



AQUAculture infrastructures for EXCELlence
in European fish research towards 2020 —
AQUAEXCEL2020

Dissemination and Exploitation Plan Updated M24 (September 2017)

AquaTT



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Executive Summary

Objectives

The AQUAEXCEL²⁰²⁰ Dissemination and Exploitation Plan (DEP) describes the activities to be performed and the dissemination and exploitation means to be used to promote AQUAEXCEL²⁰²⁰, and to disseminate and exploit the project results.

Rationale:

The plan identifies the target groups and key stakeholders of the project, defines the dissemination channels, describes the means of dissemination and details the targeted events and conferences of the project. In addition, the plan describes the internal process set up to manage the knowledge outputs and to ensure exploitation of AQUAEXCEL²⁰²⁰ results.

Main Results:

The Dissemination and Exploitation Plan contains a set of protocols to ensure that all relevant knowledge coming out of the project is carefully managed. The protocols are set up to:

- a) Disseminate the AQUAEXCEL²⁰²⁰ project and its results, ensuring information provision and awareness rising.
- b) Collect, analyse and transfer research outputs (e.g. products, methodologies, findings) to end-users who can make best use of those results. The transfer phase will ensure that relevant information and knowledge is customized so that it is ready for uptake by different target end-users.
- c) Ensure AQUAEXCEL²⁰²⁰'s foreground and Intellectual Property (IP) are properly managed.

AQUAEXCEL²⁰²⁰ will develop and make use of the latest tools, resources and communication channels resulting in cost effectiveness and maximum impact.

Overall, WP4 (NA4) of AQUAEXCEL²⁰²⁰ will ensure effective external communication, dissemination and optimal outreach of AQUAEXCEL²⁰²⁰'s results and applications, while WP2 of AQUAEXCEL²⁰²⁰ will deal with knowledge management and transfer to industry leading to optimal exploitation of its research.

The Dissemination and Exploitation Plan has been developed by AquaTT, 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.

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Table of contents

1. Introduction	5
2. EC Rights and Obligations Related to Results.....	6
2.1 Ownership of results	6
2.2 Protection of results	7
2.3 Exploitation of results	7
2.4 Dissemination of results – Open access – Visibility of EU funding	7
2.5 Reporting on dissemination, publication and exploitation activities	8
2.5.1 Dissemination and Communication Activities.....	9
2.5.2 Publications	9
3. AQUAEXCEL ²⁰²⁰ Stakeholders.....	13
4. AQUAEXCEL ²⁰²⁰ Dissemination Activities	14
4.1 Project Branding (Logo)	14
4.2 AQUAEXCEL ²⁰²⁰ Factsheet.....	15
4.3 Website.....	16
4.4 Social Media	16
4.5 AQUAEXCEL ²⁰²⁰ Newsletters	17
4.6 Press releases.....	17
4.7 PowerPoint Template	18
4.8 Other Promotional Material.....	18
4.9 Scientific (Peer Reviewed) Publications	18
4.10 External Events	19
4.11 Industry and Research Advisory Panel (IRAP)	19
4.12 Project Catalogues	19
4.13 Brokerage Events	20
4.14 Training Courses.....	20
4.15 Reporting Requirements.....	20
5. AQUAEXCEL ²⁰²⁰ Knowledge Management.....	20
5.1 Knowledge Management Activities	21
5.2 Transfer & Exploitation.....	22
5.3 Results.....	23

6. Validations and Recommendations	23
Glossary	25

1.Introduction

To ensure AQUAEXCEL²⁰²⁰'s results will have a measurable impact on the European aquaculture sector will require the effective transfer of new knowledge to different end-users (academia, industry and policy makers) resulting in uptake and application.

To ensure effective dissemination, technology transfer and take-up of results, two dedicated work packages (WP2 and WP4) within the AQUAEXCEL²⁰²⁰ project deal with these aspects. The overall aim of WP2 is to facilitate and promote innovation, through the assessment of AQUAEXCEL²⁰²⁰ projects, results and impact, and through the further facilitation of knowledge transfer and innovation brokerage towards industry. The overall aim of WP4 is to manage and carry out the AQUAEXCEL²⁰²⁰ Dissemination and Exploitation Plan to increase the awareness of European aquaculture RIs, their facilities, services and knowledge, for all stakeholders.

Specific objectives:

- Ensure there is an approved and transparent process to identify, collect and analyse knowledge outputs arising from AQUAEXCEL²⁰²⁰, with special focus on TNA projects, to assure uptake by target users and applications 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 AQUAEXCEL²⁰²⁰ and TNA research and knowledge exchange/transfer efficiency
- Manage and carry out the AQUAEXCEL²⁰²⁰ dissemination and exploitation plan to increase the awareness of European aquaculture RIs, their facilities, services and knowledge, for all stakeholders
- Promote the AQUAEXCEL²⁰²⁰ project and its activities and results employing a range of communication and dissemination tools
- Carry out effective scientific dissemination of the results
- Ensure suitable Intellectual Property management strategies to enable effective knowledge transfer and innovation

Elaborating on the approach to knowledge transfer, which will be adopted by AQUAEXCEL²⁰²⁰, we are careful to separate and distinguish between dissemination and knowledge transfer. Dissemination is a form of knowledge transfer, but is seen as one-way promotion and is effective in raising awareness and sharing information. A range of dissemination activities will take place particularly in the early phases of the project to raise awareness of the existence of the project, its objectives, partners and intended impacts. Examples of activities used for dissemination purposes include publications, events and networking.

On the other hand, “knowledge transfer” is more advanced and requires several more crucial steps, such as identifying exploitation mechanisms and activities, focused on identified end-

users to ensure impact and uptake of the results. Section 5 details the Knowledge Management methodology in the AQUAEXCEL²⁰²⁰ project.

The Dissemination and Exploitation Plan has been established at application phase and updated at the commencement of the project to provide protocols ensuring that all relevant knowledge coming out of the project is carefully managed from the start. This plan will be evaluated for effectiveness and adjusted if needed at 18-month intervals.

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.

Partner number and short name	WP4 effort
1 – INRA	3.40
2 – IMR	2.00
3 – UoS	2.75
4 – CSIC	0.90
5 – HCMR	0.75
6 – NAIK	0.37
7 – IFREMER	2.25
8 – NOFIMA	1.16
9 – JU	3.70
10 – NTNU	0.95
11 – SINTEF	1.75
12 – ULPGC	0.20
13 – WU	7.45
14 – UNIVERSITEIT GENT	0.30
15 – WR	1.10
16 – AQUATT	19.50
18 – UL	0.50
19 – DTU	1.80
20 – CCMAR	1.00
21 – IEO	1.50

2. EC Rights 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 (see GA Article 27). 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.

If valuable results are not protected the Commission may, under certain circumstances, assume ownership of the results (for further details, please consult GA Article 26).

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 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 Article 43.

2.4 Dissemination of results – Open access – Visibility of EU funding

Obligation to disseminate:

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 paragraph 2.2). Other participants may object if their legitimate interests in relation to their foreground or background could potentially suffer harm. The beneficiary that intends to disseminate must give the other beneficiaries at least 30 calendar days’ advance notice before a publication and 15 calendar days’ advance notice before a poster presentation or an oral disclosure (AQUAEXCEL²⁰²⁰ CA Article 8.3).

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).

In particular, beneficiaries must:

- a) 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.
- b) 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.
- c) Ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication

There are two main routes towards open access to publications:

- A. 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')
- B. 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.

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

(http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf)

Obligation and right to use the EU emblem:

Any dissemination of results **must display the EU emblem and include the following text:**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 652831 (AQUAEXCEL²⁰²⁰). This output reflects only the author's view and the European Union cannot be held responsible for any use that may be made of the information contained therein.

2.5 Reporting on dissemination, publication and exploitation activities

PROTOCOL – AQUAEXCEL²⁰²⁰ Reporting on dissemination, publication and exploitation

Partners should keep track of all their dissemination, publication and exploitation activities during project implementation as it is required for EC reporting.

The "Dissemination and Communication Activities Table" template will be sent by the AQUAEXCEL²⁰²⁰ project manager to all partners and completed forms will be collected during official EC project reporting. Once checked, the AQUAEXCEL²⁰²⁰ WP4 leader will upload the dissemination and exploitation activities to the EC participant portal under the new "continuous reporting" section.

The WP4 dissemination leader (AquaTT) will keep a MASTER table with information on all

scientific publications and dissemination activities, including more detailed information on the latter in specific.

2.5.1 Dissemination and Communication Activities

The following information is required for **every** dissemination/exploitation activity and will be part of the reporting forms provided to you:

- **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
- **Type of Audience reached (specify the number of persons per type):** scientific community, industry, civil society, general public, policy makers, media, investors, customers, other
- **Total funding amount** for dissemination and communication activities linked to AQUAEXCEL²⁰²⁰ spent until the time of reporting. The AQUAEXCEL²⁰²⁰ project manager will extract this information from the financial reporting tables submitted by each partner.

Please remember that the WP4 leader (AquaTT) will upload collected information in relation to Dissemination & Communication Activities from all partners, to the EC Participant Portal! Please do not enter any data yourself in the Dissemination & Communications area of the EC Participant Portal as this will override existing information.

There is a different procedure in relation to scientific publications, see section 2.5.2 below.

2.5.2 Publications

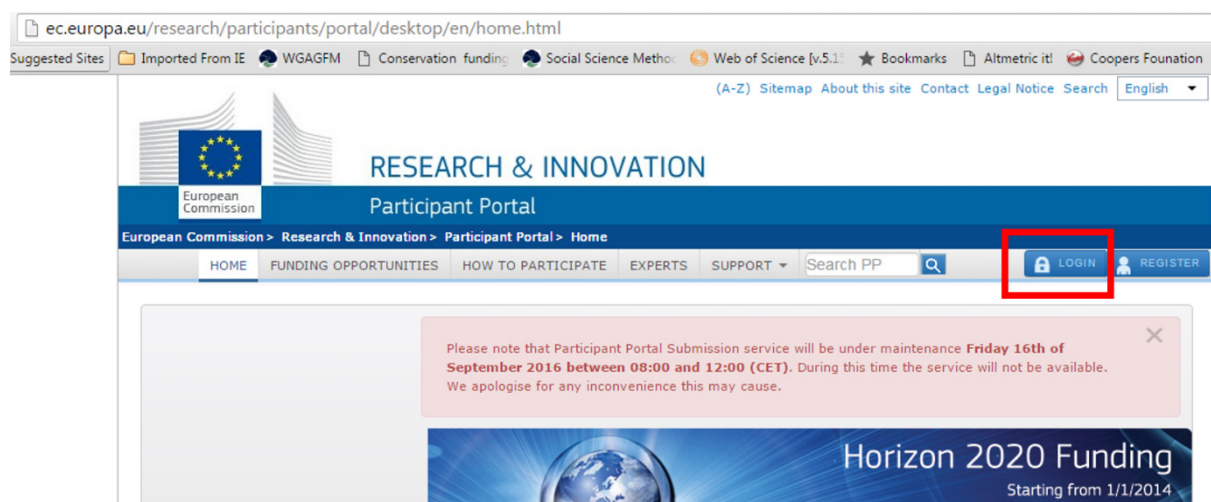
PROTOCOL – AQUAEXCEL²⁰²⁰ Reporting on Publications

Contrary to the protocol in relation to Dissemination & Communication activities, each partner is responsible to ensure that their scientific publications are uploaded onto the EC participant portal. Please see detailed instructions below

In addition, the WP4 dissemination leader (AquaTT) will keep a MASTER table with information on all scientific publications, so please keep AquaTT informed

EC participant portal guide:

1) Visit the website (<https://ec.europa.eu/research/participants/portal/desktop/en/home.html>) and log in (red square):



2) Go to “My projects” (red square) on the left and then select “AQUAEXCEL²⁰²⁰”.



3) From the ‘Actions’ list on the right, select “MP” (= Manage Projects).

ACRONYM	CALL	PROGRAM	PROJECT	PHASE		ACTIONS
AQUAEXCEL2020	H2020-INFRAIA-2014-2015	H2020	652831	Active	1	PC VP MP

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

5) Select the “Publications” tab in the top menu. This page consists of two parts: first a list of suggested publications from OpenAIRE and secondly a list with Project Publications.

We recommend you first check the list of suggested publications from OpenAIRE to see if your publication has been suggested. If so, please fill in the missing details and ‘Import’ the publication.

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

If your publication is not yet in neither the suggested OpenAIRE list, nor in the Project Publications list (please double-check to avoid duplicates) then click “Manually add publication” (red square), see below.

SyGma - System for Grant Management - Google Chrome
Secure | https://ec.europa.eu/research/participants/grants-app/reporting/DLV-652831

Grant Management | Project Continuous Report

652831 (AQUAEXCEL2020) RIA

HORIZON 2020

Call: H2020-INFRAIA-2014-2015
Topic: INFRAIA-1-2014-2015 Unit: RTD/B/04

Summary for publication ✓ Deliverables i Milestones i Critical Risks ✓ Publications ✓ Dissemination ✓ Patents (IPR) ✓ SME Impact ⚠ Infrastructure ✓ Gender ✓ ABS Regulation i

Publications

☐ This project does not currently have any scientific publication

Suggested publications from OpenAIRE (3 publications)

No.	Type	Title	Authors	Title of the Journal/Proc./Book	Date of Acceptance	DOI	Repository Link	Actions
1	Article in Jc	Exposure to an acute hypoxic stimulus during early life affe	Jingwei Liu, Elisabeth Plagnes-Juan	Scientific Reports 1 (7), 1-11. (2017)	01/12/2017	10.1038/s41598-017-00458-4		
2	Article in Jc	Gene expression profiling of whole blood cells supports a m	Martos-Sittha, Juan Antonio; Berme	Frontiers in Zoology	01/07/2017	10.1186/s12983-017-0220-2		
3	Article in Jc	Dietary Butyrate Helps to Restore the Intestinal Status of a	Estensoro, Itziar; Ballester-Lozano,	PLoS ONE	01/11/2016	10.1371/journal.pone.0166564		

Project publications (4 publications)

No.	Type	Title	Authors	Title of the Journal/Proc./Book	Number, date or freq. of the Journal/Proc./Book	DOI	Repository Link	Actions
1	Article in Jc	Exposure to an acute hypoxic stimulus during early life affe	Jingwei Liu, Elisabeth Plagnes-Jua	Scientific Reports	7/1	10.1038/s41598-017-00458-4		
2	Article in Jc	Dietary Butyrate Helps to Restore the Intestinal Status of a	Itziar Estensoro, Gabriel Ballester	PLOS ONE	11/11	10.1371/journal.pone.0166564		
3	Publication	Szűlő ivadékok szállítás hatására mutatott stresszválaszána	Molnár Zsuzsanna, Uroő Ljubobrat	Kutatói utánpótlást elősegítő program - I. Szakn				
4	Publication	Genome-wide verification of isogenicity of clone founders (Münevier O, J Colleter, M Bekaert	Aquaculture Europe 2016, Edinburg, UK				

Manually add publication

Validate

Please provide a DOI for the publication (recommended, as that will automatically pre-fill most of the information) or fill-in manually the required information. **NOTE:** Fields that are not automatically pre-filled but are mandatory to complete are the questions on **Open Access**, whether it's a **peer-reviewed publication** and if it's a **joint public/private publication**, so please ensure you complete these as well.

***Type of Publication:** Article in Journal; Publication in a Conference Proceedings; Book/Monograph; Chapter in a Book; Thesis/Dissertation, Other

Depending on the type of publication the fields in the form will change. Below is an example of "Article in Journal".

New publication

DOI

Type of publication

Article in Journal

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

ISSN/eISSN

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

<https://ec.europa.eu/research/participants/grants-app/reporting/DLV-652831>

3.AQUAEXCEL²⁰²⁰ Stakeholders

A detailed stakeholder database will facilitate the communication with all the stakeholders involved in AQUAEXCEL²⁰²⁰ by centralizing their contact details and classifying them according to their level of engagement with the project. Depending on their level of engagement, different dissemination and exploitation mechanisms will be employed.

The stakeholder database aims to facilitate dialogue, relationship building and process generation that will take place between the AQUAEXCEL²⁰²⁰ consortium and other organisations involved or interested in the project. It will be maintained and updated for the duration of the project.

The AQUAEXCEL²⁰²⁰ stakeholder database builds upon the FP7-AQUAEXCEL stakeholder database which has been populated with all stakeholders involved in FP7-AQUAEXCEL, including all TNA researchers, training course participants and event attendees.

PROTOCOL – AQUAEXCEL²⁰²⁰ Stakeholder Database

All AQUAEXCEL²⁰²⁰ partners are expected to add relevant contacts and information to the AQUAEXCEL²⁰²⁰ Stakeholder Database. Suggestions can be sent to the WP4 leader AquaTT who will keep control of the MASTER database.

The MASTER document will be uploaded to and available from the collaborative platform >> WP4

4. AQUAEXCEL²⁰²⁰ 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. The 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.

4.1 Project Branding (Logo)

A specific project logo has been developed for project identity. Brand guidelines have been developed along with the logo and can be consulted by requesting AquaTT for a copy. The brand guidelines detail correct application of the logo in relation to background, spacing, etc.

The logo will be included in all project promotional material including the factsheet, website, etc.





The logos can be downloaded from the project internal website or contact WP4 leader AquaTT.

4.2 AQUAEXCEL²⁰²⁰ Factsheet

An AQUAEXCEL²⁰²⁰ factsheet has been designed and produced at the start of the project. The factsheet describes the project, its main objectives, methodology, partnership, funding and expected results, and is used as a way to raise general awareness of the project.

The factsheet is available for download from the collaborative platform, the project website and by contacting WP4 leader AquaTT. Partners are encouraged to distribute the factsheet through their networks and at relevant events.

PROTOCOL - Factsheet

All partners have been provided with an electronic copy of the project factsheet for distribution (print and/or electronic) to their personal and institution network of contacts.

Partners can translate the leaflet into their own language. The protocol for translation is as follows:

1. Partner contacts AquaTT requesting English text to be translated
2. AquaTT supplies a template with the original text in English to partner
3. Partner translates text (as laid out in the template) into their language
4. Partner then sends translated text back to AquaTT
5. AquaTT applies the translated text to the leaflet template and publishes the new version of the leaflet

4.3 Website

A dedicated AQUAEXCEL²⁰²⁰ website (D4.2; www.aquaexcel2020.eu) has been set up following the EU Project Websites – Best Practice Guidelines. The website is a one-stop-access online portal and plays multiple roles; a communication resource to promote the project, its objectives and partnership; a communication resource to update interested parties on progress, results and outcomes and a repository for public deliverables. The public project website is visually attractive and informative and also includes a link to the web-based collaborative workspace to facilitate continuous project partner communication. New visual media are used (videos, animations, infographics etc.) on the website.

The continuous updating of the webpage includes the Calendar, which will include events organised by the AQUAEXCEL²⁰²⁰ consortium as well as events where AQUAEXCEL²⁰²⁰ partners are going to be represented and any other events of interest to the partnership. The News Section is regularly updated with news on the project as well as external news relevant to AQUAEXCEL²⁰²⁰. The Media Centre houses all dissemination products and activities including promotional articles, press releases and the project factsheet. The Results Sections contains the list with links to the scientific publications and AQUAEXCEL²⁰²⁰ public deliverables. The Calls for Access of the TNA programme are announced regularly through a dedicated page.

The ‘old’ AQUAEXCEL website has been archived under the new website as “AQUAEXCEL legacy” to ensure its content remains accessible.

PROTOCOL – website

AquaTT manages the AQUAEXCEL²⁰²⁰ public website and updates it on a regular basis. Any partners who wish to upload materials, news or events to the website (calendar) should contact AquaTT (claudia@aquatt.ie).

Partners are requested to include a link to the AQUAEXCEL²⁰²⁰ website on their own institution websites once it has been set up.

INRA Transfert (IT) manages the AQUAEXCEL²⁰²⁰ collaborative platform (<https://intranet.inra-transfert.fr/aquaexcel2020>) and any questions and queries should be directed to Ronan Pendu (Ronan.Pendu@inra.fr).

4.4 Social Media

Social networking is part of the communication strategy. The project is amongst others disseminated through Twitter where AQUAEXCEL²⁰²⁰ relevant information is tweeted. Other types of e-media such as YouTube might be used as additional channels for dissemination in order to reach broad audiences, if deemed relevant.

PROTOCOL – Social Media

Partners should aim to contribute to Social Media channels, such as Twitter and YouTube where possible. AquaTT can be asked for support.

Partners are asked to use “@aquaexcel2020” when tweeting project relevant information.

4.5 AQUAEXCEL²⁰²⁰ Newsletters

AQUAEXCEL²⁰²⁰ has a dedicated project newsletter (D4.3), which will continue to be developed throughout the project on a half-yearly basis (9 in total). The AQUAEXCEL²⁰²⁰ newsletter highlights project results, events and aquaculture species, and aims to include TNA project information. The newsletter is sent out to all project partners, the stakeholder database contacts, the AquaTT Training News (>3,000 subscribers) and any other interested individuals. The AQUAEXCEL²⁰²⁰ project website and the collaborative platform store the newsletter archive.

PROTOCOL – newsletter

AquaTT designs, develops and distributes the AQUAEXCEL²⁰²⁰ newsletter, but input from all partners regarding ideas and content is required.

All AQUAEXCEL²⁰²⁰ partners will be given prior notice of planned publication (15 days, as agreed upon for presentations in the CA), in order to allow possible objections. In case one has an objection, the objection has to 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.

4.6 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 organisations, policy-making authorities, and the wider community are aware of the project, its objectives and, later in the project, its outcomes. The strategy is intended to ensure that there is publicity and media coverage at local, regional and European levels. WP4 leader AquaTT has several existing channels and networks for disseminating news (i.e. Training News newsletter (over 3,000 subscribers), LinkedIn groups, technology platforms (i.e. EATIP and EFTP), relevant EC projects and initiatives (i.e. ParaFishControl, ARRAINA, ECsafeSEAFOOD, Euromarine, EMBRC, ASSEMBLE), etc which will ensure a broad awareness of the project across the spectrum of relevant European stakeholders. Other partners are encouraged to publish articles and press releases at regional, national and international level, making use of their own communication networks and channels.

PROTOCOL – Other publications

AquaTT will take the lead in writing press releases based on partner's inputs and news. Once approved, they will be disseminated using the channels mentioned above, and any other relevant means. Publications will also be uploaded to the collaborative platform and all partners will be encouraged to distribute at a national or regional level. Where necessary the partners can adapt the press releases to customise them to their audience and if needed translate the articles. Partners who publish any article / press release at a regional or national level must send a copy to the WP4 leader.

Where partners want to initiate the writing of an article, they may proceed of course. They can contact AquaTT who can offer support for writing and editing and will provide graphics and images if required.

4.7 PowerPoint Template

AQUAEXCEL²⁰²⁰ PowerPoint templates for oral and poster presentations have been developed to use at internal and external events when presenting the AQUAEXCEL²⁰²⁰ project and/or its outcomes.

PROTOCOL – PowerPoint Template

Partners should use the AQUAEXCEL²⁰²⁰ PowerPoint templates when presenting the project and/or its outcomes at internal and external events. The PPT is available from the collaborative platform.

4.8 Other Promotional Material

Other promotional material could be developed if required and depending on budget available for a wider promotion of the project.

4.9 Scientific (Peer Reviewed) Publications

When research outcomes become available, AQUAEXCEL²⁰²⁰ partners are encouraged to publish results in scientific (peer reviewed) publications. Papers will be published through free online repositories ('green' open access) and open-access journals ('gold' open access); see sections 2.4 and 2.5 for details.

All partners need to inform the rest of the partnership (via the project manager) of the intend to submit a manuscript (prior notice; see CA), and once the publication has been accepted/is published. Partners need to ensure that their publications are uploaded onto the EC participant portal (see section 2.5.2). The project manager and WP4 leader will upload the publications onto the website and the partner's area, and will post a news feed.

4.10 External Events

Conferences, seminars, workshops and other meetings are very useful forums to consult with AQUAEXCEL²⁰²⁰ target audiences in a face-to-face capacity and to address issues relevant to the work done in the project. International 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

In case a partner is attending an external event that is of relevance to AQUAEXCEL²⁰²⁰:

- Inform WP4 leader (AquaTT) so that the event will be included in the project calendar informing other partners about the event attendance.
- Log any dissemination and exploitation activity in your own logs, and make sure you report on it at all EC reporting stages.

4.11 Industry and Research Advisory Panel (IRAP)

An AQUAEXCEL²⁰²⁰ 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.

AQUAEXCEL²⁰²⁰ 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 AQUAEXCEL²⁰²⁰ 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.

4.12 Project Catalogues

Each TNA user is requested (compulsory) to complete a project catalogue template to describe the research results, applications, relevance and impacts (identified or potential) of individual TNA projects; the catalogue content will be used for both electronic and printed support application. Similar catalogues will be included in each deliverable with a scientific content produced in the NA (WP3) and JRAs (WPs 5, 6, 7 and 8). The objective is to provide coherence to RI project presentation and support for objective analysis by the IRAP. These project catalogues will provide an efficient means to capture and disseminate information about new knowledge and applications that could be transferred to the industry. Each hosting partner is requested to remind this to the user before/during the TNA.

4.13 Brokerage Events

The objective of the AQUAEXCEL²⁰²⁰ 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). AQUAEXCEL²⁰²⁰ will organise 3 dedicated workshops and brokerage events, organized in Years 2, 4 & 5, as part of the Aquaculture Europe conferences/trade shows. Knowledge generated by TNA, NA and JRA activities will be communicated to the industry community through parallel brokerage activities: selected catalogues, a series of short talks in industry workshops, and an AQUAEXCEL²⁰²⁰ booth with dedicated information on the project actions and results. All project partners are expected to make a concerted effort to promote and disseminate AQUAEXCEL²⁰²⁰ and initiate and maintain effective and constructive contact with industry stakeholders to facilitate knowledge transfer activities and create successful impact.

4.14 Training Courses

AQUAEXCEL²⁰²⁰ will organise six face-to-face training courses and three Distance Learning courses to educate a new generation of aquaculture researchers and industry stakeholders who focus on sustainable exploitation of their new knowledge, skills and tools to advance an innovative European aquaculture sector. Set up of the training courses will centre on fostering a culture of cooperation between all parties involved. All AQUAEXCEL²⁰²⁰ training courses are multi-partner collaborations bringing together unique knowledge, tools and skills to create innovative modules that promote and enable peer-to-peer networking and collaboration. Participative training design will ensure exchange and mutual learning between trainers and participants from both academia and industry. Access to RIs (knowledge, facilities and experience) will add value to the training. The training courses will be state-of-the-art, transferring new knowledge and insights originating from the research and services carried out and created by AQUAEXCEL²⁰²⁰, and building upon outputs, tools and achievements from FP7-AQUAEXCEL. AQUAEXCEL²⁰²⁰ will use blended learning approaches, combining a mixture of face-to-face and distance learning targeted at different audiences.

4.15 Reporting Requirements

As part of the EU requirements all the publications and dissemination activities related to AQUAEXCEL²⁰²⁰ have to be reported. Partners are requested to keep records of their AQUAEXCEL²⁰²⁰ dissemination activities and report on these, latest at reporting stages.

PROTOCOL – Reporting requirements

Partners are requested to keep records of their AQUAEXCEL²⁰²⁰ dissemination activities and report on these regularly, latest at reporting stages.

For details, see section 2.5.

5. AQUAEXCEL²⁰²⁰ Knowledge Management

In its broad-based innovation strategy for the EU, the importance of improving knowledge transfer between public 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 (http://ec.europa.eu/invest-in-research/pdf/download_en/knowledge_transfer_web.pdf).

Knowledge Transfer 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 includes both commercial and non-commercial activities such as research collaborations, consultancy, licensing, spin-off creation, researcher mobility and publication. 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 the society as a whole, such as helping research institutions focus their research on the wider needs of society and industry ([http://europa.eu/rapid/press-release MEMO-07-127 en.htm](http://europa.eu/rapid/press-release_MEMO-07-127_en.htm)).

Knowledge management plays a pivotal role in successful innovation and AQUAEXCEL²⁰²⁰ 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). Work package leaders 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 a project catalogue template. The objective is to provide support for objective analysis by the IRAP, following transparent procedures agreed upon. Project catalogues will include research results, relevance to industry (e.g. SME, Large Enterprise), application scope (improved productivity, environment, nutritional alternatives), impacts (economic, society, policy), timescale to application and identification of unanswered questions (whether more RTD is required).

AQUAEXCEL²⁰²⁰ in itself is innovative in the way it captures knowledge and transfers it to the sector to generate innovation usable by both industry and research. In infrastructure projects such as AQUAEXCEL²⁰²⁰, TNA is generally considered a service, and follow-up of a TNA project does not generally go further than reporting obligations. AQUAEXCEL²⁰²⁰ 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 valued as most interesting for the aquaculture sector, so that they can participate to brokerage events organized by AQUAEXCEL²⁰²⁰ 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.

5.1 Knowledge Management Activities

Specific Knowledge Management activities are as follows (see also DoA, WP2)

1. **AquaTT** developed a catalogue template which was validated by the IRAP. The catalogue template will continuously be distributed to all TNA users, as well as to WP3, 5, 6, 7 and 8 work package leaders
2. All **TNA providers** and **WP3, 5, 6, 7 and 8 work package leaders** are responsible for collecting completed catalogues from TNA users and relevant partners, ensuring all fields are correctly completed
3. **AquaTT** will check, revise and finalise catalogues, in collaboration with the individual authors of each catalogue, with the aim to make them fit for external use and promotion
4. **EATiP** will proof and sign off on the final catalogues for publication
5. **AquaTT** will make the final catalogues available on a dedicated page on the AQUAEXCEL²⁰²⁰ web page
6. **EATiP** together with the **IRAP** agreed on criteria for the catalogue selection procedure
7. **IRAP** will continue to select those catalogues that are deemed of high potential knowledge to transfer and these will be communicated through focused knowledge transfer activities such as the brokerage events.
8. **IRAP** will continue to provide feedback to the TNA projects selected and the partners responsible for the selected Deliverables

5.2 Transfer & Exploitation

Knowledge transfer is the process of creating, organising, capturing/sharing/distributing knowledge to ensure its availability for future users. Knowledge transfer encompasses both commercial and non-commercial activities such as research collaborations, consultancy, licensing, spinoff/spinout creation, researcher mobility, and publications etc. Knowledge transfer aims to support mutually beneficial collaborations between universities, businesses and the public sector. (*Definition developed by AquaTT in the context of Knowledge Management in the MarineTT project*). Basically, it's all about the transfer of tangible and intellectual property, expertise, learning and skills between academia and the non-academic community.

Elaborating on the approach to knowledge transfer, which will be adopted by AQUAEXCEL²⁰²⁰, we are careful to separate and distinguish dissemination and knowledge transfer. Dissemination is a form of knowledge transfer, but is seen as one-way promotion and is effective in raising awareness and sharing information. A range of dissemination activities will take place particularly in the early phases of the project to raise awareness of the existence of the project, its objectives, partners and intended impacts. Activities used for dissemination purposes are for example publications, general events and networking.

On the other hand, “knowledge transfer” is more advanced and requires several more crucial steps, such as identifying exploitation mechanisms and activities, focused on identified end-users, to ensure impact and uptake of the results.

By carrying out the described knowledge management approach as an integrated part of the project design, it will also be possible to capture “Knowledge Outputs” related to methodologies, protocols and experimental approaches as used in the project. Typically, such knowledge might be referenced as a small part of a published paper, potentially at a minimum of 3-5 years after the approach is pioneered in a research project. By monitoring, collecting and managing such outputs within the project it will be possible to fast track such knowledge which in turn can be adopted by other scientists working in the field and therefore fast-track scientific development in the research community or be taken up by other end users such as industry.

Knowledge transfer activity will take place later in the project as outputs become available and in the case where they are deemed suitable for knowledge transfer. In specific, brokerage events (T2.3) are envisaged to take place at annual meetings of professional sectors such as FEAP, AquaNor, Aquaculture Advisory Council, etc. where AQUAEXCEL²⁰²⁰ will present synoptic progress of relevance to the audience or agenda in question (either directed towards regional, species-dependent or thematic issues). In addition, AQUAEXCEL²⁰²⁰ will organise 3 dedicated workshops and brokerage events, organized in Years 2, 4 & 5, as part of the Aquaculture Europe conferences/trade shows. Knowledge generated by both TNA, NA and JRA activities will be communicated to the industry community through parallel brokerage activities: selected catalogues, a series of short talks (3 min each) in industry workshops, and an AQUAEXCEL²⁰²⁰ booth with dedicated information on the project actions and results. TNA projects that have been selected by the IRAP will receive a facilitation grant, to be used by a project representative to cover (part of) the travel expenses and conference registration fee.

It is envisaged AQUAEXCEL²⁰²⁰ will use a range of other channels, media and impact measurement to ensure effective knowledge transfer, which will vary depending on the knowledge output type.

5.3 Results

In addition to the knowledge transfer of results as outlined above, the Knowledge Outputs and resulting Project Catalogues will be ultimately published on the AQUAEXCEL²⁰²⁰ public website, after having ensured any IP / protection issues.

It is foreseen that the resulting Knowledge Outputs will also be taken up in the MarineTT online Knowledge Gate - <http://www.kg.eurocean.org/> - hosted by EurOcean, incorporating hundreds of Knowledge Outputs from other marine related projects funded under the European Framework Programmes and in time member state projects.

6. Validations and Recommendations

The Dissemination and Exploitation plan will be validated by the partnership, and updated thereafter at 18-month intervals. Furthermore, the project Executive Committee will also review the document at each meeting and provide recommendations.

Date / version	Comments & Recommendations
V1 – 15.04.2016	DEP v1

V2 – 18.09.2017	DEP v2 (M24 review)

Glossary

“AQUAEXCEL²⁰²⁰” AQUAculture Infrastructures for EXCEllence in European Fish Research towards 2020

“Access rights” are the user rights (incl. Licenses) to foreground or background of project partners (<http://www.iprhelppdesk.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” is information and knowledge (including inventions, databases, etc.) held by the participants prior to their accession to the Grant Agreement, as well as any intellectual property rights which are needed for carrying out the project or for using foreground. Regarding intellectual property rights for which the application was filled before the accession of the participant to the Grant Agreement are included. The fact that participants are legal entities is important in this respect. If a specific department of a university or company is involved in a project, the background will be that of the whole university or company (subject to its relevance to the project), not just that of the specific department (unless the department constitutes a legal entity and is the participant). This is important as a participant may have to grant the other participants in the project access rights to the background of other departments under certain conditions (ftp://ftp.cordis.europa.eu/pub/fp7/docs/ipr_en.pdf).

“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).

“Dissemination” is defined as a planned process of providing information on the quality, relevance and effectiveness of the results of programmes and initiatives to key actors. It occurs as and when the results of programmes and initiatives become available. This activity happens at both project and programme level, and involves the active participation of intermediary “relay” bodies (http://ec.europa.eu/education/programmes/llp/guide/valor/what_en.html).

“End-Users” are persons/organisations that have an application for a knowledge output(s) of an RTD project. 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 MarineTT (FP7 project number 244164).

“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).

“Foreground” means the results, including information, materials and knowledge, generated in a given project, whether or not they can be protected. It includes intellectual property rights (IPRs such as rights resulting from copyright protection, related rights, patent rights, plant variety rights of creators of topographies of semiconductor products), similar forms of protections (e.g. sui generis right for databases) and unprotected know-how (e.g. confidential material). Thus, foreground includes the tangible (e.g. prototypes, micro-organisms, source code and processed earth observation images) and intangible (IP) results of a project. Results generated outside a project (i.e. before, after or in parallel with a project) do not constitute foreground (ftp://ftp.cordis.europa.eu/pub/fp7/docs/ipr_en.pdf).

“Impact” is the effect of the uptake and use of the knowledge output on the target community and how it influences other actions. Definition according to MarineTT (FP7 project number 244164).

“Knowledge” means expert skill, information or understanding that imparts an ability to cause a desired result; it is not readily available and may be outside the public domain. Knowledge encompasses technical information such as discoveries, concepts, methodologies, models, research, development and testing procedures, the results of experiments, tests and trials, manufacturing processes, materials, formulae, formulations, processes, research or experimental results, techniques and specifications, quality control data, analyses, and reports. Knowledge differs from [data](#) or [information](#) in that new knowledge may be created from existing knowledge by extension of logic. Definition according to MarineTT (FP7 project number 244164).

“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 types of different knowledge items produced in the course of research projects. For the purposes of MarineTT, Knowledge Outputs are categorised under 16 types – Technical Handbook/Manual, Scientific Publication, Report, Book/Review, Case study, RTD Protocol, Prototype, Product, Service, Standards, Database/Directory, Software/Modelling Tools, Guidelines, Learning module, Multimedia, and Other. Definition according to MarineTT (FP7 project number 244164).

“Knowledge Transfer” is the process of creating, organising, capturing/sharing/distributing knowledge to ensure its availability for future users. Knowledge transfer encompasses both commercial and non-commercial activities such as research collaborations, consultancy, licensing, spinoff/spinout creation, researcher mobility, and publications etc. Knowledge transfer aims to support mutually beneficial collaborations between universities, businesses and the public sector. Definition according to MarineTT (FP7 project number 244164).

“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)).

“Multipliers” are persons/organisations/institutions with the capability to magnify the effect/impact/application of the knowledge to the wider community. Definition according to MarineTT (FP7 project number 244164).

“Participant” is a legal entity taking part in an indirect action and having the rights and obligations defined in the Grant Agreement entered into with the European Commission (on behalf of the European Union) (ftp://ftp.cordis.europa.eu/pub/fp7/docs/ipr_en.pdf).

“Technology Transfer” is the process of skill transferring of technology-related interaction intended to make products of R&D other creative activities available, to ensure that scientific and technological developments are accessible to a wider range of users. These users can then further develop and exploit the technology into new products, processes, applications, materials or services. Definition according to MarineTT (FP7 project number 244164).

“Transfer Mechanism” refers to channels of interaction (mechanisms) through which knowledge transfer is effectuated. Such mechanisms include Networks, Continuing professional development, Contract research, Licensing, Spin-offs, and Teaching. Other channels may include public outreach by means of scientific or popular media, movement of people (recruitment, temporary secondment, mentoring, student placement, etc.), and sharing of facilities. Definition according to MarineTT (FP7 project number 244164).

“Uptake” is the action of using and incorporating knowledge. Uptake can occur at any stage along the entire value chain and is not limited to primary end-users. Definition according to MarineTT (FP7 project number 244164).

“Use” is the utilisation (direct/indirect) of foreground in research activities, which are not part of the project, as well as utilisation for further development, creation and marketing of a product or process. Definition according to MarineTT (FP7 project number 244164).

“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).