

Service 2.1

Dissemination Support (DIS)

SEEDPlus

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1. List of abbreviations

Abbreviation	Definition
PDEC	Plan for Dissemination Exploitation and Communication
D&C	Dissemination & Communication
TRL	Technology Readiness Level
KPI	Key Performance Indicator
KER	Key Exploitable Result

2. Executive Summary

2.1. Overview of the Service

The Dissemination Support (DIS) service aims to assist the projects applicant(s) in strengthening their dissemination strategy and plan and carrying out the actual dissemination of the applicant's results. The coaching and support activity will be geared to provide additional push, and strategic approaches, based on different perspectives, to maximise impacts of the dissemination of the results towards the stakeholders addressed.

More specifically DIS will facilitate in an open discussion:

1. Assessing the existing dissemination plan, by evaluating the effectiveness of the already drafted dissemination plan against a set of Contextual and Technical criteria
- Improving and upgrading the dissemination plan, including identification of the intellectual assets to be disseminated in the appropriate format and adapted to the target audiences. Moreover, the criteria used to assess the dissemination plan will enable to consider the planned dissemination activities within a broader context, thus, injecting a new strategic evolution of the dissemination plan towards impact maximisation
- Identifying the appropriate audiences, key messages and narrative to maximise impacts in terms of awareness, interest, influence of the research results in line with the values and benefits for each target audience
2. Identifying and advising on the most appropriate dissemination channels, methods and formats to be used, such as, written text including illustrations, infographics and metrics, electronic and web-based tools, social media cards, GIFs, data sets, oral presentation, multimedia products, social media, etc., adopting a tailored tone of voice to reach out to the targets addressed
- Identifying the most optimal ways and channels for storage and dissemination of their material, including guidance on open access., with the aim to ensure that the dissemination outputs created will be permanently (or as necessary) available and accessible for the different stakeholder groups
- Assessing the opportunities linked to the Horizon Results Platform including drafting and publishing (or updating if already existing) the appropriate Horizon Results Platform profile [Common approach at consortium level].

Thus, the outcomes of the DIS service delivery are achieved through a constant dialogue with the applicants aimed to provide tailored recommendations towards improving the PDEC plan of SEEDPlus.

2.2. Key findings

Based on the actions carried out by the DIS service delivery team together with SEEDPlus the following findings can be highlighted:

- A) The SEEDPlus project has conducted efficient planning and diversification of communication and dissemination activities throughout the duration of the project to amplify project's impact and increase awareness of its outputs.
- B) Considering the project is at the end of its lifecycle, the next priorities would be to plan and ensure the project results are visible and easily accessible via project website, as listed in the recommendations below.
- C) In the future funding rounds, the activities should involve further clustering and project presentations at external industry events, to maximise the skillset development by the students and connect them to future fundraising opportunities.

All the findings above lead to the following overall assessment by the DIS service delivery team of SEEDPlus.

PROJECT SEEDPlus

PROJECT SEEDPlus is a Horizon Europe CSA with TRL 3-5 and maturity level 3. Considering the Contextual and Technical criteria, the Readiness average benchmark for alike projects is 4. Moreover, the DIS service delivery team suggest to implement the following actionable recommendations to maximise the Booster effect:

- ⇒ Revamp of the website ahead of the project review, with a more cohesive representation of SEEDPlus results (detailed changes are listed in the later assessment of the report).
- ⇒ Expansion of the Whitepaper dissemination efforts to the target audiences such as policymakers, government departments and other. Specific examples have been listed in the target stakeholder overview section below.

In addition to the above, the DIS Service delivery team provides the following indications to the Booster Mentor to update the Service Delivery Plan o SEEDPlus with the following services:

- **Service 3.5 Audio-Visual Support** : Production and creation of the final SEEDPlus video which can be integrated on the project website, thereby having an effective and cohesive presentation of project results.
- **For other add on services such as 3.1. and 3.2.** can be considered at the initiation of spin off projects such as Mind the Gap.

3. Introduction

The Dissemination Support (DIS) service aims to assist the projects applicant(s) in strengthening their dissemination strategy and plan and carrying out the actual dissemination of the applicant's results. The coaching and support activity will be geared to provide additional push, and strategic approaches, based on different perspectives, to maximise impacts of the dissemination of the results towards the stakeholders addressed.

The report is structured as follows:

- Chapter 4 Project Overview: providing an overview of SEEDPlus and the KERs that will be considered throughout the DIS service delivery
- Chapter 5 Dissemination Readiness Assessment: describing the steps and methodology that the DIS service delivery team will employ to assess the Dissemination Readiness of SEEDPlus
- Chapter 6 Dissemination Intentions Assessment: describing the assessment of SEEDPlus dissemination support needs to tailor the DIS service delivery
- Chapter 7 Booster Effect: representing the expected improvement of the initial Dissemination Readiness of PROJECT X by following DIS service delivery team recommendations and additional services suggested to the Booster Mentor as mean for enhancing SEEDPlus impacts
- Chapter 8 Conclusions: providing final conclusions related to the DIS Service delivery
- ANNEX I – Service delivery practical info: including technical and logistic aspects related to the DIS service delivery (such as contact details of SEEDPlus participants, dates of calls)

The current DIS report will also inform the Booster Mentor on additional BOOSTER services that are suggested to be activated to maximise SEEDPlus Dissemination and Exploitation impact.

4. Project Overview

4.1. Objectives

The table below provides an overview of the project and its project lifecycle stage.

Project Stage:	Last stage
Project Type:	Horizon Europe - CSA
N. Partners	8
Funding	EC - € 997 125,00
Abstract	The growing impact of climate change on communities worldwide has emphasised the urgent need for the EU to take decisive action to combat it. The EU-funded SEEDplus project aims to help the EU fight towards its goal to reach a minimum of 55 % greenhouse gas emission reduction by 2030. The project will support new and promising European entrepreneurs who focus on environmental challenges and help them develop and grow their innovations. It will also design and promote the use of improved and modernised entrepreneurship education plans throughout European universities, allowing for the spread of more useful innovations.
Objectives	• The SEED+ project aims to nurture a new generation of mission-driven entrepreneurs who will come up with innovative solutions to the most pressing environmental challenges and who will have the skillset to scale them across Europe and internationally. • Project partners will develop and implement a new entrepreneurship course (Venture Creation Course) aimed at students with technical backgrounds, run local and international startup competitions and accelerate the most promising early-stage ventures. • Lead to enhanced entrepreneurial activity of university students and strengthened capacity of universities to support and nurture entrepreneurial talent across Europe.
Dissemination Needs	• Enhance and unify all KERs into one ecosystem, while maintaining the connection to other seven project under CloudEARTH initiative. • Enhance the uptake of the project outputs by the end-users (students, Academics, non-Academics). • Ensuring effective management and exploitation strategy by all project partners, and consolidation of Communication Office for further dissemination activities.

Table 1 Project Objectives

4.2. Results

The SEEDPlus will deliver a wide range of KERs, as assessed in the course of the Service 1.1 (ELC) by the Booster Mentor. Taking stock of this information, the DIS Service Team agreed with the beneficiary to focus the DIS service and subsequent add-on services around the following ones.

	Portfolio of KERs for Dissemination
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KER Number	KER Name/Description	Result type ¹	Target audience ²	Project	TRL/SRL	Delivery date
KER#1	Innovation hubs	Infrastructure	Students, academics	SEEDPlus and other projects	2-3	Ongoing
KER#2	Communication Office	Infrastructure	All audience members	All projects	3	Ongoing
KER#3	Earth Business Center Design	Digital tool – new business canvas that includes circular economy component	Students, academics	CloudEarthI	4	Delivered
KER#4	Venture Creation Course	Digital teaching materials	Students, academics	SEEDplus	5	Delivered
KER#5	Startup Competition	Competition	Students, industry members, VCs	SEEDPlus	7	Delivered
KER#6	CloudEARTH Conference	Platform for Dissemination and Communication	All audience	All projects	8	Delivered

Table 2 Project KERs

This agreement was reached collaboratively during a dedicated workshop aimed at tailoring the service delivery by assessing the Dissemination Intentions of the beneficiary. The aforementioned KERs were listed during the 1.1. Delivery Service call. Additional evaluation showcases that specific SEEDPlus KERs involve : **University Transformation Roadmaps** (aimed to showcase best entrepreneurship practices, accessible via SEEDPlus website), **Online VCC** (provide better technical and entrepreneurial know-how for students, a course accessible online via KAU MOOC Platform and material

¹ 1) **Policy Related Result** - Result primarily useful and influential for policy makers or legislators (Ex. regulatory analysis, policy related study, foresight analysis, pre-standard, standard, publications of other forms, etc.); 2) **Scientific or Technological R&D Result including ICT Hardware** – Any scientific or technological R&D related result at any stage of development. The results can be a scientific finding or approach, model or method, a proof of concept, a technological solution or component, a chemical, a new material, a new manufacturing process, a medicine, a therapy, an agri-food, an electric component, sensor, processor, computer hardware, etc. The result can be at any stage of development: from the basic, applied research to the prototype and commercial readiness; 3) **ICT Software Digital solution** – Any software, algorithm, database, model, online platform, cloud, etc. at any stage of development; 4) **Other Intangible Results** (Ex. citizens engagement platform, know-how, best practices, methodologies etc.); 5) **Services** (Ex. research infrastructures, educational sources, citizen helplines, etc.); 6) **Other** - please specify in the Result Description.

² Public or private funding institutions; Eu and Member State Policy-makers; International Organisations (ex. OECD, FAO, UN, etc); Other Actors who can help us fulfil our market potential; Research and Technology Organisations; Academia/Universities; Private Investors.

disseminated via partner universities), **Grill the Leader session recordings** (success stories and real life examples of entrepreneurship journeys available via Youtube of Academ.city and CloudEARTH), **International Enterprise Hub Partnership** (a cooperation framework developed for universities, free to join by consortium approval), **and Whitepaper : Setting up University Seed Funds** (a clear set of recommendations and implementation plans for potential university based VC funds, freely accessible on the SEEDplus website).

The selected KERs will determine the priority of the dissemination readiness criteria (listed in section 5.2) for the project. The prioritised criteria will enable the maximisation of the selected KERs impact.

5. Dissemination Readiness Assessment

5.1. Methodology

With the Dissemination Readiness Assessment, the service delivery team will identify and evaluate the gaps and points of improvement of the applicants' dissemination plan. Based on this, the Booster experts will support and coach them on those areas that could be improved to maximise the impact of the project results towards the target audiences.

The process followed by the service team is outlined by the following graph:

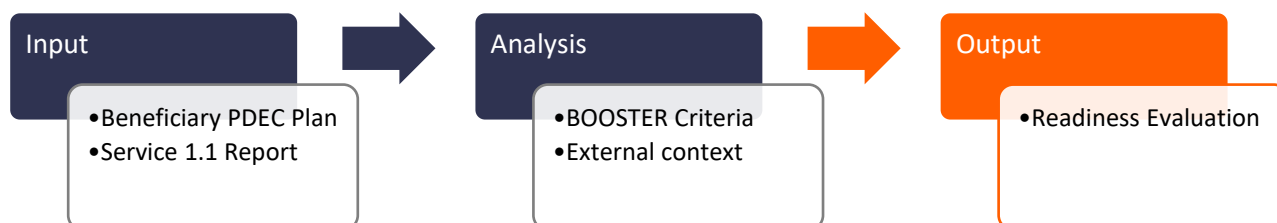


Figure 1 Dissemination Readiness Assessment Process

Input information to perform the readiness assessment includes the PDEC Plan from the beneficiary and the final report from the Mentor. These provide a series of initial recommendations and relevant information regarding the project's scope and dissemination needs.

The DIS service delivery team then perform a thorough analysis of the current project PDEC strategy using the following contextual and technical criteria.

Contextual Criteria

- The maturity stage of the project (initial stage, mid-term or towards the project end).
- **TRL level of the KERs:** This will provide the service delivery team relevant information on the content around which the service delivery can be geared; (For example, an effective presence of results for dissemination or dissemination activities anchored to the beneficiaries objectives as in the case of projects at an early stage of implementation) as well as, on key stakeholder categories to address (For example, with a higher TRL level, projects are more likely to execute dissemination towards adopters or investors, while, with a lower TRL level, additional prototyping is needed before entering into demonstration, thus, research institutions or public funding bodies might be a priority target to reach in order to upscale the results to higher TRLs).
- **Type of project** (such as, HE RIA-IA-CSA, EU missions, EIC, Marie-Curie, ERC, ...): These bear different levels of commitment/obligation in terms of dissemination. However, all have in common the compliance with Open Science approaches to research activities.

The contextual criteria are not under the influence of the DIS service delivery team as the DIS service delivery team cannot technically push them further beyond the applicant(s) Description of Action. However, they are considered in the overall framework criteria to evaluate the dissemination readiness of the beneficiary since they provide insightful information on the stage of execution, maturity of the KERs and type of the project.

Technical Criteria

1. D&E Strategy outline

- Presence of a stakeholder database and detailed plans on how to exploit it for dissemination purposes.
- Clear link to the policy context, enabling the establishment of additional synergies with attuned projects, EU initiatives and working groups, to favour knowledge transfer, information sharing, joint recommendations on ongoing policy strategies and new policy agendas.
- Definition of a clear and unique project identity, enabling recognition of the project, visual and written consistency of its narrative across different dissemination tools and channels.

- Presence of targeted dissemination formats (editorials, audiovisuals, infographics, etc.), ensuring that project results and actions are coherently packaged and disseminated towards the identified audiences by using proper media, channels and messages.
- KERs outlined, ensuring the central focus of dissemination activities around the project results and their value proposition to highlight the benefits brought to each beneficiary.
- IP measures identified, ensuring coordination and proper involvement of the project partners in ensuring the sustainability of the project results.
- Presence of D&C KPIs, enabling the constant monitoring of the performance of D&C actions against KPIs from the Description of Action and beyond and to outline dedicated corrective actions to support impact (such as, sharing responsibility over the execution of dissemination actions among all partners and connecting with sister projects/initiatives in joint dissemination actions to boost impact).
- Presence of a clear Open Access strategy, to ensure that the knowledge and results generated by the project can be further exploited, as also reflected in a dedicated Data Management Plan.

2. Meeting the enablers

- Presence of a multi-channel approach to dissemination activities, enabling the project to reach different audiences by distributing content towards information multipliers and thematic platforms (thus pushing for “information discovery” strategy) and constantly nurturing the interest in the topics of the project results.
- Outline of an effective clustering and networking strategy, embedding constant knowledge exchange and collaboration with sister projects and initiatives as an essential tool to address common targets and ultimately, joining forces to achieve greater impact.
- Mindset geared towards opening the scientific innovation potential of the project towards other audiences and beyond the project consortia through pitching and public speaking.
- Presence of an events participation strategy, providing the applicant(s) with opportunities to disseminate about project results at sectoral events thus, capturing the attention of broader audiences.
- Capacity to mobilise associations, platforms and networks representing the interests of the identified audiences. Finding synergies with them to organise joint events, speaking opportunities or securing the project presence in their newsletters, bulletins, websites can become another channel to reach the target audiences

Such technical criteria are then prioritised together with the beneficiary (on a scale from 1 to 3) and, in combination with the contextual criteria, enable the provision of a robust picture of the dissemination readiness of the beneficiary, graphically captured by the Booster Panel Path.



WHY THIS MATTERS?

The prioritisation of the criteria creates a tight bond between the readiness evaluation methodology and the grounds of the project, considering its type, R&I context, R&I priorities, dissemination needs and obligations.

5.2. Project Readiness

In light of the contextual and technical criteria outlined in the previous section, the DIS service delivery team is in the position to plot the Booster Panel (BP). The BP is used to evaluate the gaps and points for improvement of the beneficiary's PDEC.

By analysing the final report produced by Service 1.1 and the PDEC of the SEEDPlus the DIS service delivery team has attributed the following scores to both the contextual and the technical criteria described in section 5.1.

Contextual Criteria	Score	Meaning/Comment
Project Maturity	#3	Towards the End
TRL	#2	Prototype (4-6)
Project Type	N-A	CSA
Programme	N-A	Horizon Europe

Table 3 Readiness Contextual Criteria

Technical Criteria	Priority	Readiness score	Readiness scale	Meaning/Comment
D&E Strategy Outline				
Stakeholder database	High	4	1-5	SEEDPlus has well defined the set of its target audiences, including prioritisation of students, universities, recent graduates, and extended engagement of local innovation hubs and accelerators, business and industry leaders etc. SEEDPlus could improve and better track its TG engagement by developing an extensive community database, track which type of TG has been approached and engaged with through its courses, events and types of events. Additionally, by developing multipliers (i.e. specific universities, or incubators) the dissemination activities could be more nuanced and even more targeted to a specific group.
Link to Policy Context	High	2	1-3	One of the KERs also involves the publication of a White Paper regarding the set up of University Seed Funds, which is accessible via the website. Further dissemination activities could require outreach to partner's home ministries of Technology and Digitalisation, Education or

				engagement at third party events regarding digitalisation, innovation and skill development of youth. More detailed recommendation below.
Project identity	Medium	#4	1-5	The project possesses a comprehensive branding identity which is implemented across its communication channels. One recommendation would be to also add a communication kit (including SEEDPlus logo, flyers, presentations, posters) that can be easily accessible outside of consortium on the project website for further dissemination.
Targeted dissemination formats	Medium	#5	1-5	SEEDPlus has utilised various dissemination formats, from news posts, audiovisuals, social media posts to engage their diverse audiences. The communication activities are conducted frequently and shared across appropriate dissemination channels.
KERs outlined	High	#4	1-5	The KERs of the project are well defined and included in the DCE Plans and Deliverables. There is a clear connection between target audiences and the KERs, as well as identified dissemination channels for each of the KERs. However, considering the project is at its end, the next project activities have to specifically focus on the promoting and making the KERs visible on the project website.
IP measures identified	Low	#3	1-5	There is no specific IP agreement for most outputs, with the VCC being public and Earth Business Center being jointly owned by Edinburgh Innovations and the CloudEARTH initiative. Currently not a priority of the project's exploitation activities.

D&C KPIs	High	#5	1-5	A detailed set of project KPIs as well as Communication related KPIs has been devised and monitored throughout the project's lifetime. The project deliverables also showcase research and analysis of potential strengths of additional communication activities beyond the ones listed in the original Grant Agreement, ensuring the amplification of the project impact.
Open Access Strategy	Medium	#3	1-5	The KERs have been made accessible and public via project website and partners' channels. Additional recommendation would be to disseminate the results via relevant open access journals, such as Zenodo, Research Gate and more listed examples below.
Meeting the enablers				
Multi-channel approach	Medium	#5	1-5	The content is disseminated through a variety of channels including the project website, multiple social media platforms, press releases and newsletters. A timeline has been devised to track their implementation, and it would be beneficial to also track each of the dissemination activity impact (number of downloads or views, click rates and open rates for newsletters etc.)
Clustering	Medium	#5	1-5	SEEDPlus collaborates with its other six sister projects that are under the CloudEARTH initiative, and have a connected promotional activities and links to CloudEARTH as main communication point on social media channels. The recommendations mentioned in this report can be also implemented in spin

				off projects such as Mind the Gap and Knowledge Rise.
Pitching/Public speaking	Low	#1	1-3	Pitching has not been identified as a project need at this moment, although capacities and teams dedicated to presenting the project at public events have been identified, and which presented at the final CloudEARTH conference.
Events participation	High	#3	1-5	Attendance at various conferences, webinars and workshops has been identified as a strength for the project, but the precise event tracking and mapping is not visible in the projects deliverables or project website. This would be one of project strengths if the visibility of previous events can be elevated on the project website. More detailed recommendation follows below.
Mobilisation of Associations/Networks/Platforms	Medium	#2	1-3	The project itself is based on mobilisation of various business sector, academic sectors and government sectors. Memberships to external organisations has not been mentioned previously, but this report outlines other initiatives that could be of interest for further networking opportunities, and future projects.

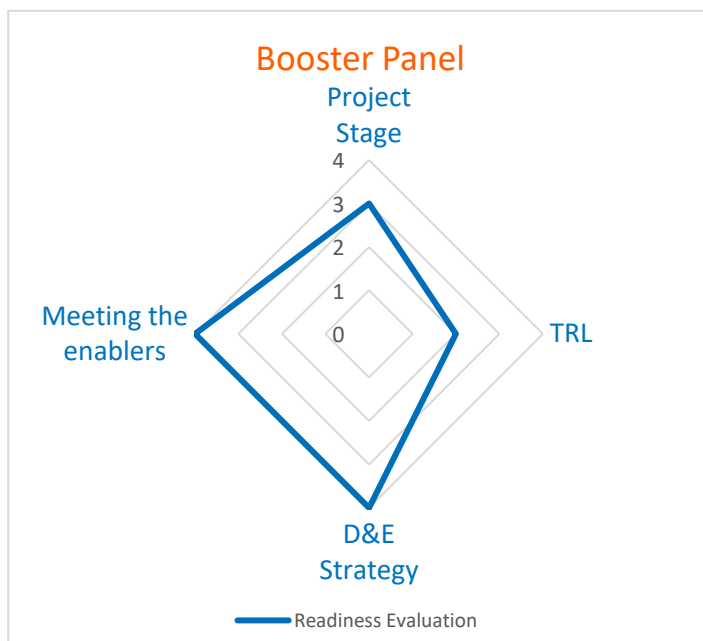
Table 4 Readiness Dissemination Technical Criteria

The visual representation of the above analysis is given in the Booster Panel which displays the readiness assessment carried out for SEEDPlus.

Out of the Readiness assessment and, considering the first exchanges with the SEEDPlus the following considerations can be drawn:

- ✓ The SEEDPlus project has well established its project identity and has implemented a diverse range of communication and dissemination activities throughout the project's lifetime. Ahead of project's final review, we would recommend to add project's communication kit to the website, and internally to have an overview of stakeholder database, metrics to showcase the engagement of all dissemination tools (such as press releases, newsletters, events attendance etc.)

- One of the priorities for project would be to re-structure the SEEDPlus website to reflect and connect the audience to the main results. Following suggestions could be of benefit to the project :
- For instance, the main image can have a CTA button explore project results. This can perhaps lead to venture creation program.
- The problem statement can remain, but we would move the about us section as a separate menu section. Photo gallery can be substituted with a carousel, and be hyperlinked to sections such as "news" and "events".
- The bottom of the page is missing a call to action on how to join the community : Whether you want to add newsletter subscription button, or "connect with us via social media" would be of benefit.
- Additional improvements : outreach section is empty and can be removed with events attended ; news section can also include any written publications, instead of Instagram grid. The "survey" section should be renamed into "Internship opportunities", "startup teams" is also empty and should be reflective of the teams that attended the VCPs.
- Add Grill the leader recordings and the White paper on the website landing page, as it's currently not clear where they are on the website.



- ✓ For further dissemination of White Paper the project consortium can consider attending Higher Education Policy Forums such as European University Association (EUA), World University Network (WUN) Kauffman Foundation Events OECD Committee for Science and Technology Policy (often holds economic and policy conferences), to write and hold meetings with representatives from European Commission such as DG RTD, DG CONNECT, and to write to national ministries of science and innovation, digitalisation, technology or education.

Figure 2 Readiness Assessment

6. Dissemination Intentions Assessment

6.1. Tailoring Needs

The path towards improving D&E effectiveness is drawn out of the initial readiness assessment and further built in dialogue with the beneficiary, in order to co-design a support pathway that is effective, realistic and helps the beneficiary achieve greater impact.

In the second phase of the DIS, the service delivery team integrates the readiness evaluation with the assessment of the dissemination intentions of the beneficiary. These are considered as the focus areas where the beneficiary can benefit most from the support of the service delivery as well as through the execution of dedicated BOOSTER services (such as, Service 3.2 POA or Service 3.5 AVS).

The following table includes the most relevant inputs collected by the DIS service delivery team during the first call with the beneficiary.

Needs Areas	Tailoring
C&D KPIs	KPIs listed in the GA involve: ✓ 1000 students targeted by promotional campaigns (social media and university emails) ✓ 1 academic publication ✓ 10 attended events and workshops for academic and scientific community ✓ 10 networking events and 10 workshops for business sector ✓ 1 whitepaper for university VC fund strategies ✓ 10 events with investor presence ✓ 15 startup investor relationships facilitated ✓ 2 online seminars ✓ 6 networking activities in each partner country ✓ 10 types of dissemination material created ✓ Social media accounts set up with FB – 2000 followers by M27, Instagram – 2000 followers by M27, LinkedIn – 2000 followers by M27, Youtube – 2000 views by M27 ✓ 4 Newsletters per year ✓ 15 press releases ✓ 5 interviews ✓ 5 articles
Key Stakeholders	➤ Students ➤ Universities ➤ Recent graduates ➤ Young researchers ➤ Academic staff ➤ Incubators and accelerators ➤ Venture capital firms ➤ Digital innovation hubs ➤ Local authorities ➤ Ministries of education ➤ Non-profits ➤ SMEs operating in green and digital sectors ➤ Business alliances and clusters ➤ Industry leaders
C&D Priorities of the Project	• The project consortium requires guidance on how to disseminate the results from project leader and financial support

	• Ensuring the KERs become self-sustaining and accessible to support Deep Tech innovation • Set up of a Communication Office as a high priority.
Main D&C Actions Discussed	The following actions were discussed during the introductory 2.1 Call • Garnering attention from investors, government and universities. • Expanding the policy impact of the White Paper for University VC Funds. • Establishing networking opportunities, and extending the event participation beyond CloudEARTH conference.

Table 5 Project Needs Assessment

In light of the information collected from the beneficiary and the insights derived from the completion of Service 1.1, the DIS service delivery team will now focus the recommendations and coaching activities on the improvement of such areas and criteria prioritised in dialogue with the beneficiary.

6.2. Stakeholders' Mapping and Prioritisation

Stakeholder mapping is an exercise providing strategic guidance to the project dissemination, engagement and exploitation strategy. Stakeholders are defined as having both an impact on and an interest in a project result. The analysis and mapping of stakeholders provides insights on how to best leverage external organisations, enablers and players in planning the exploitation activities of each KER. In this way, dissemination activities are effectively integrated with exploitation towards impact maximisation.

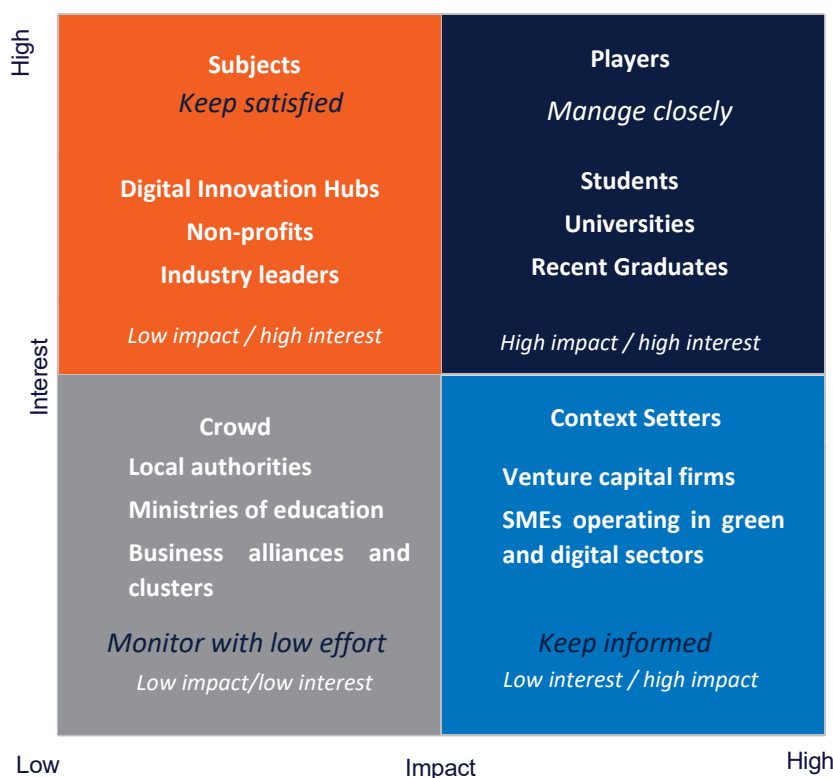


Figure 3 Stakeholders Mapping

Context setters

- Stakeholders with significant influence but limited interest in project's outcomes, or those with low capacity to engage. Priority of engagement: medium/high.
- Recommendation for engagement: maintain positive relationships to prevent negative consequences from their disengagement. Keep them adequately informed and maintain regular contact.
- **Examples of Context Setters to reach out to** : Plan A Ventures, Pale Blue Dot, Norrsken VC, GET Fund, 360 Capital, Prima Materia, Syensqo Ventures, Seaya VC, Cluj IT Cluster, Digital SME Alliance, EIT Climate-KIC partner networks.

Players

- Essential stakeholders for maximizing post-project impact. Priority of engagement: high.

- Recommendation for engagement: actively engage, secure full support, and build partnerships. Their role is instrumental, especially for cooperation or co-development, making them a primary focus in dissemination and exploitation strategies.
- Examples of Players : University of Oslo, Norwegian University of Science and Tech, Technical University of Sofia, Sofia University "St. Kliment Ohridski", American University in Bulgaria, National Technical University of Ukraine, Taras Shevchenko National University of Kyiv, Lviv Polytechnic National University, Technical University of Kosice, Slovak University of Technology in Bratislava, University of Lisbon, University of Porto, Technical University of Munich, Technische Universität Berlin, RWTH Aachen University, TU Wien, Graz University of Technology, Politecnico di Milano, Politecnico di Torino, University of Patras and many others.

Crowd

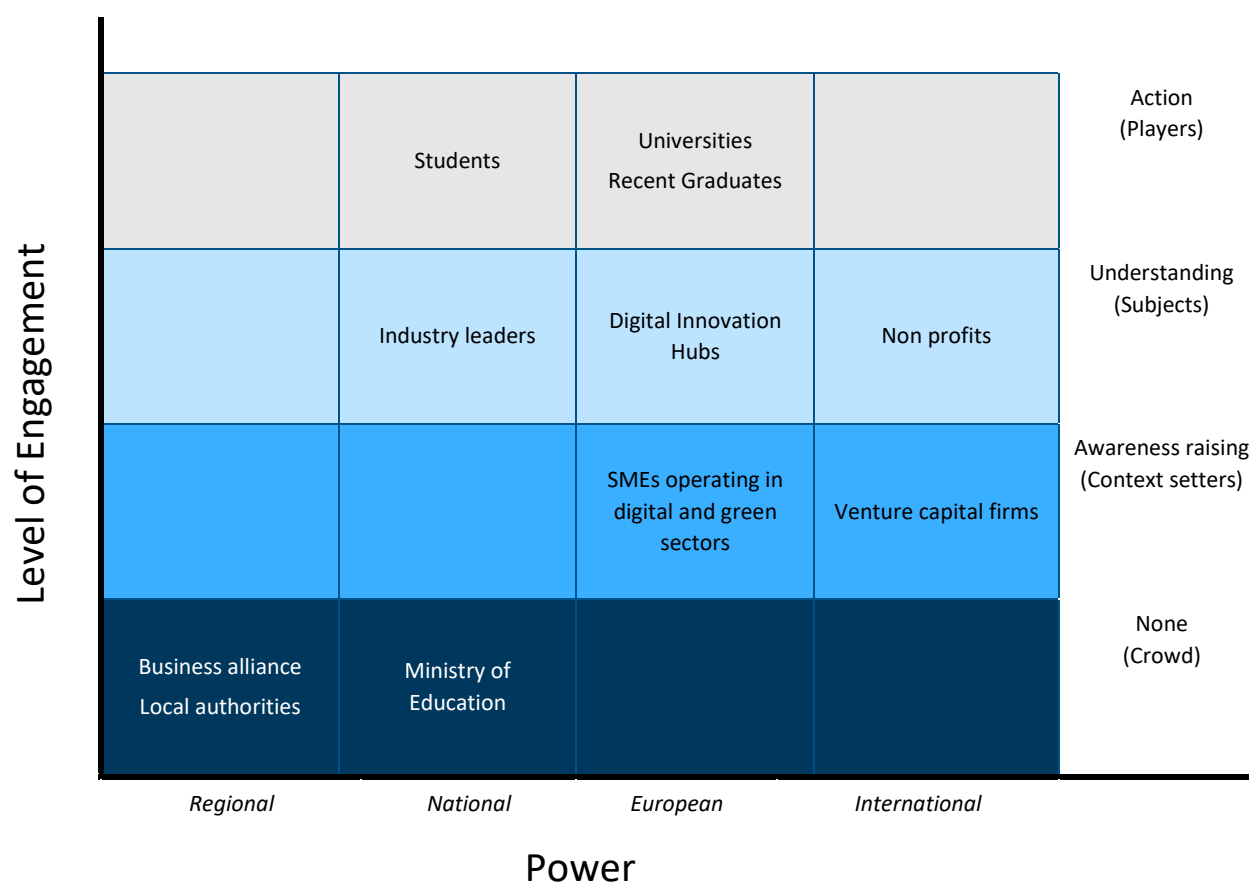
- Low levels of both interest and impact, thus not the primary focus for engagement. Priority of engagement: low.
- Recommendation for engagement: ensure they are well-informed and monitor their interest with minimum effort as the project's unfolds and results get more tangible.
- Examples of Crowd : Ministry of Digitalisation and Public Governance (NO), Ministry of Innovation and Growth (BG), The Ukrainian Startup Fund, IndustryUP competition in Slovakia, Digital Skills Initiative for Austria

Subjects

- High interest in project's results but limited influence on the project. Priority of engagement: medium/low.
- Recommendation for engagement: keep them informed through regular updates and meaningful interactions. Keep in mind competition is often positioned in this quadrant.
- Examples of Subjects : Bridge for Billions, Vienna Business Agency, Startup House Austria, EmpoWomen, WomeninTech.eu, Startuplab, The Factory, Launchpad (Smart Innovation Norway), ryon GreenTech Accelerator, Green Health Accelerator, STEP-C Incubator, Patras Science Park, WIN2EDIH, Unation, BIONIC Hill Innovation Park, Innovation Starter Accelerator, Future Makers Incubator.

For SEEDPlus to better focus on specific geographical levels towards impact maximization, the geographical dimension for the above-mentioned stakeholders' categories is provided by the following graph.

Figure 4 Stakeholders' Geographical Dimension



6.3. Advice on dissemination channels and formats

Based on the previous assessments and prioritization of target audiences, the DIS service delivery team advises the SEEDPlus on the appropriate dissemination tools and methods through the following table.

From the outlined dissemination channels, the SEEDPlus should prioritise their website revamp to reflect the project's achievements, and lead most of the community to explore the KERs or an opportunity to join their community. This will also require a set up of the newsletter accessible via the website.

Although the project is coming to an end, we would recommend an online workshop or webinar open to all key target audience members where SEEDPlus can showcase its KERs and their sustainability plans. Additionally it would be an opportunity for students to showcase their startups (" you can phrase it s a Demo Day") and be joined by multiple VCs as well as incubators and accelerators.

Dissemination Channels	SMEs and Digital Innovation Hubs	NGOs	Universities and Students	Policy makers and Governments	VC Funds
Project Website	✓	✓	✓	✓	✓
Social media: LinkedIn	✓	✓	✓	✓	✓
Social media: X	✓	✓	✓	✓	
Social media: Instagram		✓	✓		
Newsletters	✓	✓		✓	✓
Conferences and symposia	✓	✓	✓	✓	✓
Workshops	✓	✓	✓	✓	✓
Webinars	✓	✓	✓	✓	✓
Demo Days	✓		✓	✓	✓
General and digital press	✓	✓		✓	✓

Table 6 Dissemination Channels Advice

For effective dissemination activities, envisaging the production of targeted dissemination formats with specific messages is essential. The DIS service delivery team recommends exploiting the following list of targeted dissemination formats to improve the PDEC strategy of SEEDPlus and achieve broad impact across the different audiences.

SEEDPlus has already developed a range of valuable training material in video format. For future editions and project spin offs we would recommend utilising the podcast format where insightful interviews with startup founders, VC ventures, or digital hub representatives can be conducted to provide an ecosystem overview and challenges. Additionally, any of the press releases, communication kits, collaterals should be added to the SEEDPlus website, in order to provide more information and sustainability steps.

Dissemination Formats	SMEs and Digital Innovation Hubs	NGOs	Universities and Students	Policy makers and Governments	VC Funds
Promotional Videos	✓	✓	✓	✓	✓
Video interviews with Experts	✓	✓	✓	✓	✓
Podcasts	✓	✓	✓		✓
Press Releases and Kits	✓	✓	✓	✓	✓
Collaterals: Flyers, Banners, Posters	✓	✓	✓	✓	✓
Presentations	✓		✓		✓
Policy Briefs		✓		✓	✓

Table 7 Dissemination Formats Advice

6.3.1. Channels for storage and Open Access

Making results and dissemination formats broadly available for further use and acceptance is vital for boosting sustainability and requires a multi-channel distribution strategy, including different types of magazines, platforms and media.

A non-exhaustive list of thematic EU platforms, information multipliers and magazines suggested for SEEDPlus is provided below:

- Information Multipliers and thematic magazines: IntechOpen, Smart Energy, Elsevier, Green Technologies and Sustainability (Keai Publishing), Stackd, InTech
- EU thematic platforms: Horizon Magazine, Tech.eu, EU- Startups, The Green Techpreneur, CleanTech Focus, Enterprise Europe Network

Open Access

Regarding Open Access, the following routes can be considered by the SEEDPlus :

- Green Road:
 - it consists of "self-archiving", or deposit in digital archives, and is always at zero cost for the author, who can continue to publish in his own traditional magazines of reference.
 - The electronic version permitted by the publisher is deposited in an Open Access archive (disciplinary and/or institutional, for example IRIS or arXiv)
 - The [Jisc database](#) (previously SHERPA-RoMEO) allows you to verify the copyright policies of publishers, i.e. which version can be deposited (generally the postprint) and any embargo.
 - The green road does not require changing the editorial location (this allows compliance with any research evaluation criteria)
- Gold Road:
 - It consists of publication in journals that adopt the Open Access model, registered in the Directory of Open Access Journals (DOAJ). Only 29% of magazines provide for the payment of "Article Processing Charges" (APC) to cover management costs
- Diamond Road:
 - identifies Open journals that do not require any financial contribution, either from readers (subscription) or from authors
 - this choice is considered as a sustainable path to open access, which puts the control of scientific communication back into the hands of researchers

A non-exhaustive list of trusted and transparent open access platforms and repositories, applying the Open Review process (being the recommended process in Horizon Europe), are included in Directory of Open Access Journals (DOAJ) and include, for instance, Open Research Europe or platforms applying FAIR principles to data accessibility (such as, Zenodo). In addition, the use of Academic social media (such as, Academia.eu, Research Gate) can be considered, however, with the following precautions:

- They offer the possibility to upload, publish and share with platform members
- It is necessary that the author of a content has maintained the right to share (as the exclusive owner of the rights of publication, reproduction, distribution and diffusion of his/her work; or because the content is unpublished or because it has been explicitly released with an Open license Access or public domain).
- If the rights have been assigned to a publisher, any method of dissemination of the content must always be agreed with them

Additional tips for compliance with Open Science are provided in the following box, and further info can be assessed at the following link: https://research-and-innovation.ec.europa.eu/strategy/strategy-research-and-innovation/our-digital-future/open-science_en



TIPS for Open Science in Horizon Europe

- ⇒ Deposit the peer-reviewed version in machine-readable format in a trusted repository. Therefore, the published version (Version of Record) or the accepted version (Author's Accepted Manuscript) are accepted for publication, not preprints.
- ⇒ Provide immediate access upon publication (embargoes no longer permitted).
- ⇒ Apply a Creative Commons BY or equivalent license to the deposited version (CC BY-NC/CC BY-ND or equivalent licenses are also permitted for monographs and miscellanies).
- ⇒ Provide information on any material or tool useful for validating the conclusions of the publication;
- ⇒ Associate detailed metadata (in machine-readable and FAIR format), in a standardized format, available in the public domain with a CC 0 or equivalent license, including information on other research results and tools useful for validating FAIR results. Also enter the project acronym, the grant number and the persistent identifiers of the authors.

The Horizon Results Platform (HRP)

A tool for beneficiaries in disseminating their Key Exploitable Results, for stakeholders to engage with beneficiaries, directly or through NCP, and for the EC to learn from project results. The DIS service delivery team provides feedback on the status of the beneficiary's results published on the Horizon Results Platform, if any.

As a result of the analysis, the service delivery team suggests to SEEDPlus :

- Align the value proposition with the target of the specific KER.
- Select the most appropriate target audience.
- Select the most appropriate result type among the listed options.
 - Improve results description.
- Add or select more appropriate tags and keywords.
 - Provide more details on the results' maturity current stage and next steps.
- Improve completion of investors' corner section.

Detailed guidelines on how to correctly upload project results on the HRP are available at the following link:

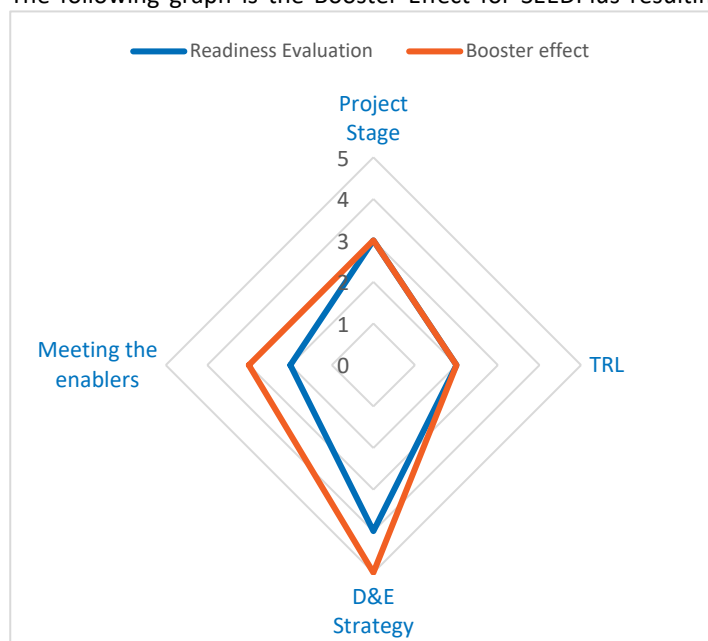
<https://webgate.ec.europa.eu/funding-tenders-opportunities/pages/viewpage.action?pageId=8913466>

7. Booster Effect

7.1. D&E areas of improvement

The DIS service delivery team has identified the following D&E areas of improvement for SEEDPlus resulting out of the analysis carried out matching the Dissemination Readiness and the Dissemination Intentions (including dissemination needs, the prioritised stakeholders and channels). Such areas of potential improvement constitute the tailored approach of the Booster Effect, namely, the expected outcomes and dissemination effectiveness improvement that SEEDPlus can achieve by following the DIS service delivery team recommendations.

The following graph is the Booster Effect for SEEDPlus resulting out of the above-described analysis. The blue line



“Readiness” is resulting from the Readiness Assessment described in Chapter 4 Dissemination Readiness Assessment, while, the orange line, represents the expected “Booster effect” to be achieved by the applicant(s) through the delivery of the Booster services and by following the recommendations from the service delivery team. The TRL level and the project stage are identified as overarching criteria not under the influence of the service delivery team (meaning that, the DIS service delivery team cannot technically push them further beyond the applicant(s) Description of Action), however, these are kept as Contextual criteria as described.

Considering the Technical Criteria (“D&E Strategy” and “Meeting the enablers”) as key lenses through which to assess the actual Dissemination Plan of SEEDPlus and key ingredients for further advice and

recommendations, the following graphs give an overview of the SEEDPlus status after receiving support from the Booster service delivery team.

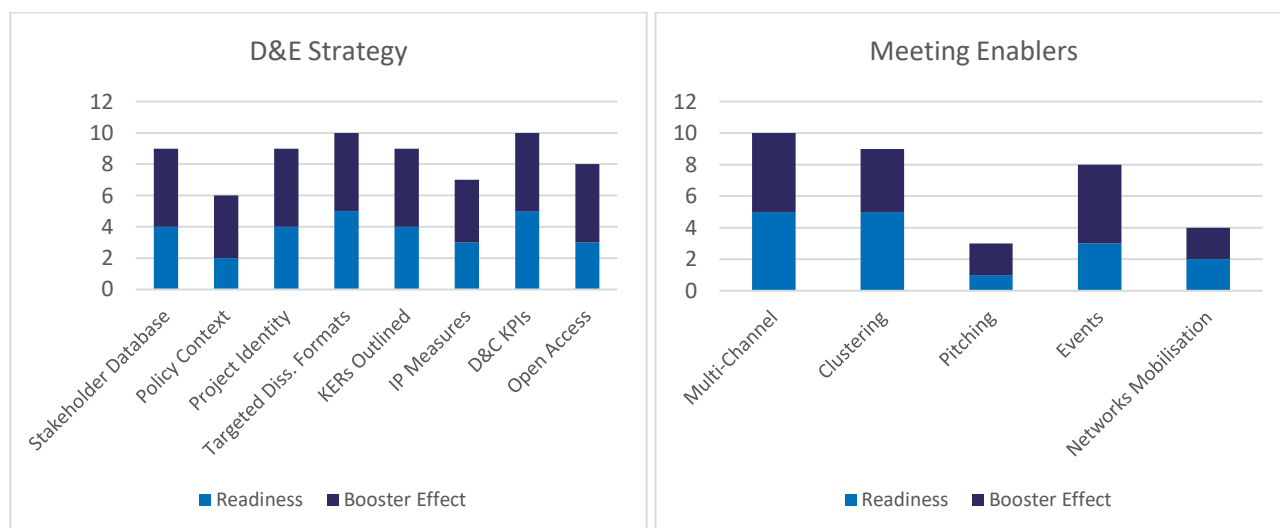


Figure 5 Booster Effect

By using the above panels as tools, the service delivery team will support the applicant(s) by a) providing recommendations based on the identification of the dissemination needs of the applicant(s) b) matching them with tailored Booster services and c) considering the applicant(s) intentions. The table below shall serve as an example for recommendations towards dissemination impact improvement.

7.2. Recommendations to PROJECT SEEDPlus

The DIS service delivery team, together with SEEDPlus, has identified the following D&E activities as with High priority level for SEEDPlus to receive support and recommendations for further improvements.

The table below provides with recommendations and guidelines for SEEDPlus to improve its D&E strategy.

Technical Criteria	Priority	Readiness score	Booster Effect score	Recommendations
D&E Strategy Outline				
Stakeholder database	High	#4	#5	✓ Elaborate on the stakeholder database, and utilise the recommended target audiences for further engagement and dissemination of results.
Link to Policy Context	High	#2	#4	✓ Ensure the Whitepaper is accessible via website, and publicise it across open access journal recommended in this report. ✓ Reach out and hold meetings with the policymakers and government departments identified in the report for further impact of the Whitepaper.
KERs outlined	High	#4	#5	✓ Ensure the project results are accessible and clearly marked on the website for the evaluator and also post project audience members.
Meeting the enablers				
Events participation	Medium	#3	#5	✓ Develop events section of the website to track attended events and shared impact at these events. ✓ Host an online webinar or workshop to showcase the projects final results or invite the students to pitch their ideas once again to the VCs and DIHs.

Table 8 Recommendations to Beneficiary

7.3. Recommendations to Booster Mentor

Considering the above outlined points of improvements, the DIS service delivery team provides to the Booster Mentor (delivering Service 1.1 and 1.2) the following insights to enrich the path of SEEDPlus with the following services.

Technical Criteria	Readiness score	Booster Service	Timing
D&E Strategy Outline			
Stakeholder database	#4	3.1 Networking	n-a
Project identity	#4	3.5 Audiovisual Support	Recommended for October-November 2025
Targeted dissemination formats	#5	3.5 Audiovisual Support	
KERs outlined	#4	3.2 Portfolio Analysis	n-a
IP measures identified	#3	3.3 Intellectual Asset Management	n-a
D&C KPIs	#5	2.1 Dissemination Support	Completed
Open Access Strategy	#3	2.1 Dissemination Support	Completed
Meeting the Enablers			
Multi-channel approach	#5	2.1 Dissemination Support	Completed
Clustering	#5	3.2 Portfolio Analysis	n-a
Pitching/Public speaking	#1	3.4 Coaching for public speaking	n-a
Events participation	#3	3.1 Networking 3.4 Coaching for public speaking	n-a
Mobilisation of Associations/Networks/Platforms	#2	3.1 Networking	n-a

Table 9 Recommendations to Booster Mentor

8. Conclusions

With the conclusion of the DIS Service Delivery, the dissemination readiness level of SEEDPlus has been assessed and, together with the latter, tailored recommendations and actionable advice have been provided in order to improve the effectiveness of its dissemination activities.

As next step, the current report includes specific additions for the Booster Mentor to improve the Service Delivery Plan of SEEDPlus considering the DIS service delivery outcome and recommendations.

9. ANNEX I – Service delivery practical info

Thorough the DIS service delivery, 2 Calls have been carried out.

Introductory Call

The following table includes the list of participants to the Introductory call organised.

Date	Name & Surname	Organisation	e-mail
July 4 th , 2025	Tamer Abu-Alam	UIT	Tamer.abu-alam@unit.no
	Anja Radonjic	Trust IT Services	a.radonjic@trust-itservices.com

Convergence Call

The following table includes the list of participants to the Convergence call organised.

Date	Name & Surname	Organisation	e-mail
Pending	Tamer Abu-Alam	UIT	Tamer.abu-alam@unit.no
	Anja Radonjic	Trust IT Services	a.radonjic@trust-itservices.com

Dissemination Intention Interview questionnaire

To assess the Dissemination Intentions of SEEDPlus the following interview questionnaire was followed.

Question	Answer
What is the scope of your project?	Answered during the Introductory Call
What is the project's total budget?	
What are the project's key target audiences?	
Is there a dedicated partner responsible for D&C activities? Who?	
What is or are the KERs that you are most focused on?	
Have you identified some D&C needs that are not covered by the budget?	
What D&C activities are you primarily focus on?	
Are you encountering any challenges with the current C&D KPIs?	
What is your evaluation of the effectiveness of the Communication & Dissemination activities up to now?	
Do you perceive any weaknesses/criticalities in the C&D activities?	
What would you say is the best thing you have accomplished?	

On which specific dissemination aspect/activity can we support you?	
What output do you expect from this service?	
In which additional output would you be interested?	

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