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## [Brochure: Making the Most of Your Horizon 2020 Project](#)

Bringing research and its outcomes to the attention of non-scientific audiences, scientific peers, potential business partners or policy makers fosters collaboration and innovation. Overall, it helps to increase the impact of research and innovation in many ways.

Given the increased focus on impact in the Horizon 2020 programme and the importance attached to activities that help demonstrate and maximise the societal and economic impact of Research & Innovation (R&I) funding, effective plans for communication, dissemination and exploitation are considered increasingly significant for successful project evaluation. Communication activities to promote the project itself and its success, alongside the dissemination and exploitation of results, should thus be key components of every Horizon 2020 project.

Yet, there is still some confusion about what the terms communication, dissemination and exploitation in Horizon 2020 really mean: how do these terms and their corresponding activities relate to each other, and how can they be distinguished from one another?

As part of the training activities of the European IPR Helpdesk in the field of IP management and maximising impact in Horizon 2020 projects, the team has developed a new brochure aiming to clarify the terminology by illustrating the differences between communication, dissemination and exploitation, and to point out the areas they have in common. It is intended as an introduction, and will provide a helpful overview when developing your project's outreach and exploitation strategy and plan.

The brochure complements the already existing portfolio of [training offers](#) and supporting material such as [fact sheets](#) and [guides](#) previously developed by the European IPR Helpdesk on this subject, putting a particular spotlight on the role of communication, dissemination and exploitation. Obviously, questions related to IP and IP management are highly significant in this whole context, too, and are thus addressed at various points throughout the document.

You may download the brochure below.

Category

[Horizon 2020](#)

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