & National Contact Points.

Recognition System

State of play and development of recognition system for researcher contributions to standards.

PARTNERS



FUNDING Horizon Europe • GA No. 101295066



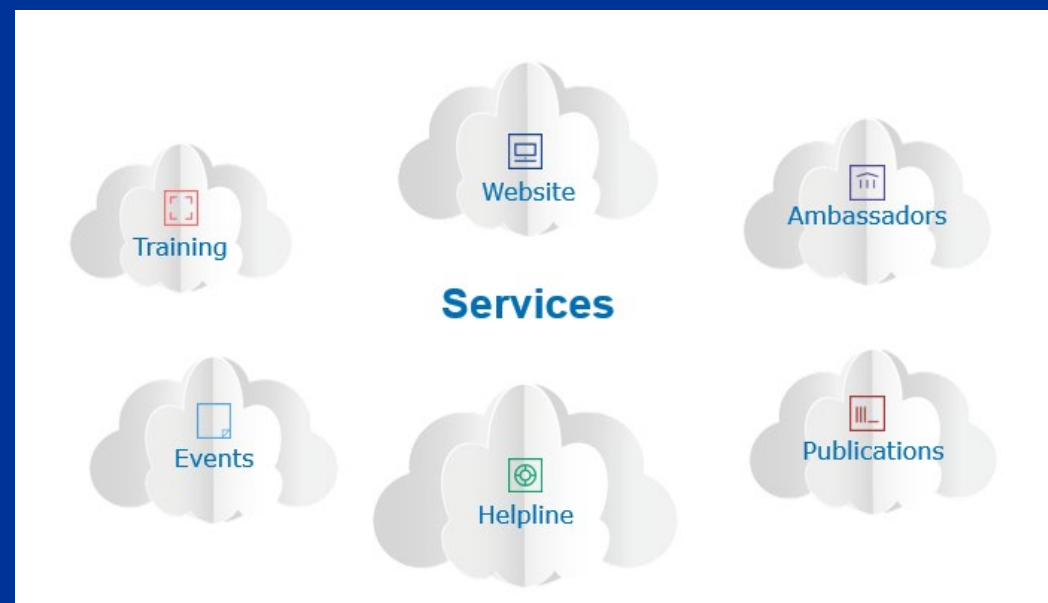
European IP Helpdesk

Raise awareness amongst **beneficiaries of EU-funded projects & EU SMEs** of the importance of IP management

Capacity building along the full scale of IP practices: from awareness to strategic use and successful exploitation.

Providing **proficient, first-line, jargon-free IP support** – free of charge

Covering all forms of IP(R)



[European IP Helpdesk website](#)





Innovation Radar:

- 'A data-driven methodology to deliver intelligence about EU-funded innovations and innovators, their market readiness and disruptive potential.'



Overview of IR in reviews



IR Expert

- assesses the innovation(s)
- discusses with consortium
- fills in the IR questionnaire

Project Officer

- nominates expert
- earmarks a slot for discussion during review
- steers project into prizes / support tools

Consortium

- provides information on innovation(s)
- receives feedback on improvement needs
- receives advice on available support tools/actions



- <https://www.innoradar.eu/>

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Benefits of using IR



Objective assessment of project innovations in terms of:

- Disruptive potential
- Market maturity



Advice from innovation expert to guide project in terms of innovation strategy



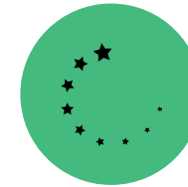
Inclusion of project innovations and innovators on IR's public platform

- Beneficiaries can 'claim' their profile page on public platform & enhance it with additional info (more details)



Opportunity to be selected in annual IR Prize competition

- Overall winner featured in dedicated euronews broadcast



Privileged access to services from Dealflow.eu (IR's Horizon Europe support action)



Access to services of HE "Tech Due Diligence" pilot



What can YOU do for us?

Feedback to Policy



Why is it important?

(Scientific) evidence...for future policies

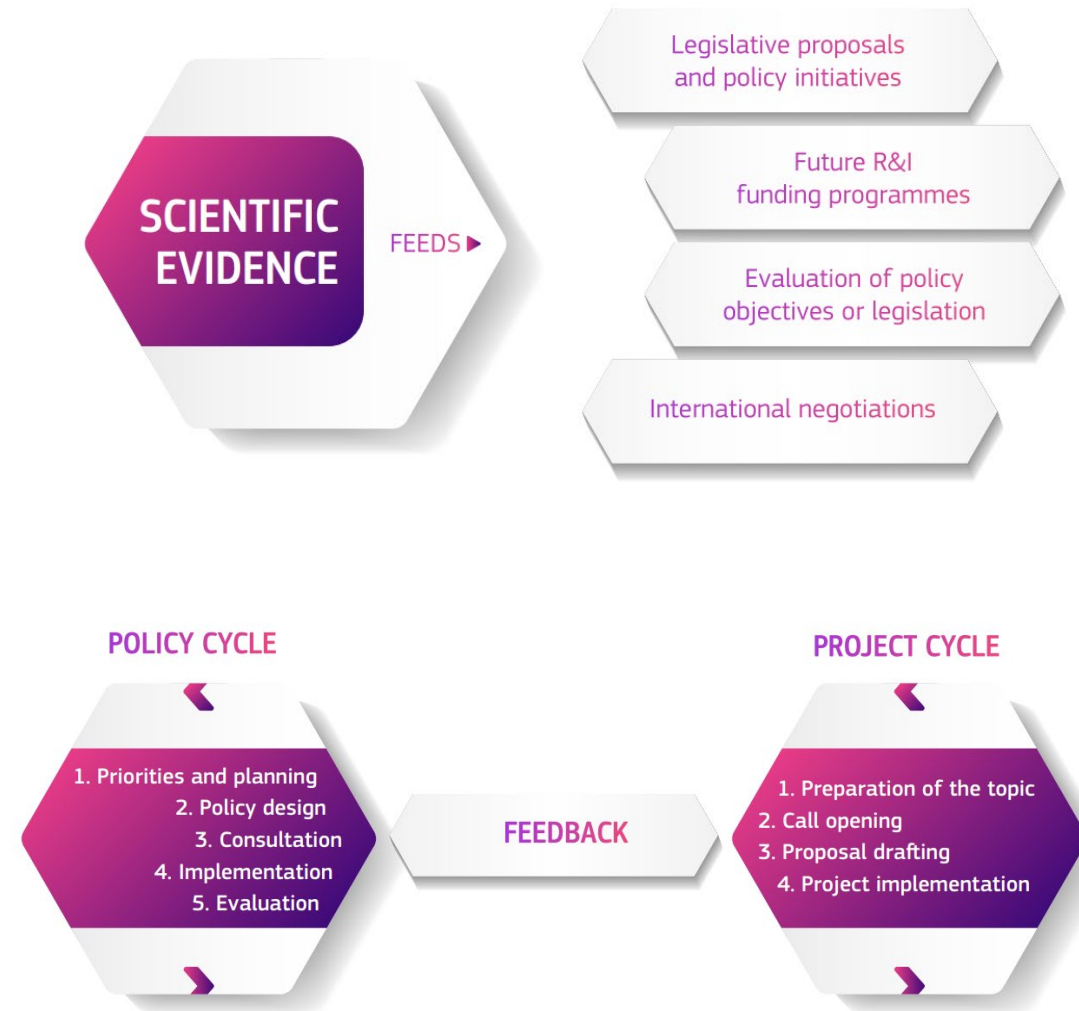
- inform policymakers of **issues** at stake
- helps **target policies** in areas needed
- **citizens** are calling for this

(Scientific) evidence...for existing policies

- helps **evaluate** policy objectives / legislation impact
...leading to **better legislation & policies** for society

(Scientific) evidence...one of many sources

- policymakers consider multiple inputs in policymaking, with evidence from projects being a valuable source



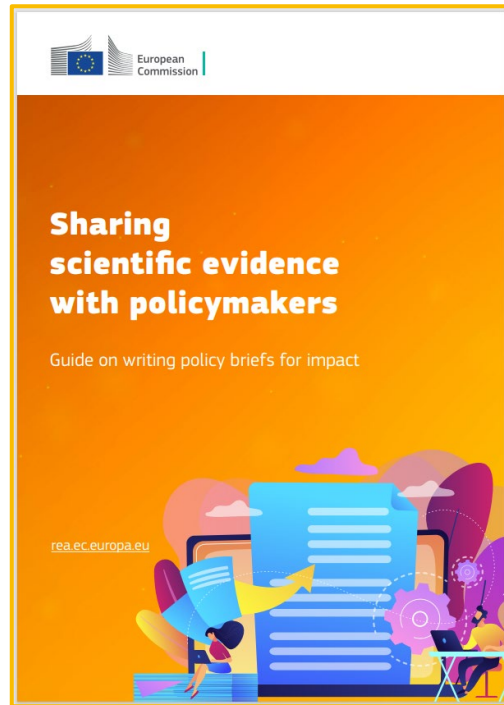
Plan for policy impact: 7 questions

Why are you engaging?	• Discern the issue at stake and define the purpose of sharing your results
Who to inform?	• Identify who you want to inform. Understand expectations, needs & barriers. Establish contact
Who to collaborate with?	• Collaborate with stakeholders/projects to maximise synergies & impact
What are your key messages?	• Focus on results, link to issue being addressed and make recommendations relevant & understandable
What type of supporting evidence?	• Present supporting evidence in a format easily transferred to the policy question
When to share results?	• Start early & plan for timely inputs to identified policy initiative. Assess & adapt to changing context
Which channel?	• Choose right channel depending on target audience, policy context & timing

Plan for policy impact: the channels

Policy briefs	summarise the policy issue and make clear, actionable recommendations based on project results
Workshops and meetings involving policymakers	engage directly with policymakers to present findings , get feedback and build relationships
Conferences and events	disseminate to a broad audience, connect with stakeholders and explore synergies
Project reporting	concise overview of how results/activities are relevant for specific policy areas
Working groups, networks, platforms	connect to ongoing dialogues and collaborate with experts
Public consultations	provide a direct way of sharing evidence with policymakers inviting feedback on specific initiatives
Academic publications	reach scientifically minded policymakers while establishing results credibility
Social media	engage with policymakers in real time





Where to start when sharing scientific evidence with policymakers?

- Understand the policy context
- Join forces with other stakeholders
- Plan for policy impact

Further information available at

[Sharing scientific evidence with policymakers – a starter kit](#)

And

[Sharing scientific evidence with policymakers – guide on writing policy briefs](#)



Thank you!



Expert evaluators needed



REA is always looking for Horizon Europe experts (especially) in under-represented fields and countries to:

- Evaluation of proposals and make funding decisions
 - Monitor the implementation of funded projects
-
- Which expertise are we looking for & how to register?



[Find out more about being an expert evaluator for Horizon Europe here.](#)



Annexes



Where to find information on projects



Horizon Dashboard

- Provides **data and statistics** on projects from the first Framework Programme right up to Horizon Europe.
- Focus on visualisation, possible to extract data
- Place of reference for Country profiles



[Click here for the Horizon Dashboard](#)



CORDIS

- **Public repository** with general information on R&I Framework Programme projects
- Information on the **projects and results**
 - Participants list, reports, deliverables and links to open-access publications
 - Project factsheets, results packs, results in brief, news items, podcasts and more.



[Click here for Cordis](#)



An aerial photograph of a multi-lane bridge spanning a body of water. A single yellow car is visible in the center lane, moving away from the viewer. The water is dark blue with visible ripples. The sky is not visible, as the bridge and water fill the frame.

Dealflow^{eu}

Supporting IR
start-ups to scale up

Where to start?

There are **3 main principles** for projects to effectively feed into policy:



1. Understand the policy context

- **Monitor** policy developments relevant to your field
- **Understand needs** at EU, national, regional and local levels
- **Know when** your input is needed
- Identify **relevant project results**
- Your **project officer** can connect you with relevant policymakers



2. Join forces

- **Establish relationships** with stakeholders in similar or complementary fields
- Identify **synergies** & potential areas of collaboration



3. Plan for policy impact

- Identify **issue** and **purpose** of sharing results
- Identify **target audience**
- Make relevant **recommendations**
- Focus on linking **results** to the policy issue
- Start early and **plan for timely inputs**
- Choose the right **channel**

The programme lifecycle

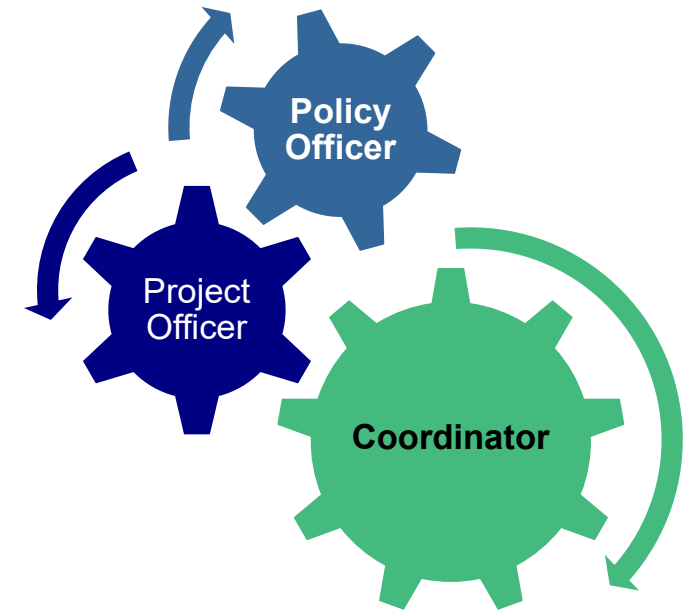
Society

Policy DGs

- Policy officer Other key DGs

REA

- Project officer
- Financial officer



What is sharing evidence with policymakers?

- Throughout their lifetime and beyond, projects can **inform policymakers** about their **results** or **make recommendations** relevant for a specific policy context
- Policymakers can be found at **different levels**:

EUROPEAN



- Find out what's happening
- Policy officers (you can access them via your project officer)

NATIONAL



- Find out what's happening
- Find out who to target

REGIONAL/LOCAL



- Find out what's happening
- Find out who to target