



# DISSEMINATION OF THE PROJECT'S RESULTS

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# agenda

- Dissemination – that is what?
- Why dissemination of the project's results is important?
- What to consider when developing a dissemination plan/ activities?
- What are the standard forms of dissemination in research projects?

# I. Dissemination – that is what?

- **Dissemination** means sharing research results with potential users, e.g. - peers in the research field, industry, other commercial players and policymakers.



HOW?

↘ Is about making the project's results AVAILABLE to the RELEVANT PEOPLE to be used and generate further impact.



TO WHOM?

# COMMUNICATION V. DISSEMINATION

Communication	Dissemination
About the project and its outputs	outputs only
Multiple audiences (beyond the project's own community)	Audience that may use the project's outputs in their own work e.g. peers, industry and other commercial actors, professional organisations, policymakers
Inform and reach out to society, show the benefits of research	Enable use and uptake of the project's outputs by describing and making them available

Source: IMI1 project guidelines for the dissemination of foreground, p.2.

## II. Why dissemination of the project's results is important?

- **FORMAL OBLIGATION:** Beneficiaries of the EU funding should engage in dissemination activities,
- unless it goes against their legitimate interests, (confidentiality reasons, security reasons, or the obligation to protect personal data).
- Each beneficiary must — as soon as possible — disseminate its results by disclosing them to others by appropriate means.

# Examples of legitimate reasons for restricted disclosure and limited dissemination:

- SECURITY REASONS: information gaps and vulnerabilities on existing systems and critical infrastructure;
- CONFIDENTIALITY REASONS: sensitive information concerning commercial secrets, know-how;
- OBLIGATION TO PROTECT PERSONAL DATA: information which relates to an identified or identifiable natural person



WHAT?

+ the dissemination of results can be postponed to allow the appropriate IPR protection of the project's results beforehand.



WHEN?

## II. Why dissemination of the project's results is important?

- EU funded projects are expected to have broader impacts, i.e. that go beyond your own interests and purposes.
- Good project  $\neq$  successful grant application



a convincing request for funding, in which we primarily respond to the preferences and expectations of the donor of funds.

# 4 key questions & potential pitfalls

WHAT?	What project's results (data, information, knowledge) will be disseminated? Those which can generate further impact
TO WHOM?	What is the audience of dissemination activities? Potential users of the project's results
WHEN?	When (during and after the implementation of the project) specific dissemination activities will take place? As soon as possible
HOW?	What are the appropriate means for dissemination of your project's results? in an easily accessible, understandable and re-usable form; open access



# IV. What are the standard forms of dissemination in research projects?

- website
- presentation at a scientific conference
- peer-reviewed publication

(+ presenting project's results to local community groups and other local stakeholders, meetings of professional associations, sharing information through social media, etc.)

↳ my dissemination activities should be **EFFECTIVE**, i.e suited to achieving dissemination goals and **PROPORTIONATE** to the scale of the project

# Further guiding questions for developing dissemination plan/activities

- In what area do you expect to make an impact?
- What needs might be solved/met thanks to the results of your project?
- What outputs will be created?
- Who are the potential users of your results?
- How will you contact them?
- Where will the outputs be made available during and after the project?



THANK YOU FOR  
YOUR ATTENTION!