



## **Dissemination and exploitation – how to stand out in the information jungle**

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EU projects are aiming on research and innovation, fostering competitiveness and growth. For the EU it is therefore essential to convert the public investment into socio-economic benefits for the society, i.e. economy and citizens. This is reflected in the obligation of participants to exploit and disseminate the outcome of their projects, which means to use and communicate results and multiply the benefit of investments. But how to do this efficiently and effectively in a world, which is more and more overloaded with information? Which audiences should be addressed and how to reach them? How to disseminate to an audience, which is "not in the field" of the research subject? And even more important: How to exploit the outcome of your project? H2020 work programmes explicitly specify that a draft "Plan for Exploitation and Dissemination of Results" should be included in a proposal, which force participants to think about presentation and use of results before they have them and to ensure that a project will benefit right from the beginning. This presentation will deal with the challenge of being visible as a consortium and the problem of having clear-sighted visions of how to spread and use results before the results have been achieved.