

# Bringing your research results to market

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Why



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



## Project results

Datasets on flight indicators and performance

Best practices on CO2 savings

Cost-saving for airlines

Policy recommendations for CO2



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



Scientific impact : new knowledge

Societal impact: green global economy

Economic impact : leveraging investments

# Legal obligation and opportunity



# Horizon Europe Regulation (EU) 2021

## ■ Article 39 – Exploitation and Dissemination

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

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

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

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



# Key concepts



## Results

Tangible/intangible output  
(data, knowledge & information)



## Key exploitable results

Potential to create impact



## Communication

Strategic measures for promotion to targeted audiences



## Dissemination

Circulating results to those able to use them



## Exploitation

Use of results in further activities



# Actions to take by EU beneficiaries

Disseminate

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

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**Open science to peer-reviewed scientific publications  
relating to their results**

*other dissemination or open science obligations in the call*

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

Exploit

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

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

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



# Tips for effective dissemination & exploitation

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



The toolbox: tailored support at every step



# Key tools for results dissemination and exploitation

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



## Go-to-market results: innovations





**EU**

# Innovation Platform

Where innovation moves forward

# EU Innovation Platform

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



# Who can join the EU Innovation Platform

## ■ 2026

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

## ■ 2027

- EU Innovators
- Investors
- Corporates
- Business service providers



# Services for EU-funded innovators



*Business Support on Your Doorstep*



# Services: European IP Helpdesk

## ■ Resources

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

## ■ Helpline

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

## ■ Training

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



# Services: Booster (1)

## ■ Objectives

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

## ■ 5 Modules

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



# Services: Booster (2)

## ■ Eligible EU programmes

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

## ■ Eligible applicants

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



# Key tools for R&I data and project information



## ■ **Horizon Dashboard**

### **Visualisation tool for data and statistics on participation**

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



## ■ **CORDIS**

### **Online repository of information on all funded projects and results**

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



# Key takeaways

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



Thank you

