

*Pan-European twinning to re-establish  
world-level Neuroscience Centre in Kiev*



## **Communication, dissemination and exploitation concept**

<b>Project Title</b>	Pan-European twinning to re-establish world-level Neuroscience Centre in Kiev
<b>Project Acronym</b>	NEUROTWIN
<b>Project Number</b>	857562
<b>Responsible author(s)</b>	Philipp Brugner



This project has received funding from the European Union's H2020 Programme for Coordination and support action under grant agreement no 857562.

## Document control sheet

<b>Work Package Number</b>	WP5
<b>Work Package Title</b>	Communication/Dissemination/Exploitation
<b>Task Number</b>	T5.1
<b>Task Title</b>	Communication/Dissemination/Exploitation Plan
<b>Deliverable Number</b>	No formal deliverable
<b>Deliverable Title</b>	Communication, dissemination and exploitation concept
<b>Number of pages</b>	19
<b>Dissemination level</b>	internal
<b>Main author</b>	Philipp Brugner
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<b>Quality Assurance</b>	All partners

## Versioning and Contribution History

Version	Date	Author/Editor	Collaborators	Description
_v01	21.11.2019	Brugner		First draft
_vxx	06.12.2019	Brugner		Second draft (after internal discussion with BPIH)
_vxx	10.12.2019	Voitenko, Ivanova		Third draft, final
_final	20.12.2019	Brugner		Final

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## List of abbreviations

EC	European Commission
EU	European Union
UA	Ukraine
CDE	Communication, Dissemination, Exploitation
R&I	Research and Innovation
STI	Science, Technology, Innovation
WP	Work package
T.	Task
RRI	Responsible Research and Innovation

## Executive summary

The present communication, dissemination and exploitation concept (CDE concept) outlines the approach, objectives and targets related to communication, dissemination and exploitation activities within the Horizon 2020-funded “NEUROTWIN: Pan-European twinning to re-establish world-level Neuroscience centre in Kiev” project. It starts with some basic definitions of the three terms in the area of EU-funded research and innovation projects and in particular against the state-of-the-art guidelines pushed forward in Horizon 2020 for communication, dissemination and exploitation. The chapter on main activities and objectives addresses the project’s objectives, defined for each of the three activities, and provides a list of those activities NEUROTWIN will implement in order to meet these objectives. Given the limited length of a concept note, this document only contains the most important points related to CDE in NEUROTWIN. Some information is included on the project’s stakeholders and target audiences and it is briefly discussed how to create impact through the exploitation of those results generated within NEUROTWIN. The document rounds off with some concluding remarks and answers to potential risks which might occur during the project’s lifetime and which could possibly decrease the quality and effectiveness of CDE activities as part of NEUROTWIN.

This concept note is a document which “is subject to alteration”. In other words: The project supervisory board can request to review the document at any time of the project and initiate an update if decided necessary (based on lessons learnt and observations made in regard to the implementation of CDE activities).

From a general perspective, this concept note contains information on the following topics as listed below:

- Definition of aims and objectives of communication, dissemination and exploitation in NEUROTWIN
- Communication instruments for NEUROTWIN (website, social media, printed PR material)
- Reference to the project visual identity
- Identification of stakeholders and target audiences
- Communication tools, methods and messages
- Impact through exploitation (RRI in dissemination and exploitation)
- Exploitation opportunities (“markets” for and users of NEUROTWIN outputs and what is needed to ensure user uptake) and their links to impact
- General risk assessment

## Definitions: Communication, dissemination, exploitation

The present document is an internal document meant to be shared with all NEUROTWIN consortium partners. It plots out the project's overall strategy how communication, dissemination and exploitation activities will be used by the consortium in order to create both visibility and impact for the project. Having a set of quality standards in combination with formalised procedures for implementing the CDE activities is crucial for the relatedness, effectiveness and, in the long term, sustainability of the NEUROTWIN project activities (and results). Communication, dissemination and exploitation have become integral parts of any Horizon 2020 funded project, notably since the European Commission (EC) has launched its "Open Innovation, Open Science, Open to the world" strategy as a backbone for the Horizon 2020 programme<sup>1</sup>. As one of its key elements, the strategy defines the EC's approach towards the use of scientific and empiric data/results generated in Horizon 2020 projects and advocates for an open access for anyone wishing to use them.

Also when it comes to the operational definitions of communication, dissemination and exploitation as used for the NEUROTWIN project, the team works as close as possible to the good practices, guidelines and definitions promoted by the European Commission. The EC's recommendations and standards for effective communication of project results<sup>2</sup> as well as Intellectual Property Right (IPR) standards and recommendations for effective exploitation of results as published by the IPR helpdesk<sup>3</sup> of the EC are one of the important cornerstones for the CDE strategy in NEUROTWIN.

Being a Horizon 2020 funded project itself, NEUROTWIN aims to seamlessly integrate the definitions for communication, dissemination and exploitation into its own work. Thus, we use the definitions for communication, dissemination and exploitation as published by the EC's glossary for research and innovation and as highlighted in the illustrations below. All three definitions as pictured below are aggregated versions of the official versions online, which can be accessed through this link (<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>).

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<sup>1</sup> <https://ec.europa.eu/digital-single-market/en/news/open-innovation-open-science-open-world-vision-europe> (18.11.2019)

<sup>2</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)

<sup>3</sup> [https://www.iprhelppdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results\\_1.pdf](https://www.iprhelppdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf)

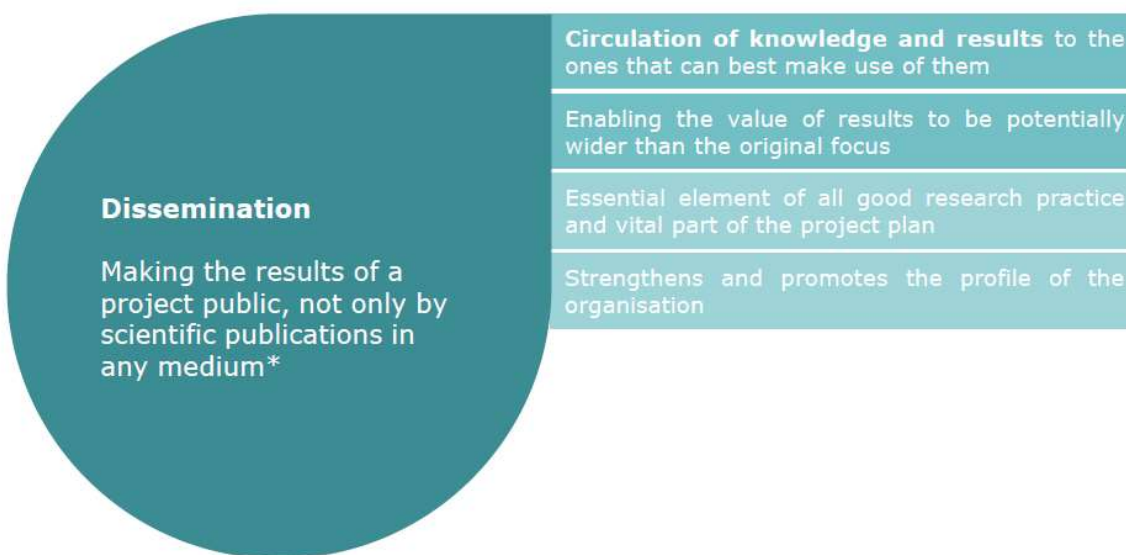
## What is communication?



\* Shortened from [http://ec.europa.eu/research/participants/portal/desktop/en/support/reference\\_terms.html](http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html)

Figure 1 Definition of "communication" in EU funded R&I projects from the EC glossary on research and innovation

## What is dissemination?



\* [http://ec.europa.eu/research/participants/portal/desktop/en/support/reference\\_terms.html](http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html)

Figure 2 Definition of "dissemination" in EU funded R&I projects from the EC glossary on research and innovation

# What is meant by exploitation?



\* [http://ec.europa.eu/research/participants/portal/desktop/en/support/reference\\_terms.html](http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html)

Figure 3 Definition of "exploitation" in EU funded R&I projects from the EC glossary on research and innovation

## Main activities and objectives

The CDE concept bundles all activities and objectives related to CDE in the NEUROTWIN project, which will be achieved by providing tailor-made structural, systematic and operational support measures. These are

- to ensure a continuous communication between project partners (=internal communication)
- to ensure a continuous communication with the project's external audience (= external communication)
- to ensure a continuous sharing of project related outputs and results with previously defined target groups (=dissemination)
- to ensure the uptake and further use of these results by the beneficiaries addressed for creating ways of sustainability of the project activities and achieving impact (=exploitation)
- to increase the visibility of the project in the Ukrainian and European neurosciences sector
- to feed recommendations drafted within the project into the policy-making level as good as possible, in particular in view of a prospective future smart specialization strategy for the capital region of Kyiv

## CDE – core objectives

The following three core objectives will be attained by implementing NEUROTWIN'S communication, dissemination and exploitation activities. They are in line with the call text<sup>4</sup> for a widening/twinning

<sup>4</sup> <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-search;freeTextSearchKeyword=;typeCodes=0,1;statusCodes=31094501,31094502,31094503;programCode=nu>



action and have been drafted according to the work description of NEUROTWIN as agreed between the consortium and the funding agency.

1. <b>To communicate the project's activities</b> to a broad external audience in Ukraine and Europe in order to increase the visibility and strengthen the reputation of the Bogomoletz Institute of Physiology of the National Academy of Sciences of Ukraine (BIPH)
2. <b>To disseminate project related outputs and results</b> specifically to target groups in the neuroscience sector of Ukraine (ranging from research and academic staff to entrepreneurs, SMEs and policy makers in the health sector) for maximizing the project's impact and fostering synergies also beyond the project's lifetime
3. <b>To exploit the results generated by the project</b> by ensuring a smooth transfer to all potential beneficiaries (from civil society to the scientific community) and for tapping into the potential of "valorization" of project results (either commercially or scientifically) as far as it is possible

### Management of tasks

Communication, dissemination and exploitation in EU-funded R&I projects includes many varying tasks and obligations. Already in the proposal preparation phase the NEUROTWIN team reflected upon how this array of tasks could be distributed best among partners without losing too much of control by announcing too many assignments and roles. The figure below illustrates the management of CDE activities within NEUROTWIN taking into account tasks and partners.

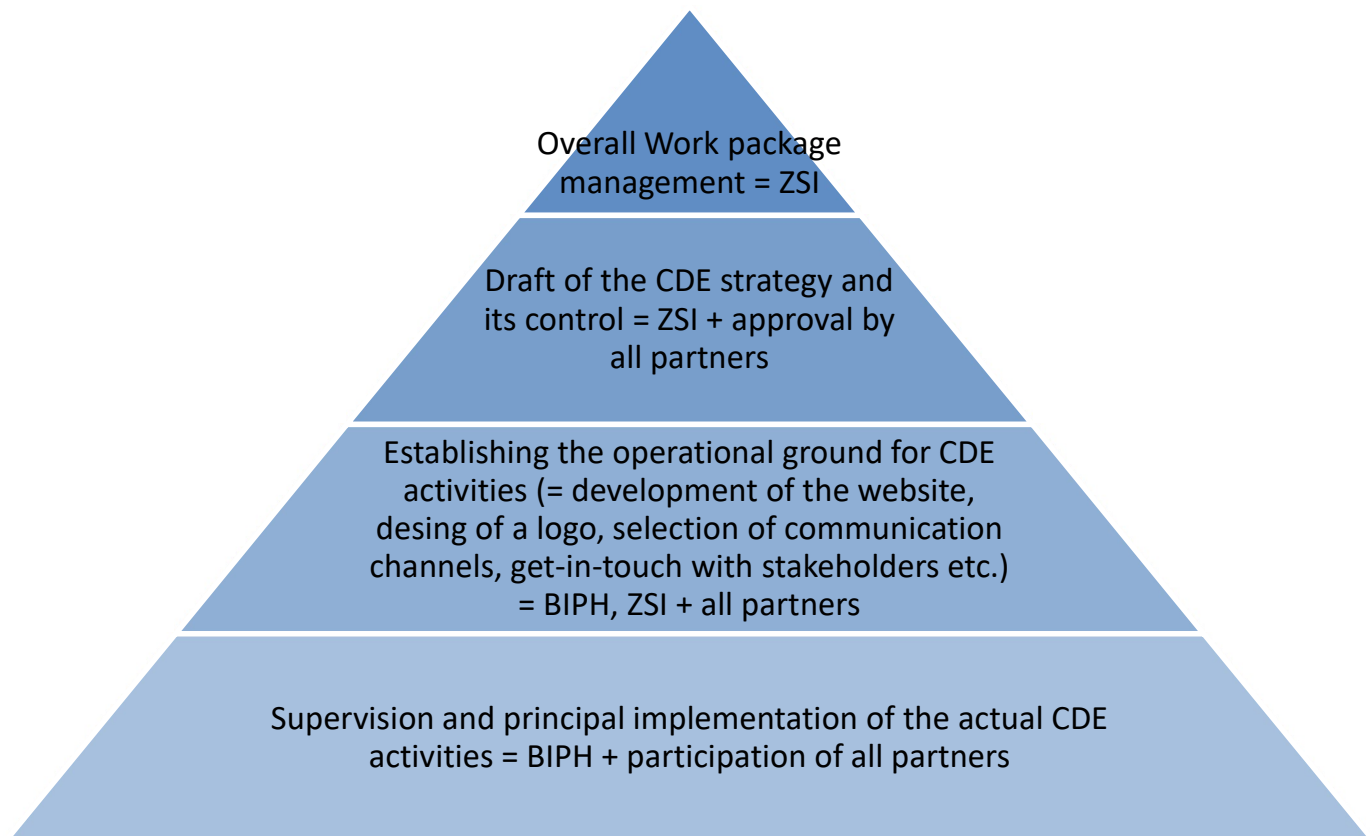


Figure 4 Management of CDE activities in NEUROTWIN - overview

### NEUROTWIN tools used for CDE

The most important tools for NEUROTWIN activities in CDE are presented briefly in a bullet point format in this chapter

1. **The NEUROTWIN website → target groups: general public & results' beneficiaries (through providing open access to non-sensitive project outputs)**
2. **NEUROTWIN social media (=Facebook) → target group: general public**
3. **NEUROTWIN newsfeed on the landing page of the website → target group: general public**
4. **Printed PR material → target group: general public**

The NEUROTWIN logo has already been developed and constitutes one of the key elements as part of the project's corporate identity.



***Pan-European twinning to re-establish  
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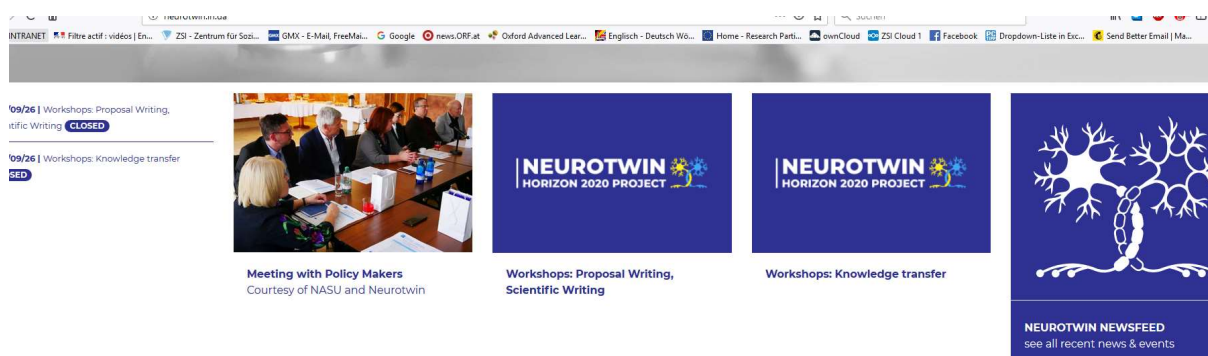
Figure 5 Official project logo of NEUROTWIN

**The logo conveys two clear messages:** Firstly, the aspect of “twinning” or “partnering” is illustrated with a symbol resembling two “entangled human nerves” (yellow and blue). Their entanglement stands for close cooperation, training, joint work. Secondly, the origin of the project's funding (Horizon 2020) is prominently shown below the project name. This is a smart step in order to comply with the EC's regulations for publicly displaying research and innovation projects which have received EU funding.

The NEUROTWIN website was designed by the company “Neuroburo”, which is based in Kyiv, Ukraine. The website was launched online soon after the project kicked-off in October 2019 and can be accessed through the following domain: [www.neurotwin.in.ua](http://www.neurotwin.in.ua)



Figure 6 Screenshot of the landing page of the NEUROTWIN website



## GOAL

The overarching goal of the NEUROTWIN proposal is to re-establish the Bogomoletz Institute of Physiology (BIPH) in Kiev, Ukraine as an international centre for excellence in Cellular and Molecular Neuroscience. This goal is set against a sound background of the existing infrastructure, intellectual traditions and the highly educated manpower. That is the adherence to modern procedures and international research environment which all have to be strengthened to achieve the European dimension and to integrate the Institute into European networks.

## POTENTIAL

We shall capitalise on the existing potential of international networking for excellence in Cellular and Molecular Neuroscience research, through knowledge transfer and exchange of best practice between BIPH and leading institutions from the UK, Austria, Portugal, Sweden and Germany. The specific objectives of the proposal target several key areas. They include implementing modern research approaches to scientific excellence and

Figure 7 Screenshot of the landing page of the NEUROTWIN website

## Important offline opportunities for NEUROTWIN communication activities

Drawing on BIPH’s positioning in the Ukrainian R&I system (also as being an institute under the roof of the National Academy of Sciences) and thanks to its connections to the policy-level for STI policies

(Prof. Nana Voitenko has been recently elected as a member of the National Council of Ukraine on Science and Technology), the project can use different formats pro-actively for raising awareness about its activities and communications:

- Round tables with members of the UA national scientific council
- Round tables with politicians and industrial stakeholders
- Meetings with members of the UA parliament, government officers etc.
- Days of Science BAWs (Brain Awareness week), BIP and Partner open days
- Institutional Research days and University open days in Ukraine and Europe with relevance to the project
- TV interviews with Ukrainian media

## Stakeholders and target audiences

In line with the objectives as presented in the previous section, tailor-made project-related information will be provided to the identified stakeholders and the target audience of NEUROTWIN. The first target audience of the current concept is the NEUROTWIN consortium itself, to which this CDE concept is distributed in order to inform all partners equally about how the project intends to approach this important part of project management. The second target audience comprises the project's external stakeholders and target groups.

The project's stakeholders and target audiences can be separated on a geographical level and against their type. Moreover, NEUROTWIN's proposed activities with each partners are listed:

Type of stakeholder, audience	Level of relation: science-science, science-industry, science-policy	Ukrainian level	European and international level	Proposed activities together with NEUROTWIN
Research institutions, networks	Science-science	Ukrainian society for neurosciences; Romodanov Institute of Neurosurgery; Kiev chapter of SfN; Kyiv Academic University; Bogomoletz National Medical University; National Taras Shevchenko University of Kyiv; National Technical University of Ukraine; Ukrainian universities with	Federation of European neuroscience societies (FENS); International brain research organization (IBRO); US Society for neurosciences	Ukrainian Society for Neuroscience 2020 Congress; Knowledge transfer workshops; Scientific writing workshops; Proposal writing workshops; Biophysical Methods in Neuroscience Student workshops; Summer Schools

		biomedical programs		
<b>Industrial partners</b>	science-industry	Medical Centers: “Oberih”; „Dokos Medykal“		Science-Industry Workshops
<b>SME partners</b>	science-industry	Lileya Ltd; Enamine Ltd	Cherkas-Systems Ltd	Help in joint translational research Science-Industry Workshops
<b>Municipality /public partners</b>	science-public	City of Kyiv, Kyiv hospitals; Kyiv public schools and orphanages, Minor Academy of Science	Dana Foundation; SfN	Brain Awareness Weeks; Days of Science; Brain Bee Contests
<b>Policy- and or governance bodies</b>	Science-policy	UA parliament; Government officers; Minisrty of Education and Science; Scientific Committee of the National Council for Science & Technology	IBRO Governing Council	Meetings with Policy Makers

**Table 1 Overview of stakeholders and target audiences with proposed activities**

## Creating impact through exploitation

Drawing on the preliminary plan for dissemination and exploitation of NEUROTWIN results as outlined in the project proposal, **the following steps are crucial allowing to meet the project’s goals in regard to exploitation and creating impact:**

- Establishment of the Communication/Dissemination/Exploitation Committee for planning and monitoring CDE activities – using an overall strategy for organizing activities (= the present CDE concept note (T5.1)
- Development and launch of the project website for NEUROTWIN (T5.2)
- Development and sharing of the video books of transferable trainings, the handbook of scientific methods and protocols and the webinars/keystone lectures with NEUROTWIN’s target users (T5.2)
- Internal dissemination: Sharing of results (research and innovation related) during project consortium meetings (T5.3)
- Facilitating the exploitation of transferable outputs and results within other UA neuroscience institutions (T5.2)
- Initiation of joint research projects (beyond NEUROTWIN), dissemination of results through publications of scientific papers and presentations at scientific conferences (T5.2)
- Collaboration with public and or industrial partners for developing new devices, instrumentations and clinical treatment approaches (science-industry relations) (T5.2)

- Drafting recommendations for a smart specialisation strategy for the city of Kyiv promoting the importance of neuroscience research and business activities for the socio-economic development of the capital region (T5.4.)

If possible and decided necessary by the consortium, NEUROTWIN will try to make active use of the most common facility services supporting dissemination and exploitation in EU-funded R&I projects. The majority of these services is costless and available just upon demand. Just for one, the “Common Exploitation Booster” of the EC, service will be offered based on the selection made following the applications received. In the following, the four most relevant services helping EU-funded R&I projects with their dissemination and exploitation work, are presented.

Needless to say that any of these services starts at the implementation level of dissemination and exploitation only. In other words: They are no services to draft a project’s dissemination or exploitation strategy, but on the contrary: Only if this or these strategy/-ies are already put into force, the service can become active.

### Horizon 2020 dashboard

“The Horizon Dashboard is an intuitive and interactive reporting platform, composed of a set of sheets that allows series of views to discover and filter the Horizon 2020 data”<sup>5</sup>



From the NEUROTWIN perspective, the H2020 dashboard can be used for:

- Looking up previously funded H2020 projects in the field of neuroscience, molecular science, biochemistry etc. → get-in-touch for creation of synergies, knowledge transfer, fostering European networks
- Looking up already publicly available research results in the relevant fields stemming from H2020 projects → to get an overview of the results generated within H2020 projects, get an understanding in which direction H2020 funded research in the respective fields is going
- Comparing Ukraine’s performance in H2020 with other countries, looking up other Ukrainian institutions in the respective research fields (not yet known to BIPH) → valuable information for a self-assessment of BIPH, fostering national networks etc.

### CORDIS

“Our mission is to bring research results to professionals in the field to foster open science, create innovative products and services and stimulate growth across Europe”<sup>6</sup>

<sup>5</sup> [https://ec.europa.eu/info/funding-tenders/opportunities/docs/manuals/horizon\\_dashboard\\_quick\\_guide.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/manuals/horizon_dashboard_quick_guide.pdf)

<sup>6</sup> <https://cordis.europa.eu/about/en>



- Access and taking up of results packs from H2020 projects → to get an overview of the results generated within H2020 projects, get an understanding in which direction H2020 funded research in the respective fields is going
- Access and taking up of all publicly available H2020 deliverables and publications → overview on the most recent research results provided through H2020 projects (=taking stock what is available on the European level, in particular from leading institutions in the field)
- Publication and promotion of own NEUROTWIN related activities, such as news articles and events → Increasing NEUROTWIN's and BIPH's visibility for an European audience

### **Innovation Radar**

“Our goal is to allow every citizen, public official, professional and business person to discover the outputs of EU innovation funding and give them a chance to seek out innovators who could follow in the footsteps of companies such as Skype, TomTom, ARM Holdings, all of whom received EU funding in their early days”<sup>7</sup>



From the NEUROTWIN perspective, the Innovation Radar can be used for:

- To understand how real innovations emerge from EU funded projects → important for a self-reflection process for BIPH as the main beneficiary of NEUROTWIN: what are typical patterns leading to innovations in EU-funded projects? What are drivers, enablers, obstacles?
- To get an idea where the innovators are located, and about their features on the market → get-in-touch for creation of synergies, knowledge transfer, fostering European networks

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<sup>7</sup> <https://www.innoradar.eu/about>



- To search for innovations and partners related to it in the field of neuroscience, molecular science, biochemistry etc. → get-in-touch for creation of synergies, knowledge transfer, fostering European networks

### **European Commission Common Exploitation Booster (CEB)**

“Common Exploitation Booster successfully explored innovative ways to help EC research projects bridge the gap between creating and exploiting their research results.”<sup>8</sup>



The CEB is the only of the four services which is based on an application procedure. Any FP7 or Horizon 2020 funded project can apply to the service. Applications must be coordinated with the project officer in charge of the project and confirmed with the project coordinator. After this step of agreement, a formal request (=application) can be made to the CEB service team.

From the NEUROTWIN perspective, the CEB can be used for:

- raising awareness on exploitation possibilities and exploitation planning → important from the beginning of the project in order to reflect about exploitation over the course of the whole project
- Clarifying issues, exploring solutions and actions, anticipating possible conflicts for successful exploitation → establishing contacts to real experts in the topic
- setting up roadmaps for the long-term sustainability of the project results → raising the likelihood for creating sustainability
- creating value out of novel knowledge (recognising exploitable results, creating revenues, improving skills, standardization or patenting, finding pathways for future work) → for sustainability considerations, either commercially or scientifically
- Analysing exploitation risks in connection with NEUROTWIN, developing a business plan and connecting the project to brokering and pitching events → using the knowledge/expertise available depending on the project phase

### **IPR, management of data**

As NEUROTWIN will share its outputs and results with a variety of target groups (compare with the target groups and audiences in the respective chapter), the CDE concept must also include deliberations on the use of Intellectual Property Rights (IPR) in the frame of EU funded projects, such as in the case of NEUROTWIN. The European IPR Helpdesk has published a detailed guide on the use of IPR in Horizon 2020 funded projects, which will be the key reference document for NEUROTWIN as well. For the definition of Intellectual property rights NEUROTWIN follows the World Intellectual Property Organisation's proposition:

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<sup>8</sup> [http://www.meta-group.com/all-meta-projects/Pages/Common-Exploitation-Booster-\(CEB\).aspx](http://www.meta-group.com/all-meta-projects/Pages/Common-Exploitation-Booster-(CEB).aspx)



“IP is protected in law by, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create.”<sup>9</sup>

In other words, if an individual person, company or any other type of legal entity creates or invents something (both tangible and intangible), it can be protected against being used or exploited by third parties, which are not entitled to do so. As NEUROTWIN has a clear mission statement that inventions might be resulting from the project activities (compare to the chapter on exploitation and impact, where the development of new devices, instrumentations and clinical treatment approaches in the area of neurosciences is formulated as one possible goal), IPRs can come into play at any time and the project consortium should be ready to deal with the topic adequately. On the one hand, the project’s CDE team already entails some expertise on the topic, on the other it is fully aware of the free services offered by the Horizon 2020 IPR helpdesk and will make use of them if it becomes necessary.

**IPR concerns all data generated by the project – it is the legal framework for**

- **Disclosing our knowledge and ideas safely**
- **Proving the ownership**
- **Profiting from commercial exploitation**
- **Preventing or discouraging its unauthorised use by others**

The two main aspects in respect to the management of IPR, which will become manifest over the course of NEUROTWIN’s activities, are the commercialization and protection of knowledge pertinent to the scientific and teaching materials generated. Our first ideas and our strategy in regard to these issues have been sketched in the project proposal already as part of the chapter on communication/dissemination/exploitation.<sup>10</sup>

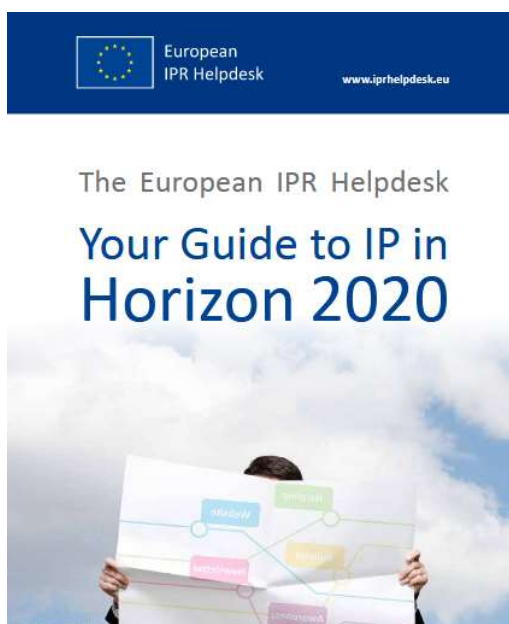


Figure 8 Screenshot of the European IPR Helpdesk IP guide in Horizon 2020

<sup>9</sup> <https://www.wipo.int/about-ip/en/>

<sup>10</sup> NEUROTWIN, DoA, Part B., page 24f.

## Conclusions and potential risks

As mentioned in this CDE concept, the communication and dissemination activities of NEUROTWIN are based on two levels – internal (within the consortium) and external (to the general public and the stakeholders). The cross-media concept of NEUROTWIN is anchored in a dynamic online platform, serving as a knowledge hub for all neuroscience stakeholders in Ukraine and the EU. Moreover, the communication and dissemination is enhanced by exploiting the potential of social media for the project. Personal, tailor-made information in form of targeted emails will ensure direct contact to specific stakeholders. Printed promotional material triggers a more haptic kind of transfer of information and can be used as an eye-catcher at project related events. A wide range of events provide flexible, tailor-made information and opportunities of two-ways communication. All partners of NEUROTWIN are invited to use their channels for the placement of project news and specialist articles to gain further multiplying effect and reach even broader target audiences.

This request is an essential tool to establish and further develop all networks with stakeholders, the public audience and media. A joint contribution is also necessary to be capable of reaching all the relevant stakeholders in the fields of neurosciences both in Ukraine and Europe. Furthermore, contacts to media (especially to Ukrainian media given the good connections of BIPH) should be activated on an informal level already before any final results are available.

To reach the objectives of the plan and the project, the guidelines and methods of the current document shall be respected by all project partners. Insufficient or weak communication and cooperation between the project partners and the project coordinator could result in difficulties in the implementation of the CDE concept of NEUROTWIN. The contribution of all partners is necessary to be capable of reaching all the relevant stakeholders in the region. To sum up, the success of the project relies on the support and effective work of all partners.

## References and annex

The European IPR Helpdesk. Your Guide to IP in Horizon 2020

<https://www.iprhelpdesk.eu/sites/default/files/documents/EU-IPR-IP-Guide.pdf>

Fact Sheet: The Plan for the Exploitation and Dissemination of Results in Horizon 2020, IPR Helpdesk

<https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/Fact-Sheet-Plan-for-the-Exploitation-and-Dissemination-of-Results-H2020.pdf>

The guide to Responsible Research and Innovation in Horizon 2020

<https://ec.europa.eu/programmes/horizon2020/en/h2020-section/responsible-research-innovation>

EASME communication toolkit

<https://ec.europa.eu/easme/en/communication-toolkit>

Dissemination and Exploitation Manual in Horizon 2020

[http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm)

Communicating your project – H2020 online manual

[http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm)

IPR Factsheet on the Dissemination and Exploitation of results

<https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/Fact-Sheet-Plan-for-the-Exploitation-and-Dissemination-of-Results-H2020.pdf>