

**Acronym: COLUMBUS**

**Title: *Monitoring, Managing and Transferring Marine and Maritime***

*Knowledge for Sustainable Blue Growth*

**Grant agreement n° 652690**

## **Deliverable D.7.1**

# **Dissemination and Exploitation Plan, including website.**

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**Lead parties for Deliverable: AquaTT**

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Dissemination Level	
PU Public	X
PP Restricted to other programme participants (including the Commission Services)	
RE Restricted to a group specified by the consortium (including the Commission Services)	
CO Confidential, only for members of the consortium (including the Commission Services)	

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## SUMMARY

### **Objective:**

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

### **Rationale:**

The plan defines the communication and dissemination objectives, planned tools and channels, responsibilities, and resources for **COLUMBUS** activities. **COLUMBUS** 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 contains a set of protocols to ensure that **COLUMBUS** is appropriately promoted to all relevant parties including the general public and to communicate on marine Knowledge Transfer, and its added value towards a Blue Society. The protocols are set up to:

- a) Ensure the effective communication of the project, its objectives activities and results.
- b) Disseminate the **COLUMBUS** project and its objectives, ensuring information provision and awareness rising.
- c) Communicate on marine Knowledge Transfer, and its added value towards a Blue Society.
- d) Enhance the visibility and impact of marine/maritime research to a variety of stakeholders and the wider public.
- e) Strengthen the exploitation of knowledge and technological developments in the marine.

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 in order to 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

Work Package 7 (WP7) – Communication, Engagement and Knowledge Transfer towards a Blue Society is dedicated to dissemination and other strategic communication/engagement activities to support **COLUMBUS** implementation. Objectives include enhancing the visibility and impact of marine and maritime research in society, to strengthen the exploitation of knowledge and technological developments in the marine and to ensure the effective communication of the project, its objectives activities and results.

### Objective

Promote **COLUMBUS** toward all relevant parties and the general public and to communicate on marine Knowledge Transfer, and its added value toward a Blue Society.

### Specific Objectives

- Ensure effective dissemination of the **COLUMBUS** initiative, its objectives, activities, and results
- Support the Competence Node Knowledge Transfer activities
- Strengthen communication, dissemination and exploitation of knowledge/technological developments
- Facilitate networking exchange, collaboration and open dialogue of key marine stakeholders
- Design, organise and run an annual “Blue Growth Knowledge Transfer” conference
- Launch an annual Blue Society Award to highlight the best examples of successful Knowledge Transfer
- Enhance the visibility and impact of marine/maritime research to different stakeholders and the wider public

Dissemination is a form of knowledge transfer, but is seen as one-way promotion and is effective in raising awareness and sharing information. A range of dissemination activities will take place particularly in the early phases of the project to raise awareness of the existence of the project, its objectives, partners and intended impacts. Examples of activities used for dissemination purposes include publications in peer review journals, events and networking.

Taking the approach of Knowledge Transfer as opposed to classic monitoring and dissemination, **COLUMBUS** is designed to be able to demonstrate Value Creation within the project duration and metrics are built into the methodology to be able to measure the value generated. Activities which will be undertaken to ensure this include:

- Collaboration between WP7, Knowledge Transfer Fellows and Competence Node teams to ensure successful transfer of Knowledge Outputs
- Raise the visibility of the **COLUMBUS** Knowledge Transfer methodology to ensure buy in from relevant stakeholders
- Increase the public’s perception of the importance of Marine Knowledge Transfer towards a Blue Society

Exploitation of the **COLUMBUS** project, its methodologies, achievements and key outcomes is also essential. Understanding that Knowledge Transfer is a key step within the research system, **COLUMBUS** has been designed from the outset with sustainability and legacy in mind so that **COLUMBUS** can ensure there is a “Sea Change” in how the marine and maritime community manage



knowledge and ensure value is created. The ambition is to create a larger community of trained competent Knowledge Transfer professionals to help broker knowledge.

Exploitation of the knowledge will be built into the process, measured and communicated via case study reports. The results and impacts of the work will be disseminated and promoted in WP7 specifically and by all partners more generally.

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

All project partners are involved in dissemination and exploitation in order to foster awareness and transfer results for impact, especially in their own countries and in their own communities.

## 2. EC Rights and Obligations Related to Results

This section refers to the official EC model grant agreement rules on partner Dissemination & Exploitation of COLUMBUS.

### 2.1 Ownership of results

Results are owned by the beneficiary that generates them. Two or more beneficiaries own results jointly if they have jointly generated them and it is not possible to establish the respective contribution of each beneficiary, or separate them for the purpose of applying for, obtaining or maintaining their protection (see GA Article 27). The joint owners must agree (in writing) on the allocation and terms of exercise of their joint ownership ('joint ownership agreement'), to ensure compliance with their obligations under the Grant Agreement.

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

### 2.2 Protection of results

**Each beneficiary has an obligation to protect its results.** For any results that can reasonably be expected to be commercially or industrially exploited, beneficiaries must examine the possibility of protecting them and if possible, protect them even if this requires further research and development or private investment.

If a beneficiary intends not to protect its results, to stop protecting them or not seek an extension of protection, the EU may under certain conditions (see Article 26.4) assume ownership to ensure their (continued) protection.

### 2.3 Exploitation of results

**Each beneficiary has an obligation to exploit its results.** Each beneficiary must – up to four years after the period set out in GA Article 3 - take measures aiming to ensure 'exploitation' of its results by: (a) using them in further research activities; (b) developing, creating or marketing a product or process; (c) creating and providing a service, or (d) using them in standardisation activities. For further details, please consult GA Article 28.



If a beneficiary breaches any of its obligations under this Article, the grant may be reduced in accordance with Article 43.

#### 2.4 Dissemination of results — Open access — Visibility of EU funding

##### *Obligation to disseminate:*

Each beneficiary must 'disseminate' their results as soon as possible by disclosing them to the public. However, no dissemination may take place before a decision is made regarding possible protection (see paragraph 2.2). Other participants may object if their legitimate interests in relation to their foreground or background could potentially suffer harm. The beneficiary that intends to disseminate must give the other beneficiaries at least 30 days advance notice (together with sufficient information on the dissemination) (COLUMBUS CA Article 8.4)

##### *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 publications relating to its results (GA Article 29.2).

In particular, beneficiaries must:

- a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
- b) ensure open access to the deposited publication — via the repository — at the latest:
  - on publication, if an electronic version is available for free via the publisher, or
  - within six months of publication in any other case.
- c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication

There are two main routes towards open access to publications:

- A. Self-archiving (also referred to as 'green' open access) means that the published article or the final peer-reviewed manuscript is archived (deposited) by the author - or a representative - in an online repository before, alongside or after its publication. Repository software usually allows authors to delay access to the article ('embargo period')
- B. Open access publishing (also referred to as 'gold' open access) means that an article is immediately provided in open access mode as published. In this model, the payment of publication costs is shifted away from readers paying via subscriptions.

For more information on open access, please consult the Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020 ([http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/oa\\_pilot/h2020-hi-oa-pilot-guide\\_en.pdf](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. 652690

Any dissemination of results must also indicate that it reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

An image of the EU flag and relevant disclaimer is available to all partners as part of the project branding package which can be found on Basecamp. See below:



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### PROTOCOL - COLUMBUS Reporting

Partners should keep track of all their dissemination and exploitation activities, all of which should be reported at EC reporting stages. Partners are required to report (ongoing) any publication and dissemination activities on the Research Participant Portal.

Login >> COLUMBUS project >> choose MP Action

This section will be updated once the EC reporting requirements and tools are finalised. Unavailable as at October 2015.

### 3. COLUMBUS Stakeholders

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

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

### PROTOCOL - COLUMBUS Stakeholder Database

All COLUMBUS partners are expected to add relevant contacts and information to the **COLUMBUS** Stakeholder Database. Suggestions can be sent to the task leader AquaTT ([cliona@aquatt.ie](mailto:cliona@aquatt.ie)) who will keep control of the MASTER database.

The MASTER document will be uploaded to Basecamp >> WP7 >> Stakeholder Database



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When adding new information, please save the document with a new version number and date, for example: COLUMBUS Stakeholder Database\_v8 (25.06.2015)

## 4. COLUMBUS 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 COLUMBUS Communication breakdown per audience

To achieve the potential of the project, differentiation will be made regarding the communication requirements of the various audiences associated with the project as follows:

**Communication with the Scientific Community:** Through the activities of the Competence Nodes, the Knowledge Transfer Fellows will develop relationships with the knowledge owners through peer to peer interviews by phone, Skype or face to face. External training on Knowledge Transfer will be promoted and communicated through several key networks associated with the **COLUMBUS** project, Euromarine +, EMBRC, AQUATNET, ECMAR, EAS.

**Communication with Marine and Maritime Industry Communities:** Within the **COLUMBUS** knowledge Transfer process, Knowledge Outputs will be identified and collected with a relevance to Marine and Maritime industries in Europe. Therefore, ensuring open engagement and dialogue with the different industries involved in the Marine and Maritime will be crucial and will consist of several different functions such as involvement of key organisations in the **COLUMBUS** partnership, the **COLUMBUS** external advisory board, key opportunities during the project, and through the organisation of specific brokerage events.

**Communication with Stakeholders participating in the project:** As part of this Knowledge Management Process, each "Knowledge Transfer Fellow" will need to engage with different end user groups, depending on each type of Knowledge Output being analysed, and gain an understanding of the context and current reality of that specific sector. This will involve, where necessary, the inclusion of advice and expertise from the External Advisory board and other third parties assisting in analysing knowledge potential and KOPs.

**Communication with the wider public:** The **COLUMBUS** project has designed strategic activities in WP7 to communicate the value of marine research activity to European Citizens. To do this it will link to existing milestone events (World Oceans Day, Maritime Day etc.). Synergies with other initiatives e.g. BG13 Ocean Literacy and BG14 Atlantic Strategy will be sought wherever possible.

### 4.2 Project Branding (Logo)

A specific project logo has been developed for project identity. The **COLUMBUS** Logo is constructed using a combination of bold lettering, colour choices and minimal illustration. The lighthouse represents enlightenment, guidance and knowledge transfer while making reference to the nautical and marine aspects of the project. The **COLUMBUS** logo is available in a number of formats: full colour





logo, white logo (for use on a dark background/image) and black logo (for use on a light background/image). Always use the artwork provided and adhere to guidelines provided within **COLUMBUS** branding guidelines document when using the logo in any format.

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



The logos can be downloaded from Basecamp or contact task leader Cliona Ní Cheallacháin ([cliona@aquatt.ie](mailto:cliona@aquatt.ie)).

### 4.3 COLUMBUS Factsheet

A **COLUMBUS** factsheet will be designed and produced at the start of the project. The factsheet will describe the project, its main objectives, methodology, partnership, funding and expected results, and will be used as a way to raise general awareness of the project.

The factsheet will be available for download from Basecamp and the project website and by contacting AquaTT ([cliona@aquatt.ie](mailto:cliona@aquatt.ie)).

AquaTT will provide an initial batch of factsheets to each partner for the purposes of networking and other promotional opportunities. Should you need to require additional factsheets beyond this please contact AquaTT ([cliona@aquatt.ie](mailto:cliona@aquatt.ie)) who will assist you in obtaining or printing further factsheets.

The factsheet is designed for print as a 4 page A5 booklet (A4 paper, folded to A5 size and printed as a PDF "Booklet"). Best quality gives colour copy on at least 180 gsm paper (200 gsm is ideal). Partners are encouraged to distribute the factsheet through their networks and at relevant events. In-house printing is only recommended where no other print options are available and after consultation with AquaTT.

The factsheet will be reviewed throughout the project in order to capture the latest progress, planned activities and results of the project.

#### 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. In case partners would like to distribute a large amount of factsheets, for example at a major event, they must contact AquaTT who will be able to ship a large amount of print copies to the venue. In this case the interested partner must contact AquaTT at least three weeks before the date when the brochures are required.

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



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

#### 4.4 Website

The dedicated **COLUMBUS** website (D7.1) – [www.columbusproject.eu](http://www.columbusproject.eu) (DoA Delivery date = month 4) has been set up following the EU Project Websites – Best Practice Guidelines. The website will play multiple roles; a communication resource to promote the project, its objectives and partnership; a communication resource to update interested parties on progress, results and outcomes and a repository for key deliverables. The public project website will be visually attractive and informative. New visual media will be used (videos, animations, infographics etc.) on the website.

The continuous updating of the webpage will include the **Calendar**, which will include all the events organised by the **COLUMBUS** consortium as well as events where **COLUMBUS** partners are going to be represented and any other events of interest to the partnership. The **News** Section will be regularly updated with news on the project as well as external news relevant to **COLUMBUS**. The **Media Centre** will house all dissemination products and activities including scientific papers, articles, press releases and the project factsheet.

#### PROTOCOL – website

AquaTT manages the **COLUMBUS** public website ([www.columbusproject.eu](http://www.columbusproject.eu)) and updates it on a regular basis. Any partners who wish to upload materials, news or events to the website (calendar) should contact AquaTT ([cliona@aquatt.ie](mailto:cliona@aquatt.ie)).

Partners are requested to include a link to the **COLUMBUS** website on their own institution websites.

#### 4.5 Social Media

Social networking is part of the communication strategy. The project will be disseminated through a project Twitter account. This will be a forum for engagement with interested external parties and will contribute to capacity building and showcasing the partnerships expertise and knowledge through active discussions.

Other types of e-media such as LinkedIn, Facebook and YouTube might be used as additional channels for dissemination in order to reach broad audiences, if deemed relevant.

#### PROTOCOL – Social Media

The **COLUMBUS** Twitter account will be set up and regularly updated by task leader AquaTT but partners are invited to share and forward relevant information.



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

#### 4.6 Poster(s) Template

A **COLUMBUS** Poster (template) can be developed for use at external events when presenting the **COLUMBUS** project and/or its outcomes. If required, AquaTT can develop a generic project poster presentation for general dissemination of the project. In addition, AquaTT can help designing posters for specific events.

#### PROTOCOL – Poster Template

Partners can request AquaTT's help in designing a **COLUMBUS** poster when presenting the project and/or its outcomes at external events. Contact task leader Cliona Ní Cheallacháin ([cliona@aquatt.ie](mailto:cliona@aquatt.ie)).

#### 4.7 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. Task leader AquaTT has several existing channels and networks for disseminating news (i.e. Training News newsletter (over 3000 subscribers), LinkedIn groups, technology platforms (i.e. EATIP and EFTP), relevant EC projects and initiatives (Euromarine +, EMBRC, AQUATNET, ECMAR, EAS, etc.), which will ensure a broad awareness of the project across the spectrum of relevant European stakeholders. Other partners are encouraged to publish articles and press releases at regional, national and international level, making use of their own communication networks and channels.

#### PROTOCOL – Other publications

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



#### 4.8 PowerPoint Template

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

#### PROTOCOL – PowerPoint Template

Partners should use the **COLUMBUS** PowerPoint template when presenting the project and/or its outcomes at internal and external events. The ppt is uploaded to Basecamp.

#### 4.9 Other Promotional Material

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

#### 4.10 Publications

If knowledge outcomes become available e.g. Knowledge Transfer case studies, **COLUMBUS**, partners are encouraged to publish results in relevant publications. Papers will be published through free online repositories ('green' open access) and open-access journals ('gold' open access).

#### PROTOCOL – Publications

According to Article 8.4.1.1 of the Consortium Agreement, all **COLUMBUS** Parties have to be given prior notice (30 days) of planned publication, in order to allow possible objections. In case one has an objection, the objection has to include a precise request for necessary modifications.

Please see Section 2.4 above [“2.4 Dissemination of results — Open access — Visibility of EU funding”](#) for further information on your obligations related to Publications.

#### 4.11 External Events

Congresses, seminars, conferences and other meetings are very useful forums to consult with **COLUMBUS** 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 objectives, activities and outcomes of the project to the maximum number of persons. To ensure that **COLUMBUS** has high visibility and is adequately represented at all important events, (in particular those events where the Competence Node teams could reach their end-users) Partners are requested to continuously input into a calendar of events which is available on Basecamp.



### PROTOCOL – External events

Please use Basecamp as your primary forum to nominate interesting and relevant upcoming events where it would be beneficial for **COLUMBUS** to be represented or participate in. Please include as many details as possible including:

- Logistics: dates, locations, etc.
- Links to registration and website
- Potential activities **COLUMBUS** could engage in - oral presentations, workshops, dissemination, networking, etc.
- Mention if you are considering attending yourself or who you think could be better placed to attend e.g. member of a specific Competence Node team, Communication WP.
- Inform AquaTT ([cliona@aquatt.ie](mailto:cliona@aquatt.ie)) to ensure that an event will be included on the website project calendar informing external stakeholders about the event.

Please also note the following information regarding events:

- Log any dissemination and exploitation activity in your own logs, and make sure you report on it at all EC reporting stages.
- Contact AquaTT ([cliona@aquatt.ie](mailto:cliona@aquatt.ie)) in case you wish support for any dissemination activities; AquaTT can provide you with the project PowerPoint Template, support you in designing a poster presentation, send you soft and/or hard copies of the project factsheet as well as give general support for design and dissemination activities.

#### 4.12 Brokerage Events

One of the mechanisms to be used in the **COLUMBUS** project to foster relationships, interactions and collaboration between Marine and Maritime stakeholders will be the organisation of Brokerage events. Several partners will be tasked with the organisation of a particular brokerage event based on their networks and organisational mandate. Key objectives will include sharing of knowledge, promoting the KT methodologies, presenting evidence of impact and collaborating to multiply the impacts of Knowledge Transfer activities.

#### 4.13 Blue Growth Knowledge Transfer Conference

Sharing of experiences both within and external to the project in Knowledge Transfer activities is an important aspect of refining and improving the **COLUMBUS** methodologies. Therefore, on an annual basis, **COLUMBUS** will organise a Knowledge Transfer conference in order to create a forum to share experiences. The Blue Growth Knowledge Transfer Conferences will occur three times during the project in M12, M24 and M34. All partners should contribute to the development, promotion and execution of these conferences e.g. logistics support, ensuring alignment with other events, showcasing successful examples of Marine Knowledge Transfer etc.

#### 4.14 Blue Society Award

Annual Blue Society awards will be designed in order to promote and recognise major achievements in Marine Knowledge Transfer. It will highlight best practice examples of successful Knowledge Transfer resulting in impactful uptake by end-users. The rules which govern the Blue Society Award will be determined at the 1<sup>st</sup> Annual Blue Growth Knowledge Transfer Conference (M12). The award itself will be presented at the second and third Blue Growth Knowledge Transfer Conference (M24 and M34).



#### 4.15 Knowledge Transfer Handbook

**COLUMBUS** envisages the development of several key outputs of the project, including the combined learning, results and recommendations from the different activities carried out. The **COLUMBUS** Knowledge Transfer Handbook will be developed in order to communicate the KT methods in a level of detail that will allow others to adopt and replicate them. It will be shared with the wider stakeholder community and is also suitable for use by partner organisations for internal capacity building.

#### PROTOCOL – Knowledge Transfer Handbook

The Knowledge Transfer Handbook will be based on and informed by the experiences of the Knowledge Fellows. Therefore all Knowledge Fellows, Node Leaders and Competence Node Teams will be required to input into the development of the booklet.

#### 4.16 Competence Nodes

WP7 will provide support to each Knowledge Transfer Fellow and associated Competence Node when Knowledge Transfer plans are being developed in WP6. This task will provide input into the selection of communication channels, materials and tools depending on the Target User(s), and will work in conjunction with all competence Nodes to ensure coherence of all materials created and activities conducted.

Knowledge Transfer activities will be planned in conjunction with communication activities where possible. Collecting information of Knowledge Transfer activities as they occur will feed into other activities such as Brokerage events (identification of interested stakeholders) and Marine Research for a Blue Society.

Communication protocol with WP7 is outlined in D2.1 Reference Guide for the Competence node interaction and collaboration.

#### 4.17 Reporting requirements

As part of the EU requirements, and in order to accomplish the Plan for the Use and Dissemination of Foreground (PUDF), all the publications and dissemination activities related to **COLUMBUS** have to be reported. Partners are requested to keep records of their **COLUMBUS** dissemination activities and report on these at reporting stages.

#### PROTOCOL – Reporting requirements

Partners are requested to keep records of their **COLUMBUS** dissemination activities and report on these regularly, latest at reporting stages. This protocol will be updated once exact H2020 reporting requirements are available.



## 5. COLUMBUS Knowledge Management

The **COLUMBUS** Knowledge Transfer (KT) methodology is outlined in D2.2 “Guidelines and Methodologies for carrying out Knowledge Transfer in the COLUMBUS Initiative including Impact Measurement”. This document provides comprehensive guidelines, methodologies and templates to ensure a standardised approach across all Competence Nodes for each separate step.

The first draft of these Guidelines will be developed in August 2015 (M6) and given to all Knowledge Fellows in internal capacity training in October 2015 (M8). These Guidelines will eventually evolve to become “The **COLUMBUS** Knowledge Transfer Handbook” which will be based on, and informed by, the experiences and best practices established by the Knowledge Fellows.

### 5.1 Knowledge Collected & COLUMBUS IPR Considerations Managing Research Data

All knowledge collected and validated by the project will be placed on the Marine Knowledge Gate. Any Knowledge Outputs related to data will be submitted to the relevant marine data portals. As one of the main objectives of the project it to carry out Knowledge Transfer of available marine research for exploitation which is not the property of the COLUMBUS partners, the focus will be to find a balance between adequate protection of the knowledge while enhancing the exploitation. In general, should any actions by COLUMBUS involve direct utilisation of information subject to intellectual property restrictions, appropriate safeguards will be established in consultation with legal advisors in order to protect the information without hindering its divulgation.

Knowledge Outputs of the COLUMBUS project itself will adopt a principle of open source publishing and promoting the results widely through grey literature in order to promote uptake by others.

## 6. Validations and Recommendations

The Dissemination and Exploitation plan will be validated by the partnership, and updated thereafter at 12 month intervals. Furthermore, the project Steering Committee will also review the document at each meeting and provide recommendations.

Date / version	Comments & Recommendations
V0 – 30.06.2015	Draft 1
V1 – 13.10.2015	Draft 2 – validated by WP Leader.



## 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](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](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](http://ec.europa.eu/education/programmes/llp/guide/valor/what_en.html)).

**“End Users”** are persons/organisations that have an application for a knowledge output(s) of an RTD project. The knowledge output may have undergone several revisions/adaptations through the value chain before reaching/being relevant to the needs of the end user. Definition according to MarineTT (FP7 project number 244164).

**“Exploitation”** consists of mainstreaming and multiplication. Mainstreaming is the planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems. Multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives ([http://ec.europa.eu/education/programmes/llp/guide/valor/index\\_en.html](http://ec.europa.eu/education/programmes/llp/guide/valor/index_en.html)).

**“Foreground”** means the results, including information, materials and knowledge, generated in a given project, whether or not they can be protected. It includes intellectual property rights (IPRs such as rights resulting from copyright protection, related rights, patent rights, plant variety rights of creators of topographies of semiconductor products), similar forms of protections (e.g. sui generis right for databases) and unprotected know-how (e.g. confidential material). Thus, foreground includes the tangible (e.g. prototypes, micro-organisms, source code and processed earth observation images)



and intangible (IP) results of a project. Results generated outside a project (i.e. before, after or in parallel with a project) do not constitute foreground ([ftp://ftp.cordis.europa.eu/pub/fp7/docs/ipr\\_en.pdf](ftp://ftp.cordis.europa.eu/pub/fp7/docs/ipr_en.pdf)).

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

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

**“Knowledge Management”** comprises a range of practices used by organisations to identify, create, represent, and distribute knowledge for reuse, awareness and learning. Definition according to MarineTT (FP7 project number 244164).

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

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

**“Milestones”** A milestone is a scheduled event signifying an important decision making moment or the completion of a deliverable. Milestones can be used as project checkpoints to validate how the project is progressing, thus allowing a proper monitoring of the project implementation ([http://ec.europa.eu/eahc/management/Fact\\_sheet\\_2010\\_03.html](http://ec.europa.eu/eahc/management/Fact_sheet_2010_03.html)).

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

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

**“Technology Transfer”** is the process of skill transferring of technology-related interaction intended to make products of R&D other creative activities available, to ensure that scientific and technological



developments are accessible to a wider range of users. These users can then further develop and exploit the technology into new products, processes, applications, materials or services. Definition according to MarineTT (FP7 project number 244164).

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

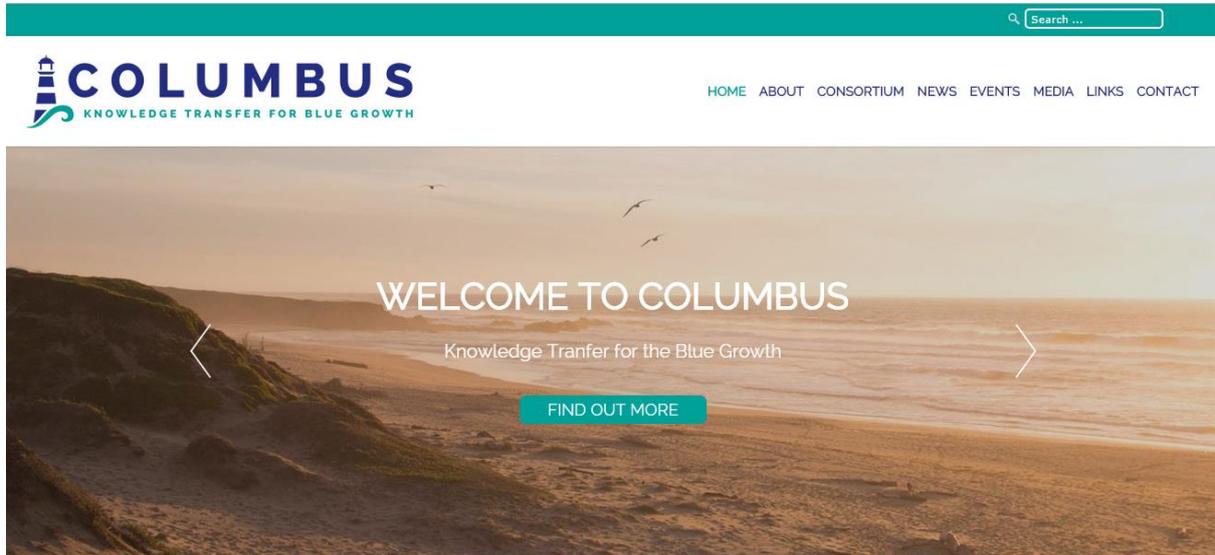
**“Uptake”** is the action of using and incorporating knowledge. Uptake can occur at any stage along the entire value chain and is not limited to primary end users. Definition according to MarineTT (FP7 project number 244164).

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

**“Value Chain”** is a chain of activities for a firm operating in a specific industry. Products pass through all activities of the chain in order, and at each activity the product gains some value. As an example - steps in the value chain can include R&D, Design of Products/Services/Processes, Production, Marketing & Sales, Distribution and Customer Service. The chain of activities gives the products more added value than the sum of the independent activity's value. Definition according to MarineTT (FP7 project number 244164).







### ABOUT

The project is called Columbus, will run for three years and involves 26 partners from across Europe managing knowledge and carrying out knowledge transfer of marine research outputs to measurably increase their uptake and application by different end-users, such as industry, policy makers, and society in general.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 652690. 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.



# KNOWLEDGE TRANSFER FOR BLUE GROWTH

EFFECTIVELY TRANSFERRING RESEARCH, IMPROVING  
COMPETITIVENESS OF EUROPEAN COMPANIES AND  
UNLOCKING THE POTENTIAL OF THE OCEANS TO CREATE  
FUTURE JOBS AND ECONOMIC GROWTH IN EUROPE

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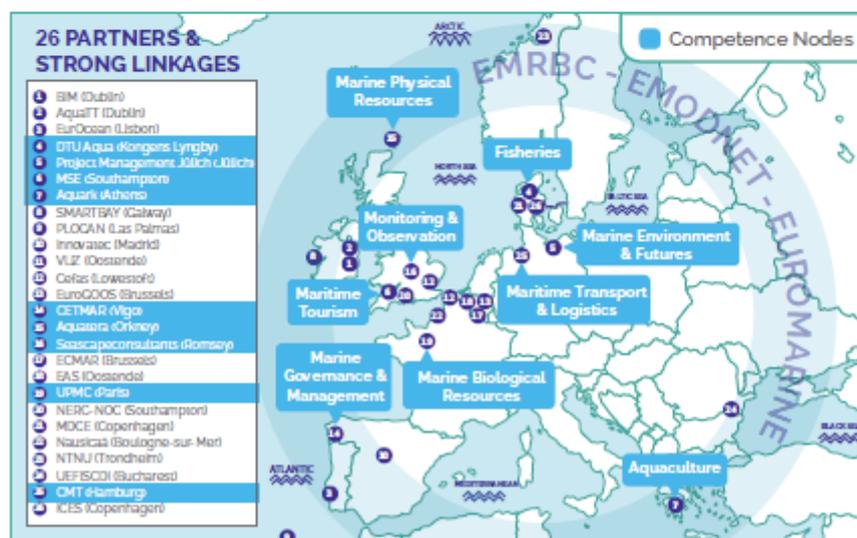
## COLUMBUS AT A GLANCE

<b>TITLE:</b> Monitoring, Managing and Transferring Marine and Maritime Knowledge for Sustainable Blue Growth	<b>INSTRUMENT:</b> Coordination & Support Action	<b>COORDINATOR:</b> Bord Iascaigh Mhara (BIM)
<b>PROGRAMME:</b> H2020-BG-2014-1	<b>TOTAL BUDGET:</b> €3,997,488.00	<b>STRATEGIC &amp; OPERATIONAL LEADER:</b> AquaTT
	<b>DURATION:</b> 36 Months (March 2015 – February 2018)	

## COLUMBUS PARTNERSHIP & KNOWLEDGE FELLOWS

**COLUMBUS** will establish a "Knowledge Fellowship", a network of nine full-time node-based Knowledge Transfer Fellows whose role will be to carry out Knowledge Transfer using a methodology based on needs prioritised early in the project. Working together as a team and active network,

this combined critical mass will provide a multiplier effect to help achieve measurable impacts and to develop a blueprint for future activities in this field of work, ultimately contributing to the development of a thriving and sustainable marine and maritime economy.



## THE COLUMBUS APPROACH





**COLUMBUS** is very much at the forefront of the European Commission Blue Growth agenda, as its overarching objective is to ensure that applicable knowledge generated through EU-funded science and technology research can be transferred effectively to advance the governance of the marine and maritime sectors. The project will improve the competitiveness of European companies by unlocking the potential of the oceans to create future jobs and economic growth in Europe.



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Designed and developed by AquaTT



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