

# Deliverable 3.1

## Dissemination and Exploitation Plan

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*Version 1*

<b>AQUAculture infrastructures for EXCELlence in European fish research 3.0</b>
WP 3
Deliverable 3.1
Lead Beneficiary: ERINN Innovation Limited
Call identifier: Biological and Medical Sciences - Advanced Communities: Research infrastructures in aquaculture
Topic: INFRAIA-01-2018-2019
Grant Agreement No: 871108
Dissemination level: PU
Date: 29.01.2021



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## Summary

### Objective:

The AQUAEXCEL3.0 Dissemination and Exploitation Plan (DEP) describes the activities to be performed and the channels to be used to promote and disseminate the project and its outputs, and to exploit the project results

### Rationale:

The DEP summarises strategic and concrete action related to external communication, dissemination and exploitation activities, which will be ongoing throughout the project duration. It contains a set of protocols to ensure that knowledge coming out of AQUAEXCEL3.0 is carefully managed and transferred when there are exploitable results. The protocols are set up for efficient:

- a) **KNOWLEDGE MANAGEMENT:** to ensure the timely identification and collection of knowledge outputs generated by AQUAEXCEL3.0 (both core project and its associated TNA programme projects) to inform knowledge transfer, dissemination and exploitation activities.
- b) **DISSEMINATION:** to publicly disclose the results of the project in any medium, not only by scientific publications. Dissemination makes research results known to various stakeholder groups (such as research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work.
- c) **KNOWLEDGE TRANSFER, EXPLOITATION and IMPACT:** to effectively and pro-actively transfer knowledge, resulting in uptake and exploitation by different end-users which will provide measurable impacts for AQUAEXCEL3.0 while ensuring AQUAEXCEL3.0 foreground and Intellectual Property (IP) are properly managed

AQUAEXCEL3.0 will develop and make use of the latest tools, resources and communication channels resulting in cost effectiveness and maximum impact. The DEP adopts EC best practice guidelines and defines the objectives, a stakeholder engagement strategy, end-users, communication tools and channels, responsibilities, resources and metrics for measuring impact.

Overall WP3 (NA3) of AQUAEXCEL3.0 will ensure effective external communication, dissemination and optimal outreach of results and applications, while WP2 (NA2) of AQUAEXCEL3.0 will deal with knowledge management and transfer to industry leading to optimal exploitation of its results.

The DEP has been developed by ERINN who is responsible for its coordination. However, all project partners are involved in dissemination and exploitation to foster awareness and transfer results for impact, especially in their own countries and in their own communities.

**Team involved in deliverable writing:** ERINN (Jane Maher, Marieke Reuver)

## 1. Introduction

To ensure effective communication, dissemination, capacity building, technology and knowledge transfer and take-up, as well as capacity building, there are two dedicated Work Packages – WP3: NA3 Capacity building, communication, dissemination and impact, and WP2: NA2 Industry-driven innovation and sustainability – within AQUAEXCEL3.0 that focus on multiple tasks related to these activities. A Dissemination and Exploitation Plan (DEP; D3.1 – contained herein) was drafted at the proposal stage and was implemented immediately upon project commencement. The DEP will be reviewed and updated on an annual basis throughout the project lifetime to ensure that it remains fit-for-purpose (D3.1).

Professional science communicators, ERINN, together with all project partners, will implement efficient and effective knowledge management activities, dissemination, exploitation, knowledge transfer and outreach. This will ensure that valuable knowledge generated in the project is identified and transferred to potential end-users. Potential end-users include industry, the scientific and research community, policymakers, and the general public. AQUAEXCEL3.0 will make use of and reinforce existing networks to achieve a measurable impact, fostering market uptake and social acceptability.

The overarching objective of the AQUAEXCEL3.0 DEP is to provide partners with a set of protocols and processes that ensure the principles relating to Knowledge Transfer, Dissemination and Exploitation are followed by all beneficiaries for increased success.

The DEP objectives are to:

- Promote the project activities and results beyond the consortium to industry, scientific community, policymakers, regulator and the general public.
- Ensure there is an approved and transparent process to identify, collect and analyse knowledge outputs arising from AQUAEXCEL3.0, with special focus on TNA projects, to assure uptake by target and end users for the benefit of the European aquaculture sector.
- Organise interactive brokerage events and workshops as tools to promote knowledge transfer exchange and uptake between generators and users.
- Design and implement a monitoring system to measure the impact of AQUAEXCEL3.0 and TNA research and knowledge exchange/transfer efficiency.
- Manage and carry out the AQUAEXCEL3.0 dissemination and exploitation plan to increase the awareness of European aquaculture RIs, their facilities, services and knowledge, for all stakeholders.
- Promote the AQUAEXCEL3.0 project and its activities and results employing a range of communication and dissemination tools.
- Carry out scientific dissemination of the results.
- Ensure suitable Intellectual Property management strategies to enable effective knowledge transfer and innovation.

The foundation of the AQUAEXCEL3.0 DEP is the knowledge management process which will be implemented from the start of the project and which will inform both dissemination and exploitation activities

AQUAEXCEL3.0 distinguishes between communication, dissemination and knowledge transfer as follows:

- **Communication** means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.
- **Dissemination** is the public disclosure of the results of the project in any medium. It makes research results known to various stakeholder groups (research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organised at the beginning of each project.
- **Knowledge transfer** is more advanced and requires several crucial steps. These include identifying exploitation mechanisms and activities, which focus on identified target and end users, and designing Knowledge Transfer Plans around profiles of target and end users, to ensure impact and uptake of the results.

**Please note:** *Each beneficiary has an obligation to disseminate and exploit results generated through the AQUAEXCEL3.0 project, while ensuring protection of knowledge where needed, see Article 28 of the Grant Agreement for specific details.*

## 2. EC rights, rules and obligations related to results

### 2.1. Ownership of results

Results are owned by the beneficiary that generates them. Two or more beneficiaries' own results jointly if they have jointly generated them and it is not possible to establish the respective contribution of each beneficiary or separate them for the purpose of applying for, obtaining or maintaining their protection. The joint owners must agree (in writing) on the allocation and terms of exercise of their joint ownership ('joint ownership agreement'), to ensure compliance with their obligations under the Grant Agreement (GA) (Article 26.2). If valuable results are not protected the Commission may, under certain circumstances, assume ownership of the results (see Article 26.4 in the GA for more details).

### 2.2. Protection of results

Each beneficiary has an obligation to protect its results. For any results that can reasonably be expected to be commercially or industrially exploited, beneficiaries must examine the possibility of protecting them and if possible, protect them even if this requires further research and development or private investment. If a beneficiary intends not to protect its results, to stop protecting them or not seek an extension of protection, the EU may under certain conditions (see GA Article 26.4) assume ownership to ensure their (continued) protection.

### 2.3. Exploitation of results

**Each beneficiary has an obligation to exploit its results.** Each beneficiary must – up to four years after the period set out in GA Article 3 – take measures aiming to ensure 'exploitation' of its results by: (a) using them in further research activities; (b) developing, creating, or marketing a product or process;

(c) creating and providing a service, or (d) using them in standardisation activities. For further details, please consult GA Article 28. If a beneficiary breaches any of its obligations under this Article, the grant may be reduced in accordance with GA Article 43.

## 2.4. Dissemination of results – Open Access – Visibility of EU funding

### **Open access:**

For Horizon 2020, providing open access (free of charge, online access for any user) to publications in funded projects is an obligation for all grants. **Each beneficiary must ensure open access (OA) to all peer-reviewed scientific publications** relating to its results (GA Article 29.2).

Beneficiaries must:

- As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications;
- Ensure open access to the deposited publication, via the repository, at the latest:
  - on publication, if an electronic version is available for free via the publisher, or
  - within six months of publication in any other case.
- Ensure open access, via the repository, to the bibliographic metadata that identifies the deposited publication.

There are two main routes towards open access to publications:

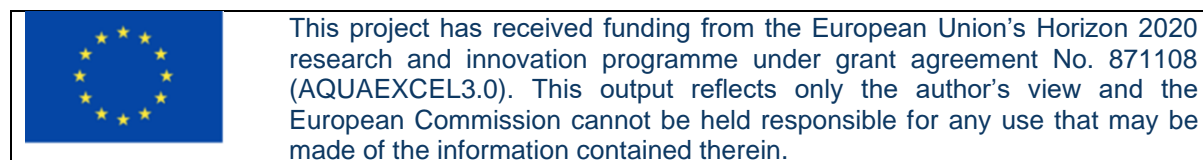
- Self-archiving (also referred to as 'green' open access) means that the published article or the final peer-reviewed manuscript is archived (deposited) by the author - or a representative - in an online repository before, alongside or after its publication. Repository software usually allows authors to delay access to the article ('embargo period');
- Open access publishing (also referred to as 'gold' open access) means that an article is immediately provided in open access mode as published. In this model, the payment of publication costs is shifted away from readers paying via subscriptions. Please note that the EC has launched in 2021 and open access platform "Open Research Europe" which permits peer-reviewed, open access publication at no cost (<https://open-research-europe.ec.europa.eu/>)

For more information on open access, please consult the Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020.

Note that TNA users are not beneficiaries of the Grant Agreement, and are thus not obliged to publish open access, although they are strongly encouraged to do so. However, if host institution scientists co-sign a TNA publication, then the open access obligation also applies.

**EU emblem and disclaimer:**

Partners are obligated and have the right to use the EU emblem when publishing and/or presenting work carried out under the AQUAEXCEL3.0 project. Any dissemination of results must display the EU emblem and include the following text:



### 2.5. General Data Protection Regulation (EU2016/769) Implications

General Data Protection Regulation (EU 2016/679) ("GDPR") commenced on 25 May 2018, providing enhanced protection to individuals' data privacy rights. According to GDPR, any organisation storing or using personal data must clearly disclose what data is being collected and how, why it is being processed / used, how long it is being retained, and if it is being shared with any third-parties. Personal data can be names, email addresses, job titles, phone numbers, and anything that allows identification of an individual.

## 3. Pre-publication requirements

**Each beneficiary must 'disseminate' their results as soon as possible** by disclosing them to the public. However, no dissemination may take place before a decision is made regarding possible protection (see section 2.2). According to the AQUAEXCEL3.0 CA Article 8.4 for **all types of Publications, Dissemination and Communication Activities** (including scientific publications, oral and poster presentations, non-scientific and non-peer reviewed publications, etc) where AQUAEXCEL3.0 results are presented, the Prior Notice Procedure (protocol outlined below) must be applied. Here again, this does not apply to TNA users.

Other participants may object if their legitimate interests in relation to their foreground or background could potentially suffer harm. Prior notice of any planned publication shall be given to the other Parties at least 30 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 20 calendar days after receipt of the notice in case of publication and ten (10) days in case of oral communication or poster. If no objection is made within the time limit stated above, the publication is permitted. (AQUAEXCEL3.0 CA Article 8.4.2.1).

### PROTOCOL – Prior Notice

A partner who intends to publish / present results, should:

- Submit the information (including full draft publication, or at least the abstract + where it will be submitted/presented) directly to the [collaborative workspace](#) at least 30 calendar days before submission for **all publications**
- The project manager will be notified of this submission and will inform the partners' representatives upon receipt



- **Any objection to the planned publication or communication** shall be made in accordance with the GA **in writing** to the Coordinator and to the Party or Parties proposing the dissemination **within 20 calendar days after receipt of the notice in case of publication and 10 days in case of oral communication or poster.**
- If no objection is received before the set date, the author(s) can assume that there are no objections to the publication.
- ERINN checks whether the EU is acknowledged (correctly) and in the case of a scientific publication, whether it will be published in Open Access.

#### 4. Post-publication requirements

As part of the EU contractual requirements, all scientific publications, dissemination and communication activities should be reported as part of the “Continuous Reporting” of the project in the EC Funding and Tender Opportunities Portal.

##### **PROTOCOL – AQUAEXCEL3.0 Reporting on 1) Publications, 2) Dissemination and Communication Activities and 3) Exploitation (Patent, IPR protection and Innovation)**

- Partners should keep track of all their scientific publications and dissemination and communication activities during project implementation as it is required for EC reporting.
- An “AQUAEXCEL3.0 Continuous Reporting Template” (Excel) is available for download from the [project collaborative workspace](#). Partners are encouraged to download this Template for internal use and add their activities on an ongoing basis during each Reporting Period.
- The Continuous Reporting Template contains separate worksheets to report on 1) Publications; 2) Dissemination and Communication activities and 3) Exploitation (Patent, IRR protection and Innovation). Individual explanations and protocols for each are outlined below (section 4.1 and 4.2).
- At reporting stages, the AQUAEXCEL3.0 project manager will remind all partners to complete the template for the relevant reporting period and to send their completed forms to the project manager who will compile the results.
- Once compiled and checked, the AQUAEXCEL3.0 project manager will upload the information in relation to the **Dissemination and Communication Activities and Exploitation** to the EC portal (“continuous reporting” section).
- Please note that **Publications** will need to be uploaded by the main beneficiary of each publication, as they are published (on an ongoing basis, not only at reporting stage). See for further details section 4.1 and 4.2 below.
- The AQUAEXCEL3.0 project manager will send the final compiled Excel table to ERINN, as support for the WP3 technical reporting at EC reporting stages.



#### 4.1. Dissemination and communication activities reporting

In relation to each type of Dissemination and Communication Activity (see below), beneficiaries need to provide information on number of activities, type and number of audiences reached, and expenses involved. The following information is required for every communication and dissemination activity and is part of mandatory EC reporting:

- Type of Activity (specify number of activities per type): organisation of a conference or workshop, press release, popularised publication, exhibition, flyer, training, social media, website, communication campaign, participation in a conference, workshop or other event, video/film, brokerage event, pitch event, trade fair, participation in activities organised jointly with other H2020 projects, other.
- Total Funding amount for dissemination and communication activities linked to AQUAEXCEL3.0 spent until the time of reporting. We request that you record the total funding amount attributed to each dissemination activity inputted to the table.
- Type of Audience reached (specify the number of persons per type): scientific community, industry, civil society, general public, policymakers, media, investors, customers, other.

**Please do not enter any data yourself in the Dissemination & Communications area of the EC Portal as this will override existing information.**

**There is a different procedure in relation to scientific publications, see section 4.2 below.**

#### 4.2. Scientific publications

Contrary to the protocol in relation to Dissemination and Communication activities, each partner is responsible to ensure that their scientific publications are uploaded onto the EC Funding and Tender Opportunities Portal. Please see detailed instructions on the EC Portal below.

Types of Scientific Publications: Article in Journal; Publication in conference proceedings /workshop; Book / Monograph; Chapter in a Book; Thesis / Dissertation; Other.

Partners are encouraged to upload their publications as soon as available and no later than three months after the official publication date. Prior to publishing, partners must give advance notice to all other beneficiaries (see section 3).

Publications published in Open Access mode (EC requirement!) are usually gathered by OpenAIRE (<https://www.openaire.eu/>) and communicated automatically to the EC Funding and Tender Opportunities Portal. If that is the case, they are listed in the first section of the Publications page: “Suggested publications from OpenAIRE”. However, please note that even when they are listed there, they still need to be accepted and imported (giving further details), see detailed instructions below.

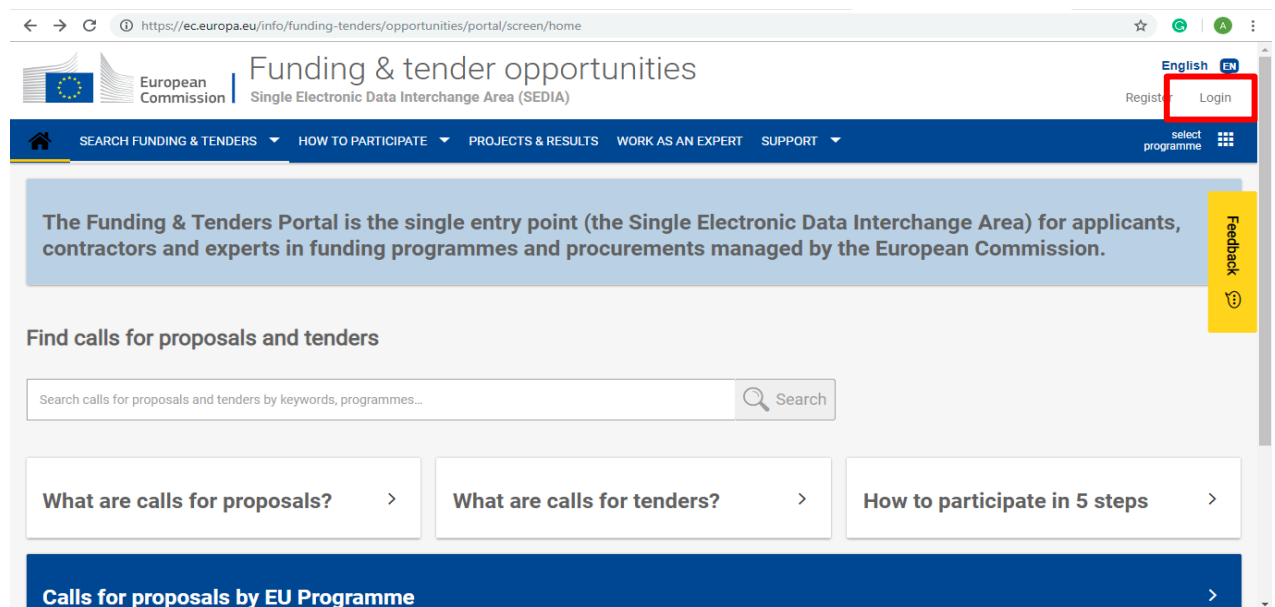
In addition, when you upload a new scientific publication to the EC Funding & Tender Opportunities Portal, please inform ERINN (contact person: [jane@intrigo.eu](mailto:jane@intrigo.eu)), who will add the publication to the project website and may carry out other communication activities around it.

### **PROTOCOL – AQUAEXCEL3.0 Reporting on Scientific Publications**

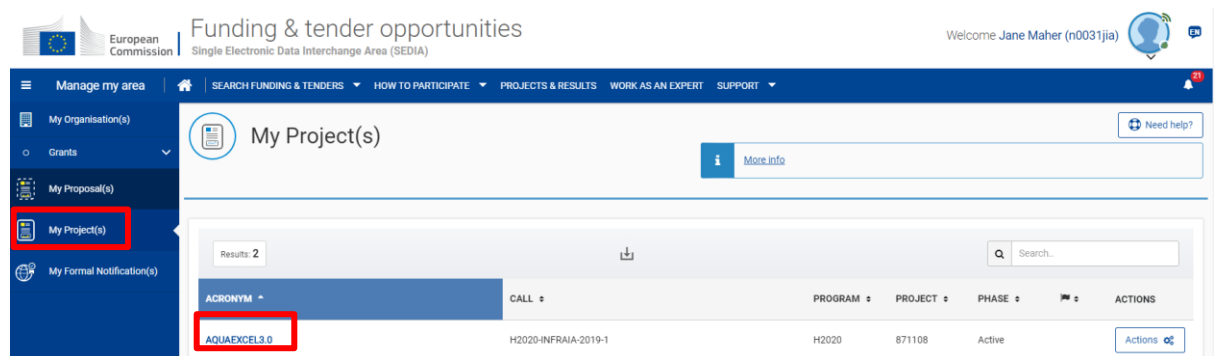
- Please make sure you publish your AQUAEXCEL3.0 scientific publication in Open Access mode (either Green or Gold).
- Once it is published in Open Access mode, the publication is often automatically added to the EC Funding and Tender Opportunities Portal (through OpenAIRE), listed as a suggested publication. If that is the case, please note that the publication will still need to be imported (= accepted) as a real AQUAEXCEL3.0 publication, including adding more details.
- Therefore, please logon to the EC Funding and Tender Opportunities Portal (instructions below) to actively import the publication and complete the missing information. Please let ERINN (contact person: jane@intrigo.eu) know in case you don't have access to the Funding and Tender Opportunities Portal and ERINN can add the information for you. Missing information that will need to be completed still on the EC Funding and Tender Opportunities Portal relates to:
  - Open Access: Gold or Green (when Green, indicate embargo period. When Gold, indicate processing charges). When you select 'no', you will get a warning, since all publications need to be Open Access!
  - Is it a peer-reviewed publication?
  - Is it a joint public/private publication?
- Once imported (make sure you SAVE after importing!), inform ERINN who will then add the new publication to the publication list on the project website.
- Please add the publication and its details to your internal "Continuous Reporting Template (Excel)" >> "Publications" worksheet, which is collected by INRA IT as reporting stages.
- The reporting template contains additional fields on beneficiaries involved, contact person details and logs each publication according to reporting period.

**EC portal guide:**

- 1) Visit the Funding and Tender Opportunities Portal (formerly EC Participant Portal) by following the link below and log in (see red square): <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>

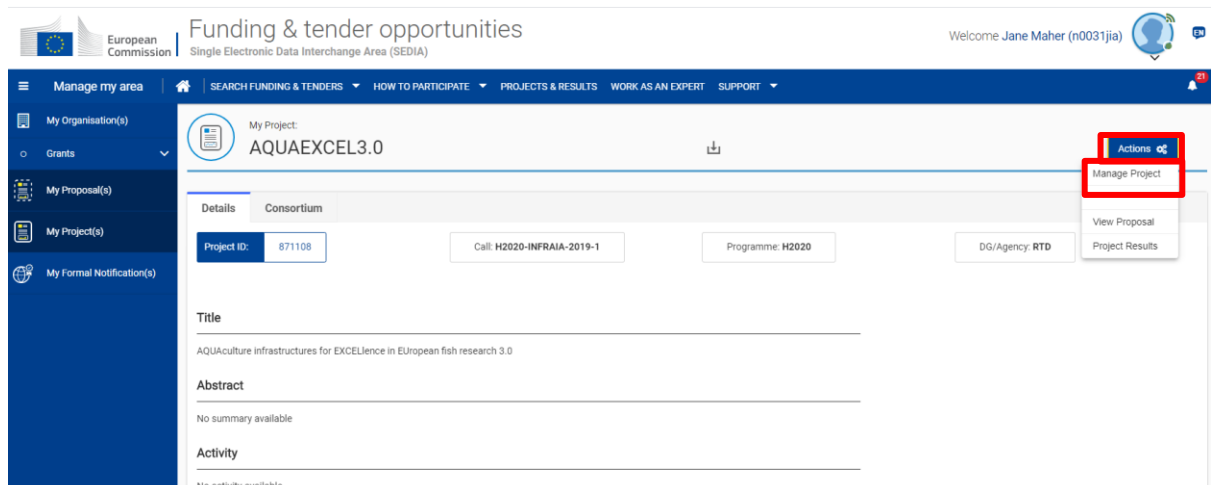


- 2) Go to "My Projects" (red square) on the left and then select "AQUAEXCEL3.0" from the list of projects (red square)



- 3) From the "Actions" list on the right, select "Manage Projects" (see red squares)

### D3.1 Dissemination and Exploitation Plan.



European Commission | Funding & tender opportunities | Single Electronic Data Interchange Area (SEDIA)

Welcome Jane Maher (n0031jia)

Manage my area | SEARCH FUNDING & TENDERS | HOW TO PARTICIPATE | PROJECTS & RESULTS | WORK AS AN EXPERT | SUPPORT

My Organisation(s) | Grants | My Proposal(s) | My Project(s) | My Formal Notification(s)

My Project: AQUAEXCEL3.0

Details | Consortium

Project ID: 871108 | Call: H2020-INFRAIA-2019-1 | Programme: H2020 | DG/Agency: RTD

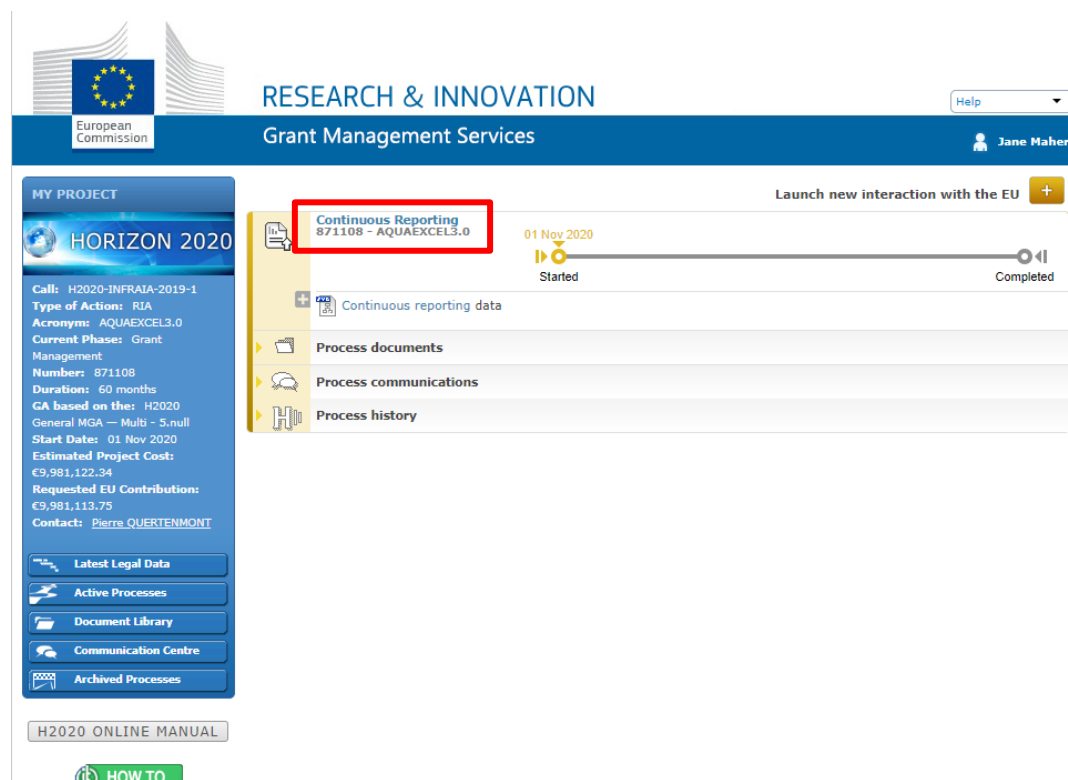
Title: AQUAculture infrastructures for EXCELlence in European fish research 3.0

Abstract: No summary available

Activity: No activity available

Actions | Manage Project | View Proposal | Project Results

4) Click on “Continuous Reporting” (see red square)



European Commission | RESEARCH & INNOVATION | Grant Management Services | Help | Jane Maher

MY PROJECT | HORIZON 2020

Call: H2020-INFRAIA-2019-1  
Type of Action: RIA  
Acronym: AQUAEXCEL3.0  
Current Phase: Grant Management  
Number: 871108  
Duration: 60 months  
CA based on the: H2020  
General MGA — Multi — 5.null  
Start Date: 01 Nov 2020  
Estimated Project Cost: €9,981,122.34  
Requested EU Contribution: €9,981,113.75  
Contact: Pierre.QUERTENMONT

Latest Legal Data | Active Processes | Document Library | Communication Centre | Archived Processes

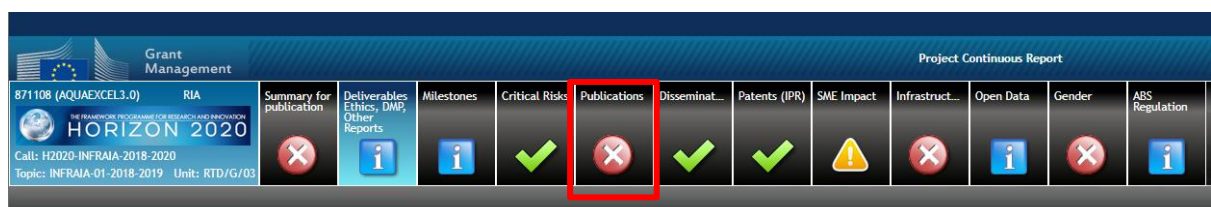
H2020 ONLINE MANUAL | HOW TO

Continuous Reporting 871108 - AQUAEXCEL3.0 | 01 Nov 2020 | Started | Completed

Continuous reporting data | Process documents | Process communications | Process history

Launch new interaction with the EU

5) Click on “Publications” (see red square)



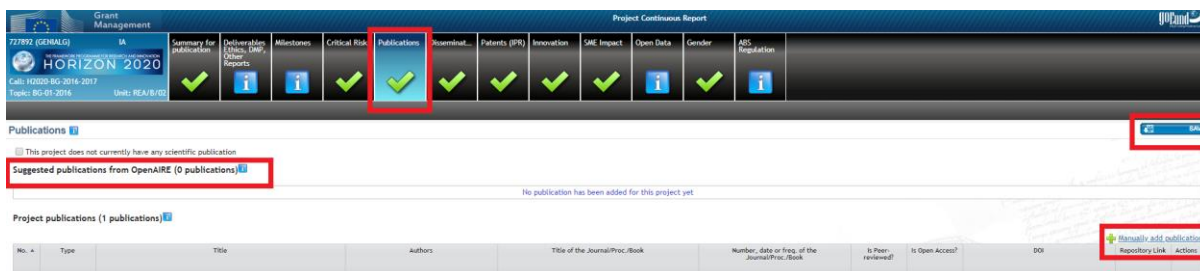
Grant Management | Project Continuous Report

871108 (AQUAEXCEL3.0) | RIA | Summary for publication | Deliverables, Ethics, DMP, Other Reports | Milestones | Critical Risks | Publications | Dissemination | Patents (IPR) | SME Impact | Infrastructure | Open Data | Gender | ABS Regulation

Call: H2020-INFRAIA-2018-2020  
Topic: INFRAIA-01-2018-2019 | Units: RTD/G/03

Publications: Red X icon

There are two options; add “Suggested publications from OpenAIRE” or “Manually add publication” (see red squares below).



Grant Management

727892 (GEMALG) IA

HORIZON 2020

Call: H2020-BG-2016-2017

Topic: BG-07 2016 Unit: REA/B/02

Project Continuous Report

Summary for publications: ☒ Deliverables, Outputs, DMP, Reports: ☒ Milestones: ☒ Critical Risk: ☒ Publications: ☒ Innovation: ☒ Patents (IPR): ☒ Innovation: ☒ SME Impact: ☒ Open Data: ☒ Gender: ☒ ABS Regulation: ☒

Publications ☒

☐ This project does not currently have any scientific publication

**Suggested publications from OpenAIRE (0 publications)**

No publication has been added for this project yet

Project publications (1 publications)

No.	Type	Title	Authors	Title of the Journal/Proc. Book	Number, date or freq. of the Journal/Proc. Book	Is Peer-reviewed?	Is Open Access?	DOI	Manually add publication
									Repository Link Actions

We recommend you first check the list of **“Suggested publications from OpenAIRE”** to see if your publication has been suggested. If so, please open the “Import publication” pop-up screen by clicking on the entry, fill in the missing details and “Import” the publication (bottom of the field). Always make sure you SAVE your actions in the main Publications screen (see red square on top righthand side of the page), after Importing.

If you notice a suggested publication in the list that you know for certain is not related to the project, please ‘Discard’ the publication.

If your publication is not yet in either the suggested OpenAIRE list, nor in the Project Publications list (please double-check to avoid duplicates) then click **“Manually add publication”**. When using the “Manually add publication” option, please provide a DOI (this is recommended, as this will automatically pre-fill most of the information) or fill-in the required information manually.

**NOTE:** Fields that are not automatically pre-filled but are mandatory to complete are questions on: Open Access, whether the publication is peer-reviewed and if it is a joint public/private publication.

Depending on the type of publication, the fields in the form will change (see below for “Article in Journal”).

**New publication**

Please provide a DOI for the publication (recommended) or fill-in manually the required information.

DOI

Type of publication

Repository Link

Link to the publication

Title

Authors

Title of the Journal/Proceedings/Books series/Book (for book chapters)

Number, date or frequency of the Journal/Proceedings/Book

Relevant Pages

ISBN

Publisher

Place of publication

Year of publication

Is this publication available in Open-Access, or will it be made available? ☐ Yes - available in Green Open Access ☐ Yes - available in Gold Open Access ☐ No

Is this a peer-reviewed publication? ☐ Yes ☐ No

Is this a joint public/private publication? ☐ Yes ☐ No

\* mandatory fields

**NB:** Once you have added the publication (using either “Suggested publications from OpenAIRE” or “Manually add publication”), make sure you also **Save** the overall publications page (to which you return after ‘Adding the publication’), the button is on the top right of the overall publications page.

**Grant Management**

52831 (AQUAEXCEL2020) RIA

**HORIZON 2020**

Call: H2020-INFRAIA-2014-2015

Topic: INFRAIA-1-2014-2015 Unit: RTD/B/04

**Project Continuous Report**

Summary for publication	Deliverables, Ethics, DMP, Other Reports	Milestones	Critical Risks	Publications	Disseminati...	Patents (IPK)	SME Impact	Infrastruct...	Gender	ABS Regulation

**Publications**

☐ This project does not currently have any scientific publication

**Suggested publications from OpenAIRE (4 publications)**

☐ Include previously discarded publications

### 4.3. Exploitation: Intellectual Property Rights (IPR) and Patents

Partners with IPR and patents should record these in the IPR & Patent Log that is available in the ‘Reporting Logs’ folder on the [project collaborative workspace](#), these logs will also be distributed by the project management during reporting periods. AQUAEXCEL3.0 project manager manages recording and uploading of exploitation related activities (Patents (IPR) and Innovation) to the EC Funding and Tender Opportunities Portal. The information required is as follows:

1. Identification of IPR type and confidentiality
2. Type of IPR (Patent/Trademark/Registered Design/Utility Model/Other)
3. Confidentiality (Yes/No)
4. Application Title

## 5. Embargo end date

### 5. AQUAEXCEL3.0 communication and dissemination activities

The importance of disseminating knowledge and results from research projects has been recognised by the EC as one of its priorities (COM (287)182 final). Dissemination of results is a contractual obligation of participation in research initiatives supported under the European Union's Horizon 2020 research and innovation programme. The specific aims of this provision are to promote knowledge sharing, greater public awareness, transparency, and education. Dissemination involves not only looking at where and when the information should be disseminated but also what should be communicated and how it should be presented.

#### 5.1. Project logo

A unique project logo has been developed at the start of the project, for project identity. The logo has been and will be included in all project promotional material including the factsheet, website, etc. Project brand guidelines have also been developed to provide beneficiaries with support and guidance on the use of the project logo and branding.



**Figure 1: Logo (full colour)**



**Figure 2: Logo (black and white)**

The logos, along with brand guidelines, can be downloaded from the [project collaborative workspace](#) or by contacting WP3 leader ERINN (emailing [jane@intrigo.eu](mailto:jane@intrigo.eu)).



## 5.2. Factsheet

An AQUAEXCEL3.0 factsheet will be developed and will be regularly distributed over the course of the project. The factsheet describes the project, its objectives, approaches, the consortium, funding and expected results, and is used to raise general awareness of the project.

The factsheet will be available for download from the project website and by contacting WP3 leader ERINN (emailing [jane@intrigo.eu](mailto:jane@intrigo.eu)).

All partners will be provided with an electronic copy of the project factsheet for distribution (print and/or electronic) to their personal and institution network of contacts. Beneficiaries can translate the leaflet into their own language. The **protocol** for translation is as follows:

- 1 Partner contacts ERINN requesting project factsheet template with the English text to be translated
- 2 ERINN supplies a Word template with the original text in English
- 3 Partner translates text (as laid out in the template) into their chosen language
- 4 Partner then sends translated text back to ERINN
- 5 ERINN applies the translated text to the leaflet design template and publishes the new version of the leaflet. Feedback from partner requesting the translated version is required to ensure completeness.

## 5.3. Website

The dedicated AQUAEXCEL3.0 project website – [www.aquaexcel.eu](http://www.aquaexcel.eu) – will be developed following the EU Project Websites – Best Practice Guidelines. The website acts as a one-stop access online portal, providing information on project results, as well as integrating and harmonizing access to European RI resources. It will include an updated inventory of the aquaculture Research Infrastructures in Europe, building upon the previous AQUAEXCEL projects (FP7-AQUAEXCEL and AQUAEXCEL2020). The interactive map from AQUAEXCEL2020, which has grown into the most complete aquaculture RI data hitherto available, will be expanded upon to contain short videos on aquaculture facilities and TNA success stories associated with each RI to optimally support the TNA programme. The website will also act as:

- A communication resource to promote the project, its objectives and partnerships
- A communication resource to update interested parties on progress, results and outcomes
- A repository for public deliverables and outcomes
- A link to the project intranet
- Dissemination of related training courses and related events

Key features of the website include:

- An Events calendar - includes all the events organised by the AQUAEXCEL3.0 consortium as well as events where AQUAEXCEL3.0 beneficiaries are going to be represented and any other events of interest to the consortium.
- News section – will be regularly updated throughout the project's lifetime with news about the project as well as external news relevant to AQUAEXCEL3.0.

- Media centre – will house all dissemination products and activities including, articles, press releases and the project factsheet.
- Repository of public deliverables and results – scientific papers and public deliverables will be uploaded as they become available
- Interactive map – showcasing the inventory of aquaculture Research Infrastructures in Europe.
- TNA call for access – the website will provide details on the Transnational Access to AQUAEXCEL3.0 facilities and provide user support.

#### 5.4. Social Media

Social networking is an integral way to communicate the AQUAEXCEL3.0 project. To develop a comprehensive, and Horizon 2020-compliant, social media strategy, the DEP refers to the H2020 social media guide for EU funded R&I projects<sup>1</sup>.

Twitter (@AQUAEXCEL3) is used to regularly distribute AQUAEXCEL3.0 relevant information or relevant news from other sources. Internal and external project stakeholders are encouraged to follow AQUAEXCEL3.0 on social media. Project related social media are forums for engagement with interested external parties and contribute to capacity building and showing the partner expertise and knowledge through active discussions.

For the purpose of EU visibility, and considering the space restrictions of Twitter, the project Twitter page contains a pinned tweet which includes the following sentence: “This project receives funding from the @EU\_H2020 Research & Innovation Programme. Any related tweets reflect only the views of the project owner.”

#### PROTOCOL – Social Media

The AQUAEXCEL3.0 Twitter account (@AQUAEXCEL3) has been set up by WP3 leader **ERINN** and beneficiaries are invited to share, (re)tweet and forward relevant information. Beneficiaries should aim to contribute to other social media channels, such as LinkedIn and YouTube or Vimeo channels where possible. Support can be requested of ERINN. Additional social media platforms, such as YouTube, ResearchGate, will be considered as the project progresses, if appropriate.

##### Twitter:

Partners wishing to communicate via Twitter have the following options:

1. Send a short message (280 characters max) to WP3 leaders INTTIGO (email [jane@intrigo.eu](mailto:jane@intrigo.eu)) who can tweet from the AQUAEXCEL3.0 twitter account on your behalf. Ideally please include an image to make it more visually attractive and remember to include the hashtag #H2020 or tag @EU\_H2020 to maximise visibility, acknowledge EC funding and be a part of the H2020 community.
2. Re-tweet AQUAEXCEL3.0 tweets through your personal and institutional Twitter accounts.

<sup>1</sup> [http://ec.europa.eu/research/participants/data/ref/h2020/other/grants\\_manual/amga/soc-med-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf)

**General rules:**

- Ensure the content is yours to share (research or opinions) or acknowledge the source accordingly
- Ensure there are no IP issues
- Tag to @AQUAEXCEL3
- Use #H2020 or tag @EU\_H2020 to acknowledge the project funding
- Do not use offensive language, argumentative or illegal content, etc.

**Note:** Partners for other general rules on social media use please read the H2020 social media guide for EU funded R&I projects<sup>2</sup>

## 5.5. Newsletters

AQUAEXCEL3.0 has a dedicated project e-newsletter with five editions in total. These are published annually over the course of the project. The first newsletter will be published in M12. The AQUAEXCEL3.0 e-newsletter highlights project results, events, training and aquaculture species, and aims to include TNA project information. The e-newsletter is sent to:

- Project partners (who will be asked to distribute further through their own networks)
- Stakeholder contacts (who can sign up through the project website, GDPR approved)
- Any other interested individuals

### PROTOCOL – Newsletter

ERINN designs, develops and distributes the AQUAEXCEL3.0 newsletter, but input from all partners regarding ideas and content is required. All AQUAEXCEL3.0 parties will be given prior notice of the planned publication of each issue, in order to allow for review and feedback. In case one has an objection, the objection should include a precise request for necessary modifications. Partners are expected to send the newsletters to their own contacts and networks for optimum distribution and dissemination.

## 5.6. Promotional articles and press releases

News of the project will be disseminated regularly, making use of a range of publications and services. Press releases will be issued to appropriate media outlets (trade press, journals, web portals) to ensure that industry, civil society, policymakers, and the wider community are aware of the project, its objectives and its outcomes. WP3 leader ERINN has links to several existing channels and networks for disseminating news, i.e. CORDIS, AlphaGalileo, LinkedIn groups, relevant EC projects (including aquaculture related projects such as PerformFISH, SEAFOOD<sup>TOMORROW</sup>, GENIALG, SEALIVE, SIMBA, etc) and initiatives, etc., which ensures a broad awareness of the project across the spectrum of relevant

<sup>2</sup> [http://ec.europa.eu/research/participants/data/ref/h2020/other/grants\\_manual/amga/soc-med-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf)

stakeholders. Beneficiaries are encouraged to publish articles and press releases at regional, national and international levels, making use of their own communication networks and channels.

#### **PROTOCOL – Press Releases**

**ERINN** will take the lead in writing and publishing press releases based on partner's inputs and news. Once approved, these will be disseminated using the channels described above, and any other relevant means. Publications and press releases will be shared with partners and all partners will be encouraged to distribute these at national or regional levels. Where necessary the beneficiaries can adapt the press releases to customise them to their audience, and if needed translate the articles. Beneficiaries who publish any article/press release at a regional or national level must send a copy to the WP3 leader ERINN ([jane@intrigo.eu](mailto:jane@intrigo.eu)). Where beneficiaries want to initiate the writing of an article, they may proceed. They can contact **ERINN** who can offer support for writing and editing and will provide graphics and images if required. Beneficiaries must ensure they have the necessary license to publish images or graphics.

#### **5.7. PowerPoint and Poster Template**

An AQUAEXCEL3.0 PowerPoint template and poster template have been developed for use at internal and external events when presenting the AQUAEXCEL3.0 project and/or its outcomes.

#### **PROTOCOL – PowerPoint Template**

Beneficiaries should use the AQUAEXCEL3.0 PowerPoint or Poster template when presenting the project and/or its outcomes at internal and external events. The templates are available through the project intranet.

#### **5.8. Videos**

Videos will be developed to showcase the project, in particular highlighting aquaculture facilities and TNA success stories. These videos will be included on the interactive map available on the project website and to optimally support the TNA programme and generally promote the project. In order to support this activity ERINN will create a guidance document to help RI managers and TNA users make informative videos (MS12), which will be published in M10 (August 2021).

#### **5.9. Other promotional material**

Other promotional material can be developed as required, depending on budget available and considering sustainability, e.g., fun project paraphernalia for a wider promotion of the project.

#### **5.10. Scientific (Peer-Reviewed) Publications**

When research outcomes become available, and they are expected not to be commercially or industrially exploitable, AQUAEXCEL3.0 beneficiaries are encouraged to publish these results in high-impact, scientific (peer reviewed) publications. The AQUAEXCEL3.0 consortium will comply with the GA rules on open access publications (Green or Gold). All publications (final articles or manuscripts

accepted for publication) will be deposited into the recommended open-access repositories as outlined in the DMP (D7.3).

All partners need to inform the rest of the partnership (via the project manager) of the intent to submit a manuscript (prior notice; see CA), and once the publication has been accepted/is published. Partners need to ensure that their publication are uploaded to the EC Funding and Tender Opportunities Portal (Section 3.2). The project manager and WP3 leader will upload the publications onto the website and the partner's area and will post a news feed. Regarding TNA projects, if one of the AQUAEXCEL partners have been involved in the research/manuscript, the same prior notice must be followed.

### 5.11. Events

Non-exploitable project results will also be presented as oral presentations, posters, etc. at major international meetings and conferences such as key industry events, and sector-specific events. Congresses, seminars, conferences and other meetings are very useful forums to consult with AQUAEXCEL3.0 target audiences in a face-to-face capacity to address issues relevant to the work done in the project. European-wide and sector relevant conferences, meetings, etc., will be attended to communicate the results of the project to the maximum number of persons.

#### **PROTOCOL – External events, including online events.**

Where a beneficiary is attending an external event that is of relevance to AQUAEXCEL:

- Inform **ERINN** ([jane@intrigo.eu](mailto:jane@intrigo.eu)) so that the event can be included in the project calendar informing other beneficiaries about the event attendance in advance.
- Beneficiaries should liaise WP3 leader and log any publication, dissemination and communication activity in their own records, the reporting logs during reporting stages (internal and at official EC periodic reporting stages).

### 5.12. Covid-19 measures

It is noted in this DEP that opportunities to disseminate project results may be more limited than in the past due to restrictions on physical events taking place as a result of Covid-19, depending on how the situation evolves in the future. WP3 leaders, ERINN, endeavour to support partners in engaging in virtual and online events (webinars, virtual workshops and conferences) to ensure that communication and dissemination activities can continue and evolve with the changing landscape.

The status of Covid-19 will continue to be monitored and potential changes to project events or activities will be discussed among partners as they arise.

### 5.13. Industry and Research Advisory Panel (IRAP)

An AQUAEXCEL3.0 Industry and Research Advisory Panel (IRAP) has been set up, acting as a pro-active interface for the project involving the research community and the aquaculture industry, playing an important role in Knowledge Transfer and dissemination aspects of the project. The IRAP is an interactive advisory body and contributes both to upstream guidance (e.g., industry need recommendations) as well as to downstream impact/dissemination as it aims at maximizing the

possibilities for new knowledge to be translated into innovation, and so substantially increase the possibilities for success.

AQUAEXCEL3.0 aims to prioritise and carry out research projects (both being part of the project itself, as well as the TNA research projects) that are in line with identified needs of the European aquaculture industry. A key role of the AQUAEXCEL3.0 IRAP is to provide recommendations on current industry needs (EATiP Strategic Research and Innovation Agenda) so the project can focus on research projects addressing these. One of the objectives of the IRAP is increasing the awareness of Research Infrastructures (RIs) and their scope amongst all aquaculture stakeholders, ensuring enhanced cooperation to develop common aquaculture RI strategies. The IRAP will also further develop links with EATiP Mirror platforms to improve the reach to end-users at national levels.

#### **5.14. Brokerage Events**

The objective of the AQUAEXCEL3.0 brokerage events is to create a forum for engagement and exchange between researchers and potential beneficiaries of the research results (presentation of results, feedback, future prioritization). EATiP will select three aquaculture events where industry stakeholders are present to promote transfer of selected high-impact knowledge to potential end users. Developers of the selected high-impact knowledge will be invited to present and broker their outputs. Brokerage events may be done at European or at regional level. For the latter, synergies will be sought with the established EATiP Mirror Platforms. If necessary, brokerage events can also be moved online to industry targeted webinars should Covid-19 related restriction continue into the future.

In order to maximise the impact towards the industry, a short on-line pitching course will prepare the selected TNA users and JRA representatives to communicate their outcomes in an impactful way, focusing on applicability and type of end user. The pitch presentations will be recorded and published on-line (depending on IP conditions). Presenters will be followed up individually after the event to monitor success in terms of knowledge uptake and impact. The pitch presentations combined with the delivered feedback on impact will provide a basis for the IRAP to select a small number of “success stories”. These will be actively showcased by AQUAEXCEL3.0 and EATiP. Knowledge generated by TNA, NA and JRA activities will also be communicated to the industry community through parallel brokerage activities: communication around the register of high-impact outputs (D2.2), and presentations on aquaculture events such as AquaNor, and Aquaculture Europe, with several partners usually having booths to communicate project actions and results to a more industry-focused audience. All project partners are expected to make a concerted effort to promote and disseminate AQUAEXCEL3.0 and initiate and maintain effective and constructive contact with industry stakeholders to facilitate knowledge transfer activities and create successful impact.

#### **5.15. Training Courses**

AQUAEXCEL3.0 will organise in total four online training course to provide multi-partner based, demand-driven training courses that build upon AQUAEXCEL3.0 newest results, and previous AQUAEXCEL training courses that proved needs-based/popular. The training courses will be provided for free, as online, distance learning course to support long-term sustainability, and they will make use of a blend of delivery technologies such as video conferencing and recordings, print material (including relevant literature), message board forums and email. The training course will include



practical exercises (models), tutorials and feedback provision by teachers/experts. The provided online learning platform (Blackboard) will monitor access to the online courses, to give up-to-date insights into uptake. An additional advantage of providing the training course in a distance learning format is that all interested parties will be able to undertake the courses, there will be no need for selection, which limited the impact of the face-to-face courses in the previous AQUAEXCEL projects.

## 6. AQUAEXCEL3.0 Knowledge Management and Knowledge Transfer

In its broad-based innovation strategy for the EU, the importance of improving knowledge transfer between research institutions and third parties, including industry and civil society organisations was identified by the European Commission as one of ten key areas for action.<sup>3</sup> To be able to transfer knowledge we need to manage knowledge.

**Knowledge Management** is the process of identifying, capturing, organising, analysing, sharing and distributing knowledge to ensure its availability and relevance for future users.

**Knowledge Transfer (KT)** is the overall process of moving knowledge between its sources to targeted potential users of the knowledge. KT consists of a range of activities that aim to capture and transmit knowledge, skills, and competence from those who generate them to those who will transform them into added value outcomes. It encompasses both commercial and non-commercial activities such as research collaborations, consultancy, licensing, spinoff/spinout creation, researcher mobility and publications. KT aims to support mutually beneficial collaborations between universities, businesses and the public sector. It is about the transfer of tangible and intellectual property, expertise, learning and skills between the research community and the non-academic community. The benefits of knowledge transfer – in other words, the exploitation of research – go beyond simple financial return. The benefit also lies in a number of other, less tangible, benefits for research institutions, for industry and for society as a whole, such as helping research institutions focus their research on the wider needs of society and industry.<sup>4</sup>

Knowledge management plays a pivotal role in successful innovation and AQUAEXCEL3.0 has set up an innovative knowledge management protocol to ensure that all new knowledge will be transferred to relevant end users, facilitating the integration of new knowledge to the advancement of the European aquaculture sector (WP2). Partners and TNA users will be requested to describe research results, applications, relevance and impacts (identified or potential) of project research outputs and individual projects in an Impact Plan template. The objective is to provide support for objective analysis by the IRAP, following transparent procedures agreed upon. Impact Plans will include detailed information around OUTPUTS, such as a comprehensive description, contribution to thematic areas as identified by EATiP, which sector is expected to benefit, potential end users, application scope (improved productivity, environment, nutritional alternatives), expected impacts (economic, society, policy), and exploitation actions or options.

AQUAEXCEL3.0, continuing the legacy of AQUAEXCEL<sup>2020</sup>, is innovative in the way it captures knowledge and transfers it to the sector to generate innovation usable by both industry and research.

<sup>3</sup> [http://ec.europa.eu/invest-in-research/pdf/download\\_en/knowledge\\_transfer\\_web.pdf](http://ec.europa.eu/invest-in-research/pdf/download_en/knowledge_transfer_web.pdf)

<sup>4</sup> [http://europa.eu/rapid/press-release MEMO-07-127\\_en.htm](http://europa.eu/rapid/press-release_MEMO-07-127_en.htm)



In infrastructure projects such as AQUAEXCEL3.0, TNA is generally considered a service, and follow-up of a TNA project does not generally go further than reporting obligations. AQUAEXCEL3.0 however partners with the European Aquaculture Technology and Innovation Platform (EATiP), who has defined strategic priorities for research and innovation that best serve the EU aquaculture sector. The IRAP was set up by EATiP and will continue to both propose priority subjects of interest and evaluate TNA reports summarized as electronic catalogues. Incentives will be given to the projects which IRAP values as most interesting for the aquaculture sector, so that they can participate at brokerage events organized by AQUAEXCEL3.0 in places where research and industry meet, such as the European Aquaculture Society annual meetings “Aquaculture Europe”. This will be an efficient way to promote innovation from TNA, which accounts for a major part of the innovation potential of the project.

We cannot predict which innovations will come out of TNA, but by establishing a process within the project that aims at maximizing the possibilities for new knowledge to be translated into innovation, the possibilities for success are substantially increased. Joint research activities will also be promoted through the same approach when they have innovation potential.

### 6.1. Knowledge Management Activities

The **Knowledge Management and Transfer methodology** applied in the AQUAEXCEL3.0 project is based on a methodology originally developed in the FP7 MarineTT project, and subsequently developed to its existing design by the Horizon 2020 [COLUMBUS](http://columbusproject.eu/) project (Grant Agreement No 652690).<sup>5</sup> This methodology has been applied in many FP7 and Horizon 2020 funded projects, including the previous AQUAEXCEL projects.

The methodology centres around **Knowledge Outputs (KO)**, which is a “unit of knowledge / key learning generated by or through research activity. They are not limited to de-novo or pioneering discoveries and may also include new methodologies/processes, adaptations, insights, alternative applications of prior know-how/knowledge” (definition developed by AquaTT in the context of Knowledge Management from COLOMBUS project). Typically, such knowledge might be referenced as a small part of a published paper, potentially three to five years after the approach is pioneered in a research project. By focusing on collecting and analysing this type of knowledge in the form of KOs and transferring them when they have been assessed as having potential application and impact, it is possible to fast track them, having faster impact on target- and end-users external to the project also.

All captured knowledge will be assessed and will be recorded in line with the Consortium Agreement (CA), respecting privacy and IPR requirements. This approach is essential to avoid unforeseen delays or obstacles related to confidentiality or competitiveness and, also, to provide partners with the security they need to allow them to be transparent in their findings thus enabling the project to quickly identify opportunities for exploitation. The overall objective is to ensure the fastest route for new knowledge to end-user.

***All partners contribute to the project’s Knowledge Management and Transfer activities by adhering to the protocols and assisting in the collection of Knowledge Outputs and transfer of high potential Knowledge Outputs to end-users.***

<sup>5</sup> <http://columbusproject.eu/>

Specific Knowledge Management activities that will be carried out in AQUAEXCEL3.0 are as follows (see also DoA, WP2)

ERINN will develop an OUTPUT Impact Plan template (D2.1) which will be validated by the IRAP. The Impact Plan template will be available for download through the Box system by all TNA users, as well as distributed on a regular basis to WP4, 5, and 6 task leaders

ERINN is responsible for implementation of the collection and analysis activities around OUTPUTS from both **TNA providers** and the JRA related Work Packages: **WP4, 5, and 6**

**ERINN** will check, revise, and finalise Impact Plans, in collaboration with the individual owners of each OUTPUT, with the aim to make them fit for assessment and evaluation by the IRAP

**EATiP** and **IRAP** select high-impact outputs (from AQUAEXCEL<sup>2020</sup> and AQUAEXCEL3.0) for transfer to end users, by the IRAP at IRAP (videoconferencing) meetings (scheduled at M14, M26, M38, M50).

## 6.2. Knowledge Transfer & Exploitation

Once High-Impact Outputs have been selected by the IRAP (see previous section), knowledge transfer will take place in a measurably impactful way, through industry brokerage activities at both regional and European level. The IRAP will support the development of detailed knowledge transfer plans for selected High-Impact Outputs, depending on their respective type, application, condition of IP and end-users (including mapping of the European aquaculture industry value chain). EATiP will select three aquaculture events where industry stakeholders are present to promote transfer of the selected high-impact knowledge to potential end users. Developers of the selected high-impact knowledge will be invited to present and broker their outputs. Brokerage events may be done at European or at regional level. For the latter, synergies will be sought with the established EATiP Mirror Platforms. In order to maximise the impact towards the industry, a short on-line pitching course will prepare the selected TNA users and JRA representatives to communicate their outcomes in an impactful way, focusing on applicability and type of end user. The pitch presentations will be recorded and published on-line (depending on IP conditions). Presenters will be followed up individually after the event to monitor success in terms of knowledge uptake and impact. The pitch presentations combined with the delivered feedback on impact will provide a basis for the IRAP to select a small number of “success stories”. These will be actively showcased by AQUAEXCEL3.0 and EATiP.

Specific activities that will be carried out are as follows:

- Development of detailed Knowledge Transfer Plans for selected High-Impact Outputs (EATiP)
- Selection and organisation of professional brokerage events (EATiP)
- On-line pitching course for presenters at brokerage events (NTNU)
- Recording of pitch presentations at brokerage events and monitoring of experiences (ERINN)
- Showcasing selected success stories through the AQUAEXCEL and EATiP portal, on social media (Twitter) and at events

## 6.3. Horizon Results Platform

In 2019, the European Commission (EC) launched the Horizon Results Platform (HRP). The HRP is a free online social media-like advertising space hosted on the Funding and Tender Opportunities Portal,

where Framework Programme Participants have the opportunity to present and advertise the Key Exploitable Results (KERs) from their projects to their target audiences. The public can search the HRP, contact KER owners and hopefully form fruitful partnerships that will eventually generate their desired value. According to the EC, a KER is an identified main interesting result which has been selected and prioritised due to its high potential to be ‘exploited’, meaning to make use and derive benefits downstream the value chain of a product, process or solution, or act as an important input to policy, further research or education. The EC uses the following criteria to determine KERs:

**1) Degree of innovation:** how new is the innovation?

This can be subjective, it could be new for a company, new for a market or industry or new to the world! An example of one-way innovations can be classified according to their extent of change e.g.

- A radical innovation is new and consists of a significant change and so is also considered high impact i.e. new markets could be created because of this innovation.
- An incremental innovation is the optimisation of an existing product/service/process. This kind of innovation could be impactful in terms of consumer benefit, cost reduction, creating opportunities in new markets etc.

**2) Exploitability:** how much use and benefit can be derived from the innovation? Can profit be made from this exploitable innovation? Are there barriers or is further research needed?

**3) Impact:** what impact will the exploitation of this innovation have in science, industry, policy, society?

AQUAEXCEL3.0 views the Horizon Results Platform as an additional means to externally present and transfer those project KOs that have been assessed as impactful through the project’s Knowledge Management and Transfer process.

#### PROTOCOL – Horizon Results Platform

- AQUAEXCEL3.0 KOs that have been assessed as impactful by the IRAP will be uploaded to the HRP as KERs, if there are no confidentiality issues
- ERINN will lead the process of KER submission and publication to the HRP
- ERINN will send the HRP Template to the KER generator(s) (KO owner) to fill out any additional information. If deemed necessary, ERINN will contact the KER generator(s) to discuss the KER and clarify that all information is correct
- ***Please note that ERINN will then publish the KER to the HRP to ensure compliance and quality control.***

## 6.4. IPR Management

AQUAEXCEL3.0 partners and TNA users will follow the rules for IP set out by the European Commission and outlined in the Grant Agreement. In addition, the project’s Consortium Agreement follows the standard rules as outlined in the DESCA (Development of a Simplified Consortium Agreement) model for Horizon 2020, which defines the main approach regarding the ownership, protection and access to key knowledge like IPR and data. These approaches will allow AQUAEXCEL3.0 to collectively and

individually pursue market opportunities arising from the project's results. IPR protection issues will be dealt with by beneficiaries licensing officers and Technology Transfer offices.

## 6.5. Data Management

Careful attention will be paid to managing data, which will be described in the Data Management Plan (DMP), consistent with the GA and CA. Project coordinators and WP7 leaders will develop the DMP together with HCMR, which has experience on the subject (D7.3).

## 6.6. Legacy and Sustainability

Knowledge management and transfer activities are planned across the full duration of the project. These efforts are an important aspect of the legacy and sustainability of the project and include the following:

- Through demonstrating impacts and benefits to industry, it is expected that outputs will be exploited beyond the timeframe of the project.
- With industry and third-party organisations as partners, there are key channels of communication open that are independent of the project, allowing the continuous transfer of AQUAEXCEL3.0 knowledge outputs to support the sector.
- All KOs identified in the project will be targeted to appropriate End Users identified during the KT process and in discussion with the IRAP.
- Access to project results post-project will be assured via the project website which will remain live for at least five years after the project finishes and will contain all public deliverables and other main outputs, as well as through the Horizon Results Platform in the case of KERs.

## 7. AQUAEXCEL3.0 Stakeholder Engagement

The Knowledge Management and Transfer methodology as outlined above will also facilitate Stakeholder Engagement. By focusing on individual outputs and associated Impact Plans, appropriate target and end users will be identified for each output, along with potential application and exploitation routes (see section 5). The AQUAEXCEL3.0 engagement strategy will ensure robust communication with each stakeholder group throughout the full project duration. The consortium has extensive experience in multinational, multi-lingual, multi-disciplinary and multi-partner collaborative innovation activities, and in effective communication of progress and results.

Target audience (end-user)	Objective of engagement	Communication material	Dissemination and Exploitation activities
All stakeholders including beyond the project's own community	Share and showcase aquaculture information with all target audiences and demonstrate the benefits of aquaculture to society	<ul style="list-style-type: none"> <li>• Project website</li> <li>• Project factsheet</li> <li>• Press releases</li> <li>• E-newsletters</li> <li>• Social media</li> </ul>	<ul style="list-style-type: none"> <li>• Partners &amp; TNA users will be encouraged to engage directly with stakeholders beyond their own community, particularly engaging in social debates through social media (WP3)</li> </ul>

			<ul style="list-style-type: none"> <li>All partners will be encouraged to attend non-scientific events, e.g. citizens science events (WP3)</li> <li>Publishing in non-scientific press sources</li> <li>Using EC services and other others RI networks as multipliers</li> </ul>
Industry	Become an important driving force of innovation in the aquaculture sectors	<ul style="list-style-type: none"> <li>Success stories</li> <li>Pitch presentations</li> <li>Social media</li> <li>Articles in industry magazines and e-newsletters</li> </ul>	<ul style="list-style-type: none"> <li>Industry brokerage events at regional and European level (WP2)</li> <li>EATiP attendance at aquaculture industry events (WP2&amp;3)</li> <li>Other exploitation activities as will be identified through the Impact Plans (WP2)</li> </ul>
Scientific community	Improved scientific knowledge on current aquaculture topics	<ul style="list-style-type: none"> <li>Scientific publications</li> <li>Oral and poster presentations</li> <li>Deliverables</li> <li>Publications/reports</li> </ul>	<ul style="list-style-type: none"> <li>Publishing in scientific journals (all WPs &amp; TNA activities)</li> <li>Presentation at scientific conferences (both partners &amp; TNA users)</li> <li>Peer reviews by appropriate scientific communities will ensure quality standards</li> </ul>
Policy makers	Contribute to evidence-based policy making for the sustainable development of EU aquaculture	<ul style="list-style-type: none"> <li>Project website</li> <li>Project factsheet</li> <li>Press releases</li> <li>E-newsletters</li> <li>Social media</li> </ul>	<ul style="list-style-type: none"> <li>Using EC services as multipliers</li> <li>Recommendations (notes) to policy makers on fish welfare management. Other dissemination activities as will be identified through the Impact Plans (WP2) f for policy-relevant outputs</li> </ul>

## 8. DEP Validation and Recommendation

As part of the revision process for the Dissemination and Exploitation plan, each subsequent version of this deliverable (D3.1) will be validated by the consortium. The current version will function as the operational manual and will be revised during EC reporting periods:

DEP Review 1: M18

DEP Review 2: M36

DEP Review 3: M48

Date / version	Comments & Recommendations
29/01/2021 / V1	DEP_Final_V1

## Annex 1: Glossary

**Access rights** are the user rights (incl. Licenses) to foreground or background of project partners (<http://www.iprhelpdesk.eu/>).

**“Application”** refers to the process of converting scientific and technological advances into useable/marketable goods or services. Definition according to MarineTT (FP7 project number 244164).

**“Background”** means, in the context of Horizon 2020, any data, know-how or information whatever its form or nature, tangible or intangible, including any rights such as intellectual property rights, which is: 1. held by participants prior to their accession to the action; 2. needed for carrying out the action or for exploiting the results of the action; and 3. identified by the participants. (<http://www.iprhelpdesk.eu/glossary/b>).

**“Communication”** means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges (<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq/933>).

**“Deliverables”** A deliverable is a physical output related to a specific objective of the project, e.g. a report, publication, newsletter, tool, website, or conference. A distinction can be made between external deliverables, which are created for customers and stakeholders, and internal deliverables, which are produced for the purpose of executing the project and are usually only needed by the project team and the commissioning authority. Both types need to be specified and listed in the work package plan ([http://ec.europa.eu/eahc/management/Fact\\_sheet\\_2010\\_03.html](http://ec.europa.eu/eahc/management/Fact_sheet_2010_03.html)).

**“Dissemination”** is the public disclosure of the results of the project in any medium. It is the process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organised at the beginning of each project. Activities used for dissemination purposes are for example a public website, press releases, publications, and attendance at events (<https://ec.europa.eu/info/fundingtenders/opportunities/portal/screen/support/faq/933>).

**“End-user”** is the individual(s) who will apply the Knowledge Output at the end of the Knowledge Output Pathway. The Knowledge Output may have undergone several revisions/adaptations through the value chain before reaching/being relevant to the needs of the end-user. Definition according to COLUMBUS (Horizon 2020 project: 652690).

**“Exploitation”** consists of mainstreaming and multiplication. Mainstreaming is the planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems. Multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives ([http://ec.europa.eu/education/programmes/llp/guide/valor/index\\_en.html](http://ec.europa.eu/education/programmes/llp/guide/valor/index_en.html)).



**“Eventual Impact”** is the ultimate end benefit of the application of the Knowledge Output, and its influence/effect once taken up and applied by the target community. Definition according to COLUMBUS (Horizon 2020 project: 652690).

**“Knowledge Management”** comprises a range of practices used by organisations to identify, create, represent, and distribute knowledge for reuse, awareness and learning. Definition according to MarineTT (FP7 project number 244164).

**“Knowledge Outputs”** are units of knowledge or learning generated by or through research activity. They are not limited to de-novo or pioneering discoveries but may also include new methodologies/processes, adaptations, insights, alternative applications of prior know-how/knowledge. Definition according to COLUMBUS (Horizon 2020 project: 652690).

**“Knowledge Output Pathway”** can be a single step or series of steps required to carry a Knowledge Output to its Eventual Impact. Where there are a series of steps, it will include detailed mapping of the steps, the users involved at each step and their predicted role in the pathway to Eventual Impact. Definition according to COLUMBUS (Horizon 2020 project: 652690).

**“Knowledge Transfer”** is the term for the overall process of moving knowledge between knowledge sources to targeted potential users of knowledge. Knowledge Transfer consists of a range of activities which aim to capture, organise, assess and transmit knowledge, skills and competence from those who generate them to those who will utilise them. Definition according to COLUMBUS (Horizon 2020 project: 652690).

**“Milestones”** A milestone is a scheduled event signifying an important decision-making moment or the completion of a deliverable. Milestones can be used as project checkpoints to validate how the project is progressing, thus allowing a proper monitoring of the project implementation ([http://ec.europa.eu/eahc/management/Fact sheet 2010 03.html](http://ec.europa.eu/eahc/management/Fact_sheet_2010_03.html)).

**“Participant”** is any legal entity carrying out an action or part of an action under Regulation (EU) No1290/2013 [Horizon 2020] having rights and obligations with regard to the European Union or another funding body under the terms of the Horizon 2020 Rules for Participation, Regulation 1290/2013 <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>

**“Target User”** is the individual(s) who you have identified in your Knowledge Output Pathway to whom the Knowledge Output will be transferred to the Knowledge Output. Definition according to COLUMBUS (Horizon 2020 project: 652690).

**“Value Chain”** is a chain of activities for a firm operating in a specific industry. Products pass through all activities of the chain in order, and at each activity the product gains some value. As an example - steps in the value chain can include R&D, Design of Products/Services/Processes, Production, Marketing & Sales, Distribution and Customer Service. The chain of activities gives the products more added value than the sum of the independent activity's value. Definition according to MarineTT (FP7 project number 244164).



## Annex 2:



## Horizon Results Platform (HRP) Template Key Exploitable Results (KERs) Collection for Horizon Results Platform

Status of submission: [to be completed by ERINN]

Date of last modification: [to be completed by ERINN]

### Your contact information

Name	
Email	
Work Package   Task Number	

### Horizon Result Platform

Title of result (120 characters)

*Provide a punchy title to draw your target audiences.*

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### Message / Teaser to potential user (1000 characters)

*In a brief message, please state what your result is, what is it for, what makes it special in terms of adding value or knowledge, what is your purpose of making it public, and what is your target audience. Be succinct and clear and try to capture the attention of the audience you are targeting.*

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### Video or Image

*As the Horizon Results Platform is designed to attract users interested in European research results and as we want to make the results visually appealing, having a visual representation (banner) of the result is a key ingredient. From now on, a visual representation of your result will be mandatory. A video (linked from YouTube or Vimeo) is preferable, but in the absence of a video, you can also upload an image (.png, .gif, .jpeg and .jpg formats with maximum file size of 1 Megabytes). If you upload both, the video will be the default banner.*

*To make your result profile more attractive, we highly recommend that you provide a link to a short video (ideally not more than 90 seconds). In this video, you should briefly state what your result is, what is it for (uses or applications), what makes it special in terms of adding value, knowledge and potential impact, and what is your purpose of making it public (are you looking to share knowledge, raise awareness, look for partners, look for customers, look for investors?).*

*For those results coming from start-ups or researchers wishing to commercialize their result, you could consider this as your sales-pitch video to your target audiences.*

*The video need not be expensive, or too elaborate. It would be sufficient for you the researcher(s) to stand in front of your lab or office and speak proudly of your achievements. Of course, if you want to take the time to make a more sophisticated and aesthetically attractive video it is entirely up to you.*

*In the event that a video is not feasible or is irrelevant, you could also provide a link to an animated power point that would play like a video.*  
*To do that, you should save the Power Point like an Windows Media Video (.wmv) and after that you can upload on YouTube or Vimeo and provide here the link.*  
*If you want to take the time to make a nice video, you can always upload an animated PowerPoint now and come back later and upload a video when you have one.*

#### Our Logo (max. 1MB)

*Please provide a logo representing the result as a whole. If there is only a single organisation associated with the result, then these could be the same.*



#### Main project (auto filled on portal)

*This is the main project you wish to upload the result for. In the Pilot version of the Platform, the workflow in the F&T Portal predefines the project.*

ERGO (Grant no. 825753)

#### Other related projects

*You may list other projects of yours for which this result is relevant. Please note that this list will not appear in your public profile.*

#### Result Type (Drop-down menu)

*To better describe your result and facilitate matchmaking, please choose the category that best describes it from the list below.*

1. *Policy Related Result – Result primarily useful and influential for policy makers or legislators (Ex. Regulatory analysis, policy related study, foresight analysis, pre-standard, standard, publications of other forms, etc.);*
2. *Scientific or Technological R&D Result including ICT Hardware – Any scientific or technological R&D related result at any stage of development. The results can be a scientific finding or approach, model or method, a proof of concept, a technological solution or component, a chemical, a new material, a new manufacturing process, a medicine, a therapy, an agri-food, an electric component, sensor, processor, computer hardware, etc. The result can be at any stage of development: from the basic, applied research to the prototype and commercial readiness.*
3. *ICT Software Digital solution – Any software, algorithm, database, model, online platform, cloud, etc. at any stage of development.*
4. *Other Intangible Results (Ex. Citizens engagement platform, know-how, best practices, methodologies etc.);*
5. *Services (Ex. Research infrastructures, educational sources, citizen helplines, etc.);*
6. *Other – please specify in the Result Description.*

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**Related EC Policy Area (Drop-down menu)**

Please select **up to three** most relevant European Commission Policy areas from the following; Agriculture and rural development; Banking and financial services; Border and security; Budget; Business and industry; Climate action; Competition; Consumers; Culture and media; Customs; Digital economy and society; Economy, finance and the euro; Education and training; Employment and social affairs; Energy; Environment; EU Enlargement; European neighbourhood policy; Food safety; Foreign affairs and security policy; Fraud prevention; Home affairs; Humanitarian aid and civil protection; Institutional affairs; Institutional cooperation and development; Justice and fundamental rights; Maritime affairs and fisheries; Migration and asylum; Public health; Regional policy; Research and Innovation; Single market; Sport; Statistics; Taxation; Trade; Transport; Youth.

**Result description (1200-character limit)**

Please describe more specifically your result.

**Result Contributors**

Please select your list of partners from the 'main related project' you had listed above.

**Tags/ Keywords**

Please list any relevant keyword to better describe your results. The purpose of these keywords is to facilitate and improve the quality of the matching between your results and the user searches. We would recommend that you use keywords to describe the technology, science, sector, content or nature of result and very importantly, keywords to denote potential uses or applications of your result. Please note that, by default, you will see appearing in your submission form, all keywords linked to the main project you had chosen for declaring this result. This is to help you get started. Feel free to remove those keywords irrelevant to this result.

**Addressing target audiences and expressing needs**

The fields 'Target Audiences', 'Our needs' should be used together to denote who you are targeting and what specific needs you have from a fixed drop-down list. You will also have the optional field 'Specifically looking for...' where you can be more specific in what you are looking for.

**Target audiences (Drop-down menu)**

Please select your target audience from the list below:

- Others / No specific audience i.e., sharing knowledge
- Public or private funding institutions i.e., grants, subsidies, other blended financing

- EU and Member State Policymakers *i.e.* raise awareness and possibly influence policy
- International Organisations (ex. OECD, FAO, UN, etc) *i.e.* raise awareness and possibly influence policy
- Other Actors who can help us fulfil our market potential
- Research and Technology Organisations
- Academia / Universities
- Private Investors *e.g.* Business Angels, Venture Capital, Crowd-funding Equity, Other type of Investment

#### Our needs are (Drop-down menu based on selected above)

*If you are a researcher, you may want to find a research infrastructure to apply your research at a larger scale, or collaborators from other research institutions or universities. If you are a Marie-Sklodowska-Curie scholar, you may be looking for a fellowship at a University or other Research Institutions. If you have performed a regulatory, foresight or other type of policy analysis or developed a proposal for a standard, you would probably want to indicate that your result should be targeting policy makers and legislators. Or you may simply want to share knowledge, information or data.*

*Depending on your choice of Target Audience above, choose from the values in the drop-down list and, if you need to be more specific, provide more detail in the field "We specifically need / are looking for", below.*

#### We specifically need / are looking for...

*Please enter more specific details in terms of which audience you are targeting and what your precise needs are.*

#### Next Steps

##### Other Actions

*Are there any specific actions you would like to undertake if you had the time/funding/personnel? E.g. If you had an unlimited budget / time or could contact anyone, what would be your next steps for progressing this work?*

#### Your result's Contribution to Sustainable Development

##### Contribution to UN Sustainable Development Goals (Drop-down menu)

*Please list up to three most relevant UN Strategic Development Goals your result contributes to. You may consult the relevant United Nations Webpage for more detail on these.*

Goal

#### Testimonials / References

*Here, you could provide the links to references from you peers, customers or partners, your certifications, honorary memberships, awards, related newspaper or journal articles, or any references and credentials to make your profile more credible and attractive.*

<b>Title (60 words)</b>

<b>Link (to testimonial or reference)</b>

**Other information / Data to share**

*Here you may provide links to datasets, databases, documents, analyses or any other types of results that you would like to openly share and that can be used by any user of this Platform.*

<b>Link or text?</b>
<b>Title (100 words)</b>
<b>URL</b>

**Find us on**

Please list whichever social media or other online platforms you feel necessary. (E.g. Facebook, Twitter, LinkedIn, etc.)

Description (100 words)	URL
<ul style="list-style-type: none"> <li>AQUAEXCEL3.0 Project Website</li> <li>AQUAEXCEL3.0 Project Twitter</li> </ul>	<ul style="list-style-type: none"> <li><a href="https://aquaexce.eu/">https://aquaexce.eu/</a></li> <li><a href="https://twitter.com/AQUAEXCEL3">https://twitter.com/AQUAEXCEL3</a></li> </ul>

|

## Document Information

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Project website	www.aquaexcel.eu		

Deliverable	N°	D3.1	Title	Dissemination and Exploitation Plan
Work Package	N°	3	Title	Capacity building, communication, dissemination and impact
Work Package Leader				
Work Participants				

Lead Beneficiary	ERINN Innovation Limited
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<sup>6</sup>Dissemination level (DELETE ACCORDINGLY): **PU**: Public, **CO**: Confidential, only for members of the consortium (including the Commission Services), set out in Model Grant Agreement, **CL**: Classified, information as referred to in Commission Decision 2001/844/EC

<sup>7</sup> Nature of deliverable (DELETE ACCORDINGLY): **R**: Report, **DEM**: Demonstration, pilot, prototype, plan design, **DEC**: Website, patent filing, market studies, press & media, videos, **Other**: Software, technical diagram, etc., **Ethics**: Ethics deliverable