

Bringing your research results to market

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Why



Project CARING: contribution of airlines for the reduction of industry nuisances and gases (FP7 - 255875)



Project results

Datasets on flight indicators and performance

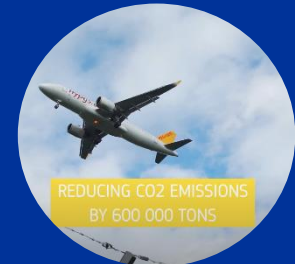
Best practices on CO2 savings

Cost-saving for airlines

Policy recommendations for CO2



Select Key Exploitable Results
Dissemination & Exploitation Plan
Go-to-market plan: uptake by major airlines



Scientific impact : new knowledge

Societal impact: green global economy

Economic impact : leveraging investments

Legal obligation and opportunity



Horizon Europe Regulation (EU) 2021

■ Article 39 – Exploitation and Dissemination

1. Each beneficiary that has received Union funding shall **use its best efforts to exploit the results** it owns, or to have them exploited by another legal entity. [...]

If, despite a beneficiary's best efforts to exploit its results directly or indirectly, **the results are not exploited within a given period as established in the grant agreement**, the beneficiary **shall use an appropriate online platform** as identified in the grant agreement to find interested parties to exploit those results.

2. Beneficiaries shall disseminate their results **as soon as it is feasible**, in a publicly available format, [...].

6. Unless the work programme provides otherwise, proposals shall include **a plan for the exploitation and dissemination of the results**. If the expected exploitation of the results entails developing, creating, manufacturing and marketing a product or process, or in creating and providing a service, the plan shall include a **strategy for such exploitation**. [...]



Key concepts



Results

Tangible/intangible
output
(data, knowledge &
information)



Key exploitable results

Potential to create
impact



Communication

Strategic measures for
promotion to targeted
audiences



Dissemination

Circulating results to
those able to use them



Exploitation

Use of results in further
activities

Actions to take by EU beneficiaries

Disseminate

As soon as possible in publicly available format
*restrictions due to protection of intellectual property, security rules or
legitimate interests*

**Open science to peer-reviewed scientific publications
relating to their results**
other dissemination or open science obligations in the call

**Research data and management
aligned with FAIR principles**

Exploit

**Best efforts up to 4 years after the end
of the action**

**Use the R&I results through third party exploitation if
possible and appropriate**

**If the results are not exploited within one year after the end of
the action → beneficiaries must use the Horizon Results
Platform**



Tips for effective dissemination & exploitation

- D&E starts with describing the impact of your proposal at application stage
- Think of D&E ahead of the results of the project, not at the end of it
- D&E obligations continue after your project ends
- Define results ownership clearly – include clauses in your Consortium Agreement
- Develop a clear, adaptive D&E strategy aligned with project goals
- Tailor your approach: use formats and channels suited to your audience (e.g., webinars for experts, infographics for the public, policy briefs for decision-makers)
- Reach out to local and national partners to support your D&E (i.e. TTOs, NCPs)



The toolbox: tailored support at every step



Key tools for results dissemination and exploitation

Non go-to-market: policy or knowledge-sharing



Go-to-market results: innovations



EU

Innovation Platform

Where innovation moves forward

EU Innovation Platform

- Single digital entry point for EU-funded innovators
- Launched in June 2026
- Tailored advisory services, funding opportunities, partnerships & collaborations to support innovation-to-investment journey
- Register to receive personalised recommendations adapted to sector, needs and innovation maturity level



Who can join the EU Innovation Platform

■ 2026

- EU-funded innovators benefitting from EU Research and Innovation programmes (Horizon Europe, Horizon 2020, ...)

■ 2027

- EU Innovators
- Investors
- Corporates
- Business service providers



Services for EU-funded innovators

European
Innovation
Council



European Institute of
Innovation & Technology

A body of the European Union



Business Support on Your Doorstep



European
IP Helpdesk

BOOSTER



Driving Successful and Responsible
Angel Investing in Europe



SOLARIMPULSE
FOUNDATION



Services: European IP Helpdesk

■ Resources

- Getting started
- IP and thematic areas
- IP in EU-funded R&I projects
- IP in business

■ Helpline

- Experienced legal specialists assist within no more than three working days

■ Training

- Online sessions, on-site workshops and special training schemes



Services: Booster (1)

■ Objectives

- Gain clarity on key exploitable results
- Accelerate path to market
- Put business plan into action

■ 5 Modules

- Kick-off
- Unique value proposition and Key exploitable result
- Exploitation strategy
- Business plan
- Access to funding and entrepreneurship support



Services: Booster (2)

■ Eligible EU programmes

- Horizon Europe
- Horizon 2020
- FP7
- EIT
- ...

■ Eligible applicants

- One project
- Group of projects
- One organisation
- Group of organisations



Key tools for R&I data and project information



■ **Horizon Dashboard**

Visualisation tool for data and statistics on participation

- Success rates, data on funded projects, participants, countries, regions, domain etc.
- Information on results of funded projects, notably Intellectual Property Rights (IPRs) and scientific publications



■ **CORDIS**

Online repository of information on all funded projects and results

- Project factsheets, funding details, participating organizations, reports, deliverables, and open-access publications
- Publications, news, open data, APIs



Key takeaways

- Don't stop at research, aim for impact
- Disseminating and exploiting your results is a legal obligation, but also an opportunity to make the most of your results
- Support is available at every step of the way

Thank you

