Common Dissemination Booster

Apply online here by Nov 30TH 2017
https://ec.europa.eu/eusurvey/runner/CDB

Apply now to receive professional support to disseminate results from your R&I Project Group

The Common Dissemination Booster (CDB) is a brand-new service from the European Commission which is free of charge and available to all, ongoing or closed, European, National, Regional funded Research & Innovation (R&I) projects (H2020, FP7 or other).

The booster encourages projects to come together to identify a common portfolio of results and shows them how best to disseminate to end-users, with an eye on exploitation opportunities.

What's in it for me?

Free, professional consultancy services. Production of hands-on quality reports, positioning analysis, dissemination plan, training packages and also execution of activities to support your very own CDB Project Group.

Create a cluster for a stronger collective voice

We are looking for clusters of projects (Project Groups) that are motivated and open to learning new dissemination techniques to help them make the best of their results together. Clusters can be based on common themes, target stakeholders, or service range to leverage complementary results.

What we expect you to do?

Participate in the consultancy activities, remotely with your own resources.
Provide dissemination material that you have already produced and participate in informative online sessions.
No travel is required for you.

The 5 CDB Services you can choose from – Pick one or more

SERVICE 1	**SERVICE 2**	**SERVICE 3**	**SERVICE 4**	**SERVICE 5**
Portfolio Identification Service	Stakeholder/ End-user mapping	Portfolio Dissemination Plan Development	Portfolio Dissemination Capacity building	Dissemination Campaign in Practice
Define your portfolio of results and attributes in common across the cluster	*Identify and prioritise your stakeholders and build the networks you need to reach them*	*Plan how to use dissemination tools to reach the right audience in the right way at the right time*	*Learn the skills you need to improve your dissemination*	*Hands-on support on delivering your dissemination campaigns*

Research and Innovation

How do you apply?

It's really simple! Whether you are a project coordinator or partner in an EC, National or Regional funded project, all you have to do is:

- ✔ Identify your CDB Project Group and portfolio of results.
- ✔ Find the CDB service(s) best suited to yours needs (you can apply for one or more services).
- ✔ Apply directly online here: https://ec.europa.eu/eusurvey/runner/CDB.

You can also contact us here:

If you need help in finding partners submit a request to EC-CSC-DISSEMINATION-SUPPORT@ec.europa.eu with information on your project results so like-minded partners can be found for you.

When should you apply?

Be quick so you don't miss out! The service works on a first-come-first-served basis. Applications will close on **30th November 2017**.

All applications must include a cluster (i.e. a Project Group) with a minimum of two FP7 and/or Horizon 2020-funded projects. The larger the CDB Project Group the better. One lead project should be indicated.

When does the CDB start for me?

RIGHT AWAY!

If your results are ready and your application successful then the CDB Services can start upon contract signature.

LATER ON...

If your cluster results aren't ready when you apply, you can request a specific start date at a later stage.

The full CDB service runs from July 2017 to June 2019.

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The CDB - Common Dissemination Booster is an initiative funded by the European Commission, DG Research & Innovation - J.5 Common Service for H2020 Information and Data

Common Dissemination Booster (CDB) – FAQs

*****Disclaimer:** the FAQs will be constantly updated and revised as needed and saved under the EUSurvey online link (under background materials) and on the DiEPP WIKI/CDB page***

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Definitions and key principles

Dissemination: public disclosure of results by any appropriate means, including through publication in any medium. More specifically, it means making *research results* known to various stakeholder groups worldwide (research peers, industry and other commercial entity, professional organisations, policy makers and public administrations) in a *targeted manner*, to enable them to incorporate the results in their own work. It is a process of promotion and awareness raising that should occur throughout the project funding period and beyond.

It is important to make the difference between *communication* and *dissemination* because it is sometimes not apparent:

Communication	Dissemination
About the **project** and **results**	About **results only**
Multiple audiences *Beyond the project's own community (include the media and the public)*	**Audiences that may use the results in their own work** e.*g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers*
Inform and **reach out to society**, show the benefits of research	**Enable use** and **uptake of results**

CDB Project Group: a *project consortium of at least two FP7 and/or H2020 funded projects*. One of them will play the role of Lead Project. Any other projects funded under other EU, national or regional funding sources can also be part of the CDB Project Group. The larger and more varied the CDB Project Group, the better.

Some examples of EU, national and regional programmes funding projects that may form the CDB Project Group:

CDB Portfolio: a *cluster of results stemming from FP7 and/or H2020 funded projects* <u>plus</u> any other results stemming from projects funded under other EU, national and regional funding sources.

The CDB Portfolio will bring together results from several projects that are suitable to be disseminated together and it will be targeted to a particular audience and tailored to its needs. It will offer a wider view to the potential users, showing both alternative and complementary results, and will enable impact.

Lead project: an *on-going FP7 or H2020 project* that will be the *administrative contact point* for the CDB Project Group.

Core projects: *projects funded under FP7 and/or Horizon 2020.*

Supplementary projects: *projects funded under any EU, national or regional funding source or programme.*

1. What is the Common Dissemination Booster (CDB)?

The Common Dissemination Booster (CDB) is a *corporate support service* which aims at providing R&I Project Consortia with the knowledge and skills to:

- *Cluster results* from several projects that are suitable to be disseminated together to form a unique portfolio of research results; and
- *Better map and target the relevant stakeholders* and openly disseminate to the potential users at European level and beyond.

One of the main features of the CDB approach is that *it will support several projects together*, with the specific goal of identifying and achieving synergies among related initiatives and benefiting from economies of scale.

The idea of clustering projects together forming a portfolio of project results may greatly maximise exposure with a knock-on effect that will provide pragmatic synergies outside of the already thematic research community the Consortia may be used to engaging with.

The *CDB services are implemented by external consultants* under confidentiality agreement. The consultants will help in driving forward new ideas, pinpointing market opportunities, creating multi-stakeholder partnerships and building international networks and communities, all with a structured approach.

The *CDB consultancy services are tailor-made* to fit the needs of each CDB Portfolio.

The CDB is launched in 2017 as a *pilot activity*. In 2018, feedback will be collected to assess the first results of this piloting activity with regards to the demand for the services and their usefulness. In case of positive conclusions, a similar corporate support service of larger volume and duration would be established in the H2020 Work Programme 2018-2020.

2. What is the aim of the CDB?

The aim of the CDB is to *provide Project Consortia with the knowledge and skills* to better map and target their stakeholders, to bring together results from several projects that are suitable to be disseminated together, forming a portfolio of projects, and to openly disseminate to targeted potential users at European level and beyond. Such dissemination of portfolios of results from Groups of Project Consortia would offer a wider view to potential users, showing both alternative and complementary results. This could stimulate and speed up their uptake and use.

With the help of knowledge brokers, the Commission motivates projects to *step beyond the regular dissemination activities of individual projects*, taking a wider perspective: disseminating a portfolio of results at European level, as well as outside the already familiar thematic research community.

3. How does the CDB work?

The procedure for implementing the CDB framework service contract will be as follows:

- The Commission investigates the running R&I projects to select those with high aggregated dissemination potential, being most likely to benefit from the CDB services;
- The Commission informs Project Consortia that could benefit from such a service via the Commission Project Officer who manages the project in question;

- Project coordinators identify other related projects, funded by Framework Programmes or other EU, national or regional programmes that together could constitute the CDB Project Group;
- The CDB Project Group expresss their interest in one or more services by November 2017 via the online form available at: https://ec.europa.eu/eusurvey/runner/CDB;
- The Commission assesses those expressions of interest for their suitability and inform the CDB Project Groups who will benefit from the services at the latest by November 2017;
- The selected CDB services will be implemented between Q3/2017 and Q2/2019.

4. What are the CDB services?

The CDB provides *five different services*:

1) Portfolio Identification Service
2) Stakeholder/End-user mapping, including Leveraging Networks at European Level and in Complementary Research Fields
3) Portfolio Dissemination Plan Development
4) Portfolio Dissemination Capacity Building
5) Dissemination Campaign in Practice

1) Portfolio Identification Service

This service provides the CDB Project Group with *guidance in identifying and further expanding their portfolio of research results* stemming from relevant, complementary projects for which a common dissemination offers added value.

Outcome: dissemination portfolio

Estimated duration of service: 0.5 months

Prerequisites: None

2) Stakeholder/End-user mapping, including Leveraging Networks at European Level and in Complementary Research Fields

This service provides the CDB Project Group with *guidance in mapping the relevant stakeholders/targeted audience* for the specific project portfolio.

Outcome: Stakeholder & End-user identification & clustering (report, list of contacts)

Estimated duration of service: 0.5 months

Prerequisites: Dissemination portfolio
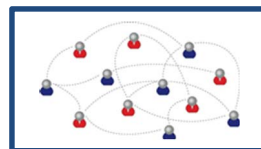
3) Portfolio Dissemination Plan Development

This service provides the CDB Project Group with the *skills and knowledge to design a precise and detailed CDB Portfolio dissemination plan*, ready for implementation. Various dissemination tools will be used in concert within a larger plan that together produces a complete and effective dissemination package.

Outcome: Dissemination Plan and Dissemination Tools

Estimated duration of service: 1 month

Prerequisites: Dissemination portfolio, Stakeholder & End-users identified and clustered

4) <u>Portfolio Dissemination Capacity Building</u>

This service enables the CDB Project Group to *build up the necessary dissemination skills* for the planned dissemination activities.

Outcome: Dissemination skills (training courses, documentation, evaluation and feedback report)

Estimated duration of service: 2 months

Prerequisites: Dissemination Plan and Dissemination Tools

5) <u>Dissemination Campaign in Practice</u>

This service *assists the CDB Project Group in carrying out the dissemination campaign*, based on the CDB Portfolio dissemination plan.

Outcome: Dissemination results (content rich messages, IPR documentation, flash reports with impact analysis, impact analysis results, revision of dissemination plan if needed)

Estimated duration of service: 3, 6, 9 or 12 months (depending on the timing constraints of the CDB Project Group, four different configurations can be activated)

Prerequisites: Dissemination Plan, Dissemination Tools and Dissemination Skills

5. How can I create my CDB Portfolio?

Strong collaboration among project officers/policy officers and project coordinators is fundamental in identifying and selecting project results that could be part of the initial CDB Portfolio (the one which is needed to apply for the CDB services).

Once the initial CDB Portfolio is in place, the CDB Project Group may decide to apply for the "Portfolio Identification Service" (service n.1) in order to further expand it. Indeed, this service provides the CDB Project Group with guidance in identifying and further expanding their portfolio of research results stemming from relevant, complementary projects for which a common dissemination offers added value.

6. When, where and how can a CDB Project Group apply?

The CDB Project Group must express their interest in one or more CDB services *by November 2017* via the *online form* available at: https://ec.europa.eu/eusurvey/runner/CDB

The *initial information* needed for submitting the expression of interest via the online form is the following:
- service requested
- details for the lead project – FP7 or H2020 (acronym, number, Project Officer and Coordinator name and contact details)
- details for the additional projects (EU, regional or national)
- short description of the portfolio of results (and not a description of the projects)

One separate request for each service is needed because of administrative constraints.

All the necessary project related documents will be transmitted directly to the contractor and will be based on the agreement between the Project Group and the contractor.

7. Can a CDB Project Group apply for more than one service?

A CDB Project Group can benefit from *one service only once but it can apply for several of the five services*. Nevertheless, one request for each service must be introduced because of administrative constraints (cumulative requests are not allowed).

8. When the CDB Project Group must be defined?

The CDB Project Group must be defined by the time of their expression of interest.

9. What are the costs for the CDB Project Group?

The CDB Project Group is responsible for its own logistic costs. That is why it would be practical to link these services with project meetings or clustering events.

[More details on this aspect will be given after the Kick-Off meeting]

10. Are individual projects eligible for the CDB services?

No, they are not. Only CDB Project Groups are eligible and they must be made up of at least two FP7 and/or H2020 projects.

11. Are closed projects eligible for the CDB services?

Yes, they are. *Both on-going and closed projects* can apply for the CDB services

12. How will the expression of interests be evaluated?

The Commission will check the eligibility of each expression of interest. Only the eligible requests will be implemented following a *"first come, first served" approach*. Nevertheless, if the requests exceed the number of services which can be funded, priority will be given to larger CDB Project Groups.

13. What are the eligibility criteria for applying?

Two main eligibility criteria for applying will be taken into consideration for the CDB services:

- The CDB Project Group must be made up of *at least two FP7 and/or H2020 funded projects*;
- *Project results* to be disseminated *must have been achieved by the time of service implementation.*

14. How is the CDB budget going to be spent? Are there quotas or equal distribution among the five services?

The CDB pilot has a budget of *EUR 700,000*. There are no quotas reserved for thematic areas or equal distribution among the five services. The overall budget will be consumed on a *"first come, first served" basis*, independently from the type of services requested.

15. Can Coordination and Support Actions (CSAs) with a focus on promoting dissemination apply for the CDB services?

CSAs can apply for the CDB services as far as there is no double funding (i.e. projects receiving funding from two different sources to carry out the same activity).

16. What is the added value of using the CDB services for project coordinators/partners?

Project coordinators/partners get the chance to:
- *Boost their dissemination skills & capabilities* with the help of a consultant specialised in dissemination
- *Expand on their current dissemination networks and stakeholders* to other research areas, networks and levels (ex. from national to European levels)
- *Enhance their awareness* of other projects that are complementary to theirs
- *Take the added value of their dissemination to a different level* – a step closer to the needs of the end-user – which will potentially ensure better dissemination, better uptake, more impact
- *Create synergies* by disseminating related initiatives together and achieving economies of scale
- *Secure more visibility* with the multiplied dissemination
- *Driving forward new ideas*, pinpointing market opportunities, creating multi-stakeholder partnerships and building international networks and communities

17. Can Project Groups apply for the CDB services if they have already applied for the Common Exploitation Booster (CEB) services?

Yes, they can. Receiving support from the CEB does not prevent Project Groups from applying for one or more CDB services.

18. Could a project use the budget allocated to its own dissemination activities for the CDB services?

The CDB supports several projects together in the dissemination of a portfolio of results to a target audience. Therefore, the CDB services come on top of the single projects' dissemination activities. For this reason, the budget allocated to the dissemination activities of a specific project must be used exclusively for those activities.

19. If the project results to be disseminated must have been achieved by the time of service implementation, how can a CDB Project Group identify the right time for the service implementation if the results of the different projects forming the consortium are achieved in different moments?

If the project results are achieved in different moments, the service implementation must happen when the last results are available.

20. How the experts who implement the CDB services are selected?

The contractor has a pool of experts from different countries and different expertise. They propose experts for each CDB service requested, and the project coordinator can either accept or request revised proposal for the experts.

21. What is the estimated time for each CDB service?

[To be defined at the Kick-Off meeting]

22. Are modifications to the CDB Project Group possible at a later stage, after the specific contract has been signed?

Changes are in principle possible as far as they do not imply any budget modifications (which are not allowed after the signature of each specific contract).

[To be further define at the Kick-Off meeting]