

HORIZON 2020
WORK PROGRAMME 2014 – 2015

17. Communication, Dissemination and Exploitation

Important Notice on the First Horizon 2020 Work Programme

This Work Programme covers 2014 and 2015. Due to the launching phase of Horizon 2020, parts of the Work Programme that relate to 2015 (topics, dates, budget) are provided at this stage on an indicative basis only. Such Work Programme parts will be decided during 2014.

(European Commission Decision C (2013)8631 of 10 December 2013)

Introduction to communication, dissemination and exploitation

Activities to disseminate information and exploit research and innovation results as well as carry out communication activities will be an important and integral part of Horizon 2020. The European Commission will thus implement information and communication actions for Horizon 2020 which will include communication measures concerning supported projects and results. The communication efforts will also contribute to covering the overall corporate communication of the European Union's political priorities as far as they are related to the general objective of Horizon 2020.

Dissemination and exploitation

As in previous Research Framework Programmes, the Commission will continue its dissemination and exploitation policy providing web-based access to information on funded projects as well as their results. This will cover projects funded under Horizon 2020 and ensure continuity for the past Research Framework Programmes (FP7, FP6, etc.).

The coordination and monitoring of these activities will be under the responsibility of the Common Support Centre (CSC). The CSC will also be in charge of delineating a strategy for the dissemination and exploitation of remaining Seventh Framework Programme and Horizon 2020 research results in the longer term which will be aligned with the principles of IT and Web rationalisation; in that respect, it will ensure integration with the Research Participant Portal and the new IT systems developed for Horizon 2020. Moreover, it should result in efficiency gains in terms of cost reduction and job savings¹.

The Publications Office of the European Union (OP) will continue to act as a service provider to the European Commission providing the Community Research and Development Information Service (CORDIS) with dissemination services, mainly related to Seventh Framework Programme results, until the end of 2015. Together with other possible service provider(s) it will support the Commission in its dissemination and exploitation policy with the objective to:

- **Make available relevant services in a user-friendly way** including content management, IT developments, maintenance, operational and supporting activities;
- **Consolidate services** to reflect decisions on the Commission's web and IT rationalisation strategies;
- Improve and develop services to **disseminate and exploit research results** according to the needs as defined by the research and innovation Directorates-General/Agencies;
- Ensure **editorial harmonisation, technical interoperability, integration, alignment and seamless navigation** with other research-related EC and non-EC websites, systems and initiatives such as those on open access.

The Commission will keep Member States informed of progress towards meeting these objectives and will maintain a dialogue with them on further development of related activities and on the role the Member States can play in contributing to meeting the objectives.

¹ SEC(2013) 493 (final)

The global budget foreseen for these activities is EUR 7.12 million in 2014^{2 3} and EUR 7.45 million in 2015⁴ of which EUR 5 million for each year is foreseen to go to the Publications Office for provision of CORDIS services.

Corporate communication

As provided in Article 22 of the basic act⁵, Horizon 2020 will contribute to covering the corporate communication of the Union's political priorities as defined by the Commission in the Communication "Corporate Communication under the Multiannual Financial Framework 2014-2020"⁶.

In line with the general objective of Horizon 2020 to support the implementation of the Europe 2020 strategy (Article 5 of the basic act⁷), corporate communication will aim to ensure that the communication needs of this core strategy are met. Corporate communication will serve to convey top level messages about the EU which will create a leverage effect in support of communication actions dealing with specific Europe 2020 policy areas, including research and innovation.

The contribution of Horizon 2020 to corporate communication will be EUR 4 million in 2014⁸.

Horizon 2020 plays a central role in the delivery of the Europe 2020 strategy for smart, sustainable and inclusive growth and acts as a vehicle for leveraging private investment, creating new job opportunities and ensuring Europe's long-term sustainable growth and competitiveness. Thus, corporate communication actions that demonstrate to non-specialised audiences the EU's added value in growth and job creation as well as seek views from the public on the future of the European Union intrinsically support Horizon 2020's core added values.

The result will be an increased learning from experience, a boosted transferability of results and, as a consequence, an increased lasting effect of the supported activities. Thanks to an increased impact of the corporate communication activities conducted by the Commission as

² Subject to the availability of the appropriations provided for in the draft budget for 2014 after the adoption of the budget for 2014 by the budgetary authority or if the budget is not adopted as provided for in the system of provisional twelfths.

³ Of which EUR 5.83 million from the main bulk of the Horizon 2020 programme and EUR 1.29 million from 'The European Research Council'

⁴ The budget amounts are indicative and will be subject to a separate financing decision to cover the amounts to be allocated for 2015.

⁵ Proposal for a Regulation of the European Parliament and of the Council establishing Horizon 2020 – The Framework programme for Research and Innovation (2014-2020: COM(2011) 809 of 30.11.2011)

⁶ SEC(2013) 486 of 23.09.2013

⁷ COM(2011) 809 of 30.11.2011

⁸ Subject to the availability of the appropriations provided for in the draft budget for 2014 after the adoption of the budget for 2014 by the budgetary authority or if the budget is not adopted as provided for in the system of provisional twelfths.

a whole, the expected results are a better understanding of the EU by citizens and an enhanced image of the EU institutions and their activities, including Horizon 2020 with measurable positive trends in public perception.

The contributions of Horizon 2020 to corporate communication will ensure that a broader general public will be reached by top level messages that reflect the concrete successes of Horizon 2020 actions.

Corporate communication will be implemented as a pilot initiative in 2014 through an integrated communication campaign, promoting the EU's activities. The overall aim will be to reach particular segments of society where isolated actions would not be as effective as through a corporate approach. The campaign will use multiple channels to deliver a clear and consistent message to a variety of audiences and it will have to actively engage with citizens, seeking their views and promoting a permanent dialogue.

The campaign will be evaluated by using evaluation and measurement techniques. Indicatively, the campaign will be implemented via public procurement for communication actions.

Budget: Communication, dissemination and exploitation

Horizontal activities (08.020501)	2014⁹ Budget EUR million¹⁰	2015¹¹ Budget EUR million
Dissemination and exploitation activities	5.83 ¹² <i>from 08.020501</i>	6.10 ¹³
Corporate communication	3.08 ¹⁴ <i>from 08.020501</i>	–
Estimated total budget	8.91	6.10

⁹ Subject to the availability of the appropriations provided for in the draft budget for 2014 after the adoption of the budget for 2014 by the budgetary authority or if the budget is not adopted as provided for in the system of provisional twelfths.

¹⁰ The budget figures given in this table are rounded to two decimal places.

¹¹ The budget amounts are indicative and will be subject to a separate financing decision to cover the amounts to be allocated for 2015.

¹² To which EUR 1.29 million from ‘The European Research Council’ (budget line 08.020101) will be added making a total of EUR 7.12 million for dissemination activities.

¹³ To which EUR 1.35 million from ‘The European Research Council’ (budget line 08.020101) will be added making a total of EUR 7.45 million for dissemination activities.

¹⁴ To which EUR 0.68 million from ‘The European Research Council’ (budget line 08.020101), EUR 0.10 million from ‘The Joint Research Centre’ (budget line 10.020100) and EUR 0.14 million from ‘The European Institute of Innovation and Technology’ (budget line 15.030500) will be added making a total of EUR 4.00 million for corporate communication.