

ASSEMBLE



ASSOCIATION OF EUROPEAN MARINE BIOLOGICAL LABORATORIES EXPANDED

Acronym: ASSEMBLE Plus

Title: Association of European Marine Biological Laboratories Expanded

Grant Agreement: 730984

Deliverable 2.4

Dissemination and Exploitation Plan

December 2017

Lead parties for Deliverable: AquaTT

Due date of deliverable: M3

Actual submission date: M3

Dissemination level: PU (Public)

All rights reserved

This document may not be copied, reproduced or modified in whole or in part for any purpose without the written permission from the ASSEMBLE Plus Consortium. In addition to such written permission to copy, reproduce or modify this document in whole or part, an acknowledgement of the authors of the document and all applicable portions of the copyright must be clearly referenced.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730984. This output reflects the views only of the author(s), and the European Union cannot be held responsible for any use which may be made of the information contained therein.



Table of Contents

Summary	3
1 Introduction.....	4
2 ASSEMBLE Plus Stakeholders	5
3 ASSEMBLE Plus Knowledge Management and Knowledge Transfer	6
3.1 Collection.....	7
3.2 Targeted Activities.....	8
3.3 IPR management	9
3.4 Data Management.....	9
3.5 Training & Capacity Building.....	10
4 ASSEMBLE Plus Dissemination Activities.....	11
4.1 Project Branding (Logo).....	11
4.2 Factsheet	11
4.3 Website	12
4.4 Social Media	13
4.5 Newsletters	13
4.6 Press Releases	13
4.7 PowerPoint Template.....	14
4.8 Other Promotional Material.....	14
4.9 Scientific (Peer Reviewed) Publications	14
4.10 Events	15
5 Links with other projects	16
6 Reporting on Dissemination Activities	16
Dissemination Activities Reporting	16
Publications Reporting (Partner Responsibility).....	17
7 DEP Validation and Recommendations.....	19
8 Annex I – Glossary	20
9 Annex II EC Rights and Obligations Related to Results.....	23
9.1 Ownership of results	23
9.2 Protection of results.....	23
9.3 Exploitation of results.....	23
9.4 Dissemination of results — Open access — Visibility of EU funding	23
Annex III– Knowledge Output Table.....	25





Summary

Objective:

The ASSEMBLE Plus Dissemination and Exploitation Plan (DEP) describes the activities to be performed and the channels to be used to promote and disseminate the project and its outputs, and to exploit the project results.

Rationale:

The DEP contains a set of protocols to ensure that all relevant knowledge coming out of ASSEMBLE Plus is carefully managed. The protocols are set up for:

- a) KNOWLEDGE MANAGEMENT – to ensure the timely identification and collection of Knowledge Outputs generated by ASSEMBLE Plus to inform dissemination and exploitation activities.
- b) DISSEMINATION – to raise awareness of the project, its rationale, its objectives, the partnership, access calls, and project progress and success.
- c) EXPLOITATION and IMPACT – to effectively and pro-actively transfer knowledge, resulting in uptake and exploitation by different end-users which will provide measurable impacts for ASSEMBLE Plus while ensuring ASSEMBLE Plus foreground and Intellectual Property (IP) are properly managed.

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

The Dissemination and Exploitation Plan has been developed by AquaTT, who are responsible for its coordination. However, all project partners are involved in dissemination and exploitation to support access, foster awareness, and transfer results for impact, especially in their own countries and in their own communities.

Team involved in deliverable writing: AquaTT





1 Introduction

To ensure effective coordination, internal and external communication, and innovation management, the role of managing dissemination and exploitation is included in the “Management and Communication” Work Package, WP2. A Dissemination and Exploitation Plan DEP (D2.4) (contained herein) was drafted at proposal stage and after finalisation was implemented immediately upon project commencement. The DEP will be continuously reviewed and updated periodically throughout the project lifetime to ensure that it remains fit-for-purpose.

Professional science communicators, AquaTT, together with all project partners, will implement efficient and effective knowledge management activities, dissemination, exploitation, knowledge transfer and outreach. This will ensure that any valuable knowledge generated in the project is identified and not only made accessible to potential end-users but is also transferred to them. Potential end-users include the marine biology stakeholders from industry, policy, science and society. WP5 exploits and reinforces the work of WP2 as it is devoted to activities that open trans-national access to novel user communities, including the private sector and those from new research disciplines.

Specific objectives of the DEP are to:

- Promote the project activities and results beyond the consortium to the scientific community, industrial stakeholders, policy actors and society
- Capture key messages and outcomes for active knowledge transfer through training and communication tools
- Ensure appropriate intellectual property rights (IPR) are considered for optimal exploitation of project results
- Identify and ensure efficient exchanges with targeted stakeholder groups

The foundation of the ASSEMBLE Plus DEP is the knowledge management processes which will be implemented from the start of the project. This will inform both the dissemination and exploitation activities as well as overall Knowledge Transfer of project results. ASSEMBLE Plus distinguishes between dissemination and Knowledge Transfer as follows:

- Dissemination is a form of Knowledge Transfer, but is 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 the public website, press releases, publications, and attendance at events.
- Knowledge Transfer is a more advanced, targeted version of dissemination and requires several more crucial steps, such as identifying exploitation mechanisms, pathways, actors and activities, designing Knowledge Transfer Plans around the profiles of target users, to ensure impact and uptake of the results.

Each beneficiary has an obligation to protect, disseminate and exploit results it has generated through the ASSEMBLE Plus project. See Annex 2 for specific details.





2 ASSEMBLE Plus Stakeholders

ASSEMBLE Plus targets a wide community including:

- Policy actors
- Scientific Community
- Industry
- Society

A detailed stakeholder database will facilitate the communication with all the stakeholders involved in ASSEMBLE Plus by centralising 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 ASSEMBLE Plus consortium and other organisations involved or interested in the project. It will be maintained and updated for the duration of the project.

PROTOCOL - ASSEMBLE Plus Stakeholder Database

All ASSEMBLE Plus partners are expected to add relevant contacts and information to the ASSEMBLE Plus Stakeholder Database. Suggestions can be sent to the leader of internal and external communication, AquaTT (georgia@aquatt.ie), who will keep control of the MASTER database. The MASTER document will be uploaded to and available from the collaborative, Basecamp platform >> WP2.





3 ASSEMBLE Plus Knowledge Management and Knowledge Transfer

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). To be able to transfer knowledge we need to manage knowledge. Knowledge Management is the process of creating, organising, capturing/sharing/distributing knowledge to ensure its availability for future users. **Including robust Knowledge Management processes from the start of the ASSEMBLE Plus project will enable efficient, targeted and impact orientated planning for the dissemination and exploitation of the project and its results, including effective knowledge transfer.**

The Knowledge Management methodology applied in the ASSEMBLE Plus project is based on the methodology originally developed in the FP7 MarineTT project, and subsequently developed to its existing design by the Horizon²⁰²⁰ [COLUMBUS](#) project. This methodology has been applied in many FP7 and Horizon 2020 projects such as AQUAEXCEL, AQUAEXCEL²⁰²⁰, AqualInnova, ARRAINA, ATLAS, COEXIST, COMMON SENSE, ECsafeSEAFOOD, GENIALG, MaCuMBA, MG4U, ParaFishControl, PerformFISH, REvived water and STAGES.

The methodology focuses on Knowledge Outputs, where a "Knowledge Output" (KO) is described as:

“a unit of knowledge that has been generated out of a scientific project. It is not limited to de-novo or pioneering discoveries but may also include new methodologies/processes, adaptations, insights, alternative applications of prior know-how/knowledge” (*Definition developed by AquaTT in the context of Knowledge Management in the MarineTT project*).

The methodology consists of the following phases:

- a) **Collect**
- b) **Analyse** (including assessing knowledge and profiling Target User)
- c) **Transfer** (including develop a plan and measuring impact)

By carrying out the prescribed knowledge management approach as an integrated part of the project design, it will also be possible to capture KOs 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 three to five 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 advance scientific development in the research community. All captured knowledge will be assessed, and will be recorded in line with the Consortium Agreement (CA), respecting privacy and Intellectual Property Rights (IPR) requirements. This approach is essential to avoid unforeseen delays or obstacles related to confidentiality or competitiveness and, also, to provide partners with the security they need to allow them to be transparent in their findings thus enabling the project to quickly identify





opportunities for exploitation. The overall objective is to ensure the fastest route for new knowledge to market.

For the purpose of ASSEMBLE Plus, knowledge will be managed using the following steps:

- a) Collection
- b) Targeted Activities

3.1 Collection

All ASSEMBLE Plus Knowledge Outputs will be captured from marine stations, by those who have undergone training in WP5, in an internal Knowledge Output Table (Annex III). Within the fields “End User” and “Potential Application”, it will be indicated who could use the KO, and how could they use and apply the KO. There can be more than one type of end-user and per identified end-user there could be several possible applications. A new row should be utilised for each of these cases. For ease of possible transfer, the more specific the end-user the better, for example instead of just ‘Policy Makers’ it would be preferred to indicate the exact type and level also, e.g. European Commission – DG Research & Innovation / Directorate E (Health) / E1 Strategy.

PROTOCOL

1. Trained marine station staff (Trained under Task NA3.1) will be requested to complete the Knowledge Output Table (KOT) for any Knowledge Outputs related to their Work Package on a half yearly basis, starting in Month 18 and finishing in M48.
2. For each identified KO, all fields of the KOT should be completed. Explanation is provided under each section.
3. The completed KOT should be sent to **AquaTT** (Georgia Bayliss-Brown georgia@aquatt.ie).
4. First validation of the KOT will be carried out by **AquaTT**, whereby:
 - any typographical/editing errors will be corrected;
 - it will be determined if the short title of the KO(s) is adequately informative;
 - it will be established if the knowledge description of the KO(s) is comprehensive enough to adequately understand the nature of the KO and to determine its possible application;
 - potential end-users of the KO will be identified and listed, as well as their potential application; and,
 - it will be clarified if the KO(s) is publicly available or is subject to issues of Intellectual Property (which would have an effect on transfer potential).
5. If deemed necessary, **AquaTT** will contact the KO owner to discuss the KO and identify if there is anything missing or unclear.
6. Confidentiality: Each partner will treat information from other partners as confidential unless otherwise stated and not disclose it to third parties unless the information is publicly available.
7. Knowledge Outputs will be uploaded to the Knowledge Transfer Platform developed by **VLIZ**. This is intended to support stakeholders, including business and decision makers, in the identification of research outputs, training options and contacts of potential relevance.





3.2 Targeted Activities

Knowledge Transfer is “the term for the overall process of moving knowledge between knowledge sources to targeted potential users of knowledge. Knowledge Transfer consists of a range of activities which aim to capture, organise, assess and transmit knowledge, skills and competence from those who generate them to those who will utilise them”¹. Knowledge Transfer encompasses both commercial and non-commercial activities such as research collaborations, consultancy, licensing, spinoff/spinout creation, researcher mobility and publications. Knowledge Transfer aims to support mutually beneficial collaborations between universities, businesses and the public sector. It is about the transfer of tangible and intellectual property, expertise, learning and skills between the research community and the non-academic community. 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 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)). Some of the **Knowledge Transfer activities** (Task 5.3) that will take place during ASSEMBLE Plus include:

- **Participation and dissemination at established industry and policy events** to promote engagement of the appropriate stakeholder groups, through different activities such as the setting up of **brokerage/match making events** to present the research institutes and the access programme, and fostering exchange of ideas and collaboration among the scientific community and other sectors.
- Establish **technology demonstrations** (half a day to 1 day) of new methods, advanced technologies and services that are available to industry at the research institutes in order to increase their efficiency and facilitate innovation.

Impact Measurement

The impact of Knowledge Transfer activities will be measured using indicators. The uptake and application of knowledge following these activities will be recorded.

Additional indicators of the impact of the project will include: Number of (scientific) publications; Number of research agreements with SMEs; Number of spin-offs, patent grants, etc.; Number of technologies/new knowledge validated/used by the industry; and, Number of companies who use the knowledge generated from the project. The measurement of impact will be done for two timelines, short term (within the project lifetime) and projected long term.

PROTOCOL

The following steps will be taken in Targeted Activities;

1. During event planning stages, organisers will be asked to propose indicators that can be used to measure impact. These will be passed to the **AquaTT** for approval.
2. AquaTT will support the event organisers in measuring the impact of the Knowledge Transfer activities using these predetermined metrics.

¹ Definition developed by AquaTT in the context of Knowledge Transfer in the COLUMBUS project (www.columbusproject.eu)





3.3 IPR management

The CA follows the standard rules as outlined in the DESCA (Development of a Simplified Consortium Agreement) model for Horizon 2020. This defines the main approach regarding the ownership, protection and access to key knowledge like IPR and data. This approach will allow ASSEMBLE Plus to collectively and individually pursue market opportunities arising from the project's results. ASSEMBLE Plus will follow the rules for IP set out by the EC, specifically:

- “Background” i.e. partners’ pre-existing know-how, while remaining the sole property of their owners, will be made available to other partners when needed for the project implementation;
- “Results” i.e. knowledge developed through the project, will be owned by the partners who have directly contributed to its creation. In case of joint ownerships, a separate contract will be drawn up and signed by the co-owners to determine rights and obligations, and settle the IP management and exploitation rules;
- Access rights to results for in-house research or for teaching activities will be granted on a royalty-free basis;
- Results including commercialisation or third-party research will be granted on fair & reasonable conditions; Any proposed publication by one of the parties will be submitted to all partners for consent as per DEP. All publications will be either gold or green open access in accordance with the H2020 requirements.
- See Annex II for further detail on ownership.

Partners who own knowledge suitable for patenting will be encouraged to fill in applications for patents or a similar form of protection and shall supply details of applications to the other consortium partners. Specific confidentiality agreements will be signed among partners involved in tasks with sensitive IP and commercial issues, if required. The WPs have been planned and designed to optimize the use of data and avoid conflicts of interest between partners.

PROTOCOL

AquaTT will circulate a template to partners to collect information on IPR procured for results, when collected, requesting the following information:

1. Identification of IPR type and Confidentiality
2. Type of IPR (Patent/Trademark/Registered Design/Utility Model/Other)
3. Confidentiality (Yes/No)
4. Application Title
5. Embargo end date

3.4 Data Management

Given ASSEMBLE Plus’s integrated design across many marine stations, careful attention will be paid to managing data and will be outlined in the Data Management Plan (DMP), consistent with the GA and CA. A specific deliverable, with updates, on ASSEMBLE Plus Data Management (D4.1, D4.2 and D4.3) will be submitted in M6, M24 and M48 (March 2018, September 2019 and September 2022).





3.5 Training & Capacity Building

ASSEMBLE Plus understands that community capacity building (CCB) is an important model for enabling confident, organised, and influential staff members in research institutes, who are able to demonstrate value creation from the research they generate as well as the importance of the marine station.

Workshops

Most marine biological stations collect and manage historical time-series of biodiversity data. The ASSEMBLE Plus. As many valuable, historic datasets remain inaccessible to the wider scientific community. The stations that manage these biodiversity data series and the genomic observatory stations will contribute to dedicated sessions during the common data workshop (M12; Task 4.3/4.4). During this workshop, they will receive training in the provision of access to these types of data. This includes documenting, annotating, archiving, quality controlling and dealing with the IPR issues through existing licensing approaches, (e.g. use of moratorium periods and accreditation by producing data citations and data papers). Internal data-related workshops include the Data Management Plan workshop in M5 (Task 4.1) and a workshop that will allow data providers to test and validate the developed analysis platform developed in M24 (Task 4.5).

The following workshops are also planned by partners (Task 3.4) on advances in service provision in the thematic fields: i) scientific diving; ii) LTER-ecological monitoring; iii) aquarium technology and ex-situ rearing of marine organisms; iv) microscopy and bioimaging; v) omics technologies, and vi) access management.

Joint-research activity workshops include:

- JRA2 - Sharing of best practice in cryobanking of marine organisms (M20; Task 8.6)
- JRA3 – Sharing of methodologies in functional genomics (M6 and M30; Task 9.1-9.3)
- JRA5 – Sharing of best practice in scientific diving (M27; Task 11.2)

Resources

Guidelines, tools, and resources will be developed to support targeted members of research institutes, such as the communication, business development and extension staff, in applying key important concepts to their daily work. These concepts will include but are not limited to: Science in Society (SiS); Responsible Research and Innovation (RRI); Knowledge Transfer (KT) – including guidance on how to populate the Knowledge Transfer Platform; Outreach and Stakeholder Engagement.

Staff at marine stations will undergo training, onsite and remotely, to ensure they are able to apply these new principles (Task 5.3).

GO Sampling Day

Specific training events (NA1; M15) will prepare all partners to carry out a pilot cross-consortium monitoring event, 'GO-Ocean Sampling day', by M18 (Task 7.2). This event will involve standardized sampling for environmental, microscopy, DNA barcoding and meta-barcoding, metagenomics and metatranscriptomics data.





4 ASSEMBLE Plus 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. The logo will be included in all project promotional material including the factsheet, website, etc. Branding Guidelines have been developed to provide partners with support and guidance on the use of the project logo and branding. This is currently being reviewed by the Management Team, and will be released in January 2018 (ahead of the due date, M12). The logos will be available to download from the project Basecamp or by contacting AquaTT.



4.2 Factsheet

A ASSEMBLE Plus factsheet will be developed in the first half year of the project (Deadline: M12) and will be continuously distributed over the course of the project. The factsheet will describe the project, its main objectives, methodology, partnership, funding and expected impact, and is used to raise general awareness of the project.

The factsheet will be made available for download from the collaborative platform (Basecamp), the project website and by contacting AquaTT. Partners will be encouraged to distribute the factsheet through their networks and at relevant events.





PROTOCOL - Factsheet

All partners will be 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 design template and publishes the new version of the leaflet

4.3 Website

The dedicated ASSEMBLE Plus website – www.assembleplus.eu – has been set up following the EU Project Websites – Best Practice Guidelines. The website 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
- A repository for public deliverables
- A repository for Knowledge Outputs and Data (via Virtual Access)

The public project website is visually attractive and informative and includes a link to the web-based collaborative workspace (Basecamp) to facilitate continuous project partner communication. New visual media and dynamic outreach products will be used (e.g. videos, newsletters) on the website, where suitable. Key features of the website include:

- **A calendar** - includes all the events organised by the ASSEMBLE Plus consortium as well as events where ASSEMBLE Plus partners are going to be represented and any other events of interest to the partnership.
- **News section** - regularly updated throughout the project's lifetime with news on the project as well as external news relevant to ASSEMBLE Plus.
- **Repository of public deliverables and results** - uploaded to the website as they become available. This also houses all dissemination products, press releases and the project factsheet.
- **Knowledge Output Platform** - This online system will become a central tool for provision and exchange of information of researchers and research groups, their expertise and scientific output in terms of publications with relevant stakeholder groups.
- **Virtual Access Point** - The central entry point that allows users to access common ASSEMBLE Plus data resources (from JRAs, NA and TA) will be created based on existing components.

PROTOCOL – website

VLiZ has set up the ASSEMBLE Plus public website and AquaTT will manage uploads and maintenance (www.assembleplus.eu) including updating it on a regular basis. Any partners who wish to upload materials, news or events to the website should contact AquaTT (georgia@aquatt.ie). Partners are requested to include a link to the ASSEMBLE Plus website on their own institution websites. VLiZ manages the ASSEMBLE Plus access/Knowledge Transfer platforms and any questions and queries should be directed to Stefanie Dekeyzer (stefanie.dekeyzer@vliz.be).





4.4 Social Media

Social networking is part of the ASSEMBLE Plus communication strategy. Currently (December 2017), Twitter (https://twitter.com/ASSEMBLE_Plus) is used to tweet ASSEMBLE Plus relevant information.

PROTOCOL – Social Media

The ASSEMBLE PLUS social media accounts (currently Twitter is the only platform in place) have been set up by **AquaTT** but partners are invited to share, (re)tweet and forward relevant information. Partners should aim to contribute to other Social Media channels, such as other Twitter, Facebook and Vimeo channels where possible. AquaTT can be asked for support. Additional social media platforms, such as LinkedIn and Facebook, will be considered as the project progresses, if deemed appropriate.

4.5 Newsletters

ASSEMBLE Plus will have a dedicated project newsletter; five editions in total (M6, M13, M25, M37 and M48). The ASSEMBLE Plus newsletter will highlight project results and include project news, external news and relevant information. The newsletter will be sent out to project partners, stakeholder database contacts, and any other interested individuals. The ASSEMBLE Plus project website and the collaborative platform will store the newsletter archive.

PROTOCOL – newsletter

AquaTT will design, develop and distribute the ASSEMBLE Plus newsletter, but input from all partners regarding ideas and content is required. All ASSEMBLE Plus Parties will be given prior notice of planned publication, in order to allow for review and feedback. In case one has an objection, the objection should 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. AquaTT and the ASSEMBLE Plus partners have several existing channels and networks for disseminating news which will ensure a broad awareness of the project across the spectrum of relevant European stakeholders:

- Training News e-newsletter (almost 5,000 subscribers)
- Social Media channels (Twitter, Facebook etc)
- LinkedIn groups
- Technology platforms (i.e. EATIP and EFTP)
- Relevant projects, networks and initiatives (e.g. Euromarine, EMBRC, EMBRIC, EurOcean, Forum Oceano)





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 – Press Releases

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 Basecamp 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 Project Coordinator (ilaria.nardello@upmc.fr), Project Manager (alice.jombert@upmc.fr) and Communications Officer (georgia@aquatt.ie). Where partners want to initiate the writing of an article, they may proceed. They can contact **AquaTT** who can offer support for writing and editing and will provide graphics and images if required.

4.7 PowerPoint Template

A ASSEMBLE Plus PowerPoint template will be developed to use at internal and external events when presenting the ASSEMBLE Plus project and/or its outcomes.

PROTOCOL – PowerPoint Template

Partners should use the ASSEMBLE Plus PowerPoint template when presenting the project and/or its outcomes at internal and external events. The .ppt file will be made available through Basecamp.

4.8 Other Promotional Material

Some promotional concepts have been outlined in the Description of Action, including: (1) a poster for use at external events in the first year of the project; (2) a video to highlight the project’s objectives for release by M12 (D2.5); and, (3) a coffee table book “History of Marine Biological Stations: contributions to Science and Social Challenges” (D6.1). Other promotional material can be developed if required and depending on budget available, e.g. gimmicks for a wider promotion of the project.

4.9 Scientific (Peer Reviewed) Publications

When research outcomes become available, ASSEMBLE Plus partners are encouraged to publish results in high-impact, scientific (peer reviewed) publications. The ASSEMBLE Plus consortium will comply with the GA rules on open access publications (Green or Gold). All publications (final articles or manuscripts accepted for publication) will be deposited into the institutional repository of the research institution with which they are affiliated or in an appropriate subject based/thematic repository. These repositories will make sure that the embargo period is respected and will make connection with the EU OpenAIRE repository. To promote open access publishing within the consortium, a budget has been provided for all WP leaders to pay for such publications containing results produced from the tasks they supervise. See section 6 for details.





4.10 Events

A number of brokerage events and technology demonstrations are outlined in Section 3.2 and capacity building and training events are outlined in Section 3.5. Additional events to promote stakeholder engagement, networking and collaboration are also planned:

Network development

An underwater observation network will be initiated. A workshop of interested user-groups will be organised to facilitate the inclusion of sub-sea industries, governmental bodies involved in pan-European research and monitoring initiatives (e.g. the Marine Strategy Framework Directive), stakeholders such as Marine Protected Area agencies, and a wider scientific diving base (assisted by the European Marine Board Scientific Diving Panel and other facilitating organisations such as the Society for Underwater Technology (SUT) and The Institute of Marine Engineering, Science and Technology (IMarEST)).

Stakeholder-focussed conferences

Two ASSEMBLE Plus conferences, in M27 and M42 (to be organised by CCMAR and reported in D5.2), will be held to address key topics related to the marine stations of the future. Topics will be determined through consultation with stakeholders, but will provisionally cover: 1) Improving user access for excellent science; 2) Science at the frontier of marine biology and related life sciences; 3) Technological developments for marine biology and life sciences, 4) Maximising socio-economic impact of marine biology research institutes, 5) Improving gender balance in decision-making bodies in marine sciences. They will bring together the service providers, users who have benefited from access, and other relevant stakeholders to gather feed-back and critically assess progress of ASSEMBLE Plus. Invitations will also be sent to potential new users from other areas of science (e.g. biomedical) and to related RIs in order accomplish increased integration of RIs.

Fund-securing missions

Fund-securing missions (8 in total) will be arranged during the last 18 months of the project (Task 6.3; led by UPV/EHU). The aim is to influence the future funding schemes for the operation of marine biological stations, through ERA-Nets, JPIs and future Framework Projects beyond the Horizon 2020 funding horizon. A brokerage event (M42) will also take place to gather stakeholders to discuss operation funding and to design a concerted funding scheme.

External events

The project results will also be presented as oral presentations, posters, etc. at major international meetings and conferences such as key marine/maritime events (e.g. World Ocean Day, Maritime Day etc.). Congresses, seminars, conferences and other meetings are very useful forums to consult with ASSEMBLE Plus 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 ASSEMBLE Plus:

- Inform **AquaTT** (cliona@aquatt.ie) 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 reporting stages (internal and at official EC periodic reporting stages). A reporting template will be provided. For detail see section 6.

5 Links with other projects

Particular attention has been paid during the construction of the ASSEMBLE Plus proposal to avoid duplication with current programs and to promote synergies with existing projects. ASSEMBLE Plus endeavours to establish effective links with other projects and initiatives that are relevant, to promote complementarity and to avoid overlap.

6 Reporting on Dissemination Activities

As part of the EU requirements, all the publications and dissemination activities related to ASSEMBLE Plus have to be reported. Partners should keep track of all their dissemination, publication and exploitation activities during project implementation as it is required for EC reporting.

Dissemination Activities Reporting

The following information is required for **every** dissemination 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 ASSEMBLE PLUS spent until the time of reporting. The ASSEMBLE Plus Project Coordinator (University of Thessaly) will extract this information from the financial reporting tables submitted by each partner.

PROTOCOL – EC Reporting on ASSEMBLE Plus Dissemination Activities

From M6 onwards, a “*Dissemination Activities template form*” will be sent by the ASSEMBLE Plus Project Manager to all partners and completed forms will be collected during internal and official EC project reporting. Once checked, the ASSEMBLE Plus, the Project Manager (UPMC) will upload the activities to the EC participant portal under the new “continuous reporting” section.





NOTE: Every partner is responsible to ensuring that their scientific publications are uploaded onto the EC participant portal! Instructions how to do that can be found in the “EC participant portal guide” below.

UPMC will keep a MASTER Excel file with information on all scientific publications and dissemination activities, including more detailed information on the latter in specific. **Please remember that UPMC will upload the collected information in relation to dissemination activities (only) from all partners.**

All partners who publish are responsible for recording their ASSEMBLE Plus publications in the EC Participant Portal via their own institutional login. This should be done on an ongoing basis.

Publications Reporting (Partner Responsibility)

Every partner is responsible for ensuring that their scientific publications are uploaded onto the EC participant portal. Instructions how to do that can be found in the guide below.

EC participant portal guide:

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

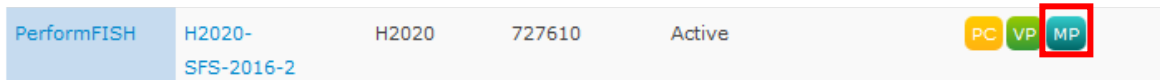


- 2) Go to “My projects” (red square) on the left and then select “ASSEMBLE PLUS”.

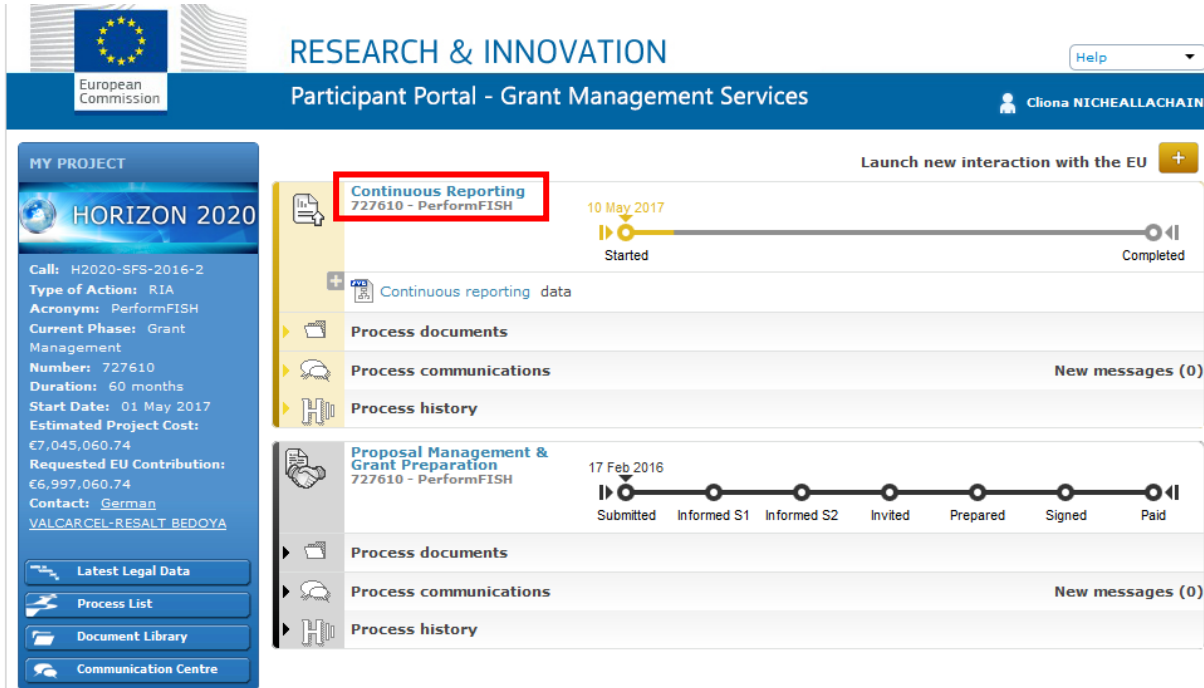




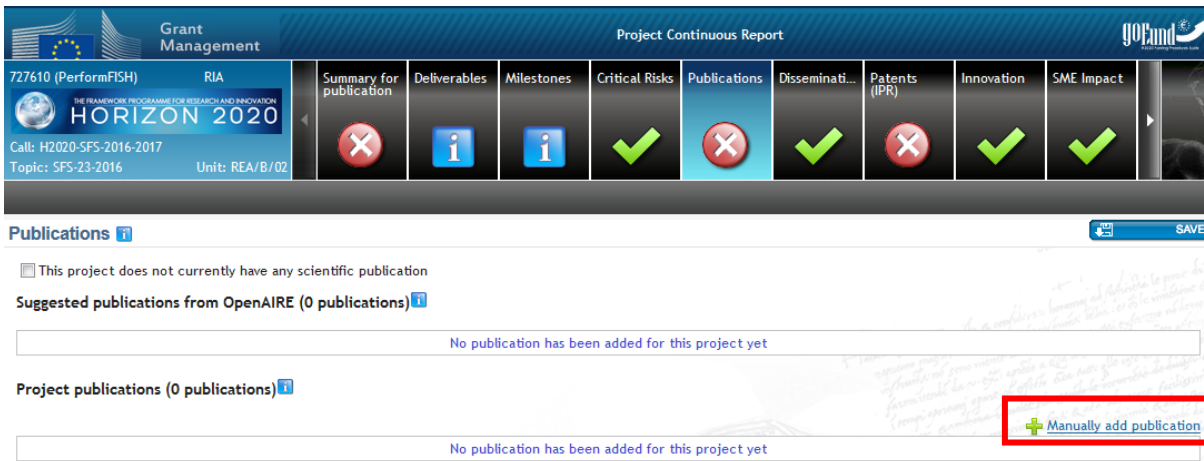
3) From the ‘Actions’ list on the right, select “MP” (= Manage Projects).



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



4) Select the “Publications” tab in the top menu and then click “Manually add publication” (red square)



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



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 730984. This output reflects the views only of the author(s), and the European Union cannot be held responsible for any use which may be made of the information contained therein.



7 DEP Validation and Recommendations

As part of the revision process of the Dissemination and Exploitation Plan, each subsequent version of this deliverable (D2.4) will be validated by the partnership. The current version will function as the operational manual and will be revised at regular intervals.

Date / version	Comments & Recommendations
V1 – 20.12.2017	DEP (D2.4) - Draft from proposal updated by AquaTT for submission





8 Annex I – Glossary

“Access rights” are the user rights (incl. Licenses) to foreground or background of project partners (<http://www.iprhelpdesk.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 User” is the individual(s) who will apply the Knowledge Output at the end of the Knowledge Output Pathway. 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 COLUMBUS (Horizon 2020 project: 652690).

“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).





“Eventual Impact” is the ultimate end benefit of the application of the Knowledge Output, and its influence/effect once taken up and applied by the target community. Definition according to COLUMBUS (Horizon 2020 project: 652690).

“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 (IPR 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).

“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 units of knowledge or learning generated by or through research activity. They are not limited to de-novo or pioneering discoveries but may also include new methodologies/processes, adaptations, insights, alternative applications of prior know-how/knowledge. Definition according to COLUMBUS (Horizon 2020 project: 652690).

“Knowledge Output Pathway” can be a single step or a series of steps required to carry a Knowledge Output to its Eventual Impact. Where there are a series of steps, it will include detailed mapping of the steps, the users involved at each step and their predicted role in the pathway to Eventual Impact. Definition according to COLUMBUS (Horizon 2020 project: 652690).

“Knowledge Transfer” is the term for the overall process of moving knowledge between knowledge sources to targeted potential users of knowledge. Knowledge Transfer consists of a range of activities which aim to capture, organise, assess and transmit knowledge, skills and competence from those who generate them to those who will utilise them. Definition according to COLUMBUS (Horizon 2020 project: 652690).

“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).

“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).

“**Target User**” is the individual(s) who you have identified in your Knowledge Output Pathway to whom a Knowledge Fellow will transfer the Knowledge Output. Definition according to COLUMBUS (Horizon 2020 project: 652690).

“**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).





9 Annex II EC Rights and Obligations Related to Results

9.1 Ownership of results

Results are owned by the beneficiary that generates them. Two or more beneficiary's jointly own results 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).

9.2 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 GA Article 26.4) assume ownership to ensure their (continued) protection.

9.3 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.

9.4 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 45 days' notice (together with sufficient information on the dissemination) (ASSEMBLE Plus 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 acDEPted 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. 727892 (ASSEMBLE PLUS). 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.





Annex III– Knowledge Output Table

Short Title	Knowledge Output Description	Knowledge Type	Contact Information	Publicly Available?	Link to Knowledge Output	Sectors & Subsectors	End User	Potential Application	IPR Protection	Status
<p>Please provide a short and concise title to describe the Knowledge Output.</p> <p>Please only include generated Knowledge Outputs; not those that are expected. Note: Knowledge Outputs can be non-deliverables, milestones or 'grey knowledge'. Also, multiple Knowledge Outputs could exist within one deliverable, and should be separated.</p>	<p>Try to give a comprehensive description, making the Knowledge Output fully understandable to a non-expert.</p> <p>If relevant please provide detail of where the Knowledge Output differs from its equivalent, e.g. What are the key characteristics of the Knowledge Output? What research is it adding to and what is innovative about the Knowledge Output? (Max 500 characters).</p>	<p>DROPDOWN MENU - Please choose one option. If data or other is chosen please provide detail in Column P.</p> <p>Please indicate if the Knowledge Output is not publicly available currently but will be in the future, please provide details. Also, if it is available but only upon request, please state this.</p> <p>If the Knowledge Output is not planned to be publicly available, please state 'Not available for public'.</p>	<p>Please provide contact details of the most relevant person to provide further information, if required, on the Knowledge Output.</p> <p>Please indicate if the Knowledge Output is beneficial/owner of the Knowledge Output differs from the contact person.</p>	<p>If you can provide a link to the Knowledge Output then please do so, e.g. digital object identifier (DOI), web address, download, research paper.</p> <p>If the Knowledge Output is not publicly available currently but will be in the future, please provide details. Also, if it is available but only upon request, please state this.</p> <p>If the Knowledge Output is not planned to be publicly available, please state 'Not available for public'.</p>	<p>DROPDOWN MENU - Choose as many options as required from the dropdown list. Pick those sectors that you think would benefit from the application of this Knowledge Output.</p> <p>For each sector chosen, please use a separate row.</p>	<p>DROPDOWN MENU - Choose as many options as required from the dropdown list. There can be more than one type of End User, e.g. Industry, Scientific Community, Policy Makers, Environmental Managers, Education, Other.</p> <p>For each End User chosen, please use a separate row.</p>	<p>Per Identified End User, please identify possible applications of the Knowledge Output.</p> <p>For each application chosen, please use a separate row.</p>	<p>Please indicate whether IPR has been applied to this Knowledge Output (applied for a patent, copyright etc), or not.</p> <p>Please insert 'n/a' if no IPR has been applied.</p>	<p>Please identify whether the Knowledge Output is finalised, is still being generated or whose status/future is unknown. Consider:</p> <ul style="list-style-type: none"> • Is your knowledge conclusive enough that it provides sufficient evidence to make an impact on, or be applied by, an End User? • Is there a corroborating body of evidence, or are contradictory results, available? • Does your knowledge progress beyond the current state-of-the-art/ evidence base? • Is more research or demonstration needed to validate the results? <p>If the Knowledge Output is:</p> <ul style="list-style-type: none"> -Technology based, please indicate TRL level [1-9] -Able to inform evidence-based policy, please indicate whether further validation/contextualisation would be required. -relevant to the scientific community, please indicate whether the Knowledge Output is conclusive or whether further detail would be required. 	
<p>End User Description</p> <p>Try to be as specific as possible, for example for 'Policy Makers' indicate the exact type and level also, e.g. European Commission – DG Research & Innovation / Directorate E (Health) / EI Strategy.</p>	<p>Potential Impact</p> <p>Please provide details of the potential resulting impact this Knowledge Output could have fit were transferred to the End User.</p>	<p>WP and submission date</p> <p>Please enter the WP number and submission date of this KO, e.g. WP_n_YYYY_MM</p>	<p>Notes</p> <p>Any extra information which is not included but is not relevant in other fields. This can include confidential information which shouldn't be made public but would be useful for analysis.</p>	<p>Project Exploitation</p> <p>In this field, indicate any dissemination / transfer activities that are planned for or have been undertaken to reach your identified End User.</p> <p>Please also indicate any impact that was achieved.</p> <p>Planned events are of particular interest because we need to ensure that there is no overlap between what the project intends to do and what the project can offer in terms of Knowledge Transfer activities.</p> <p>Examples of such activities are: publications, events and networking, collaborative research / researcher mobility, consultancy / training courses, licensing, new business / spin-offs, etc</p> <p>Please include web addresses, reference material, project reports so further investigation can be carried out.</p>						



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730984. This output reflects the views only of the author(s), and the European Union cannot be held responsible for any use which may be made of the information contained therein.