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## D6.2 Dissemination and Exploitation Strategy

## Introduction

The SuProM project will develop and implement a range of communication and dissemination activities throughout its lifespan to promote the project and its outcomes.

Communication activities start from M1 of the project and address multiple audiences to inform about the project and promote it. Dissemination and exploitation activities start once results are ready, addressing those audiences that can make use of the results and building upon them, with a focus on describing and ensuring that results are available.

To strengthen its impact, the SuProM project regards communication and dissemination as closely related activities. For the sake of clarity and to avoid any confusion, it is useful to clearly define what is meant by Dissemination and Exploitation, two terms which are often used as though they were synonyms, which they are not:

- **Dissemination:** The public disclosure of the results not only by scientific publications but via any pertinent medium. Dissemination means making results available to the people that can best make use of them e.g. scientific community, industry, other commercial players, policymakers, and more. Dissemination helps to explain the wider relevance of science to society, build support for future research and innovation funding, ensure the uptake of results within the scientific community, and open up potential business opportunities for novel products or services.<sup>1</sup>
- **Exploitation:** The use of results in developing, creating and marketing or improving a product or process, or in creating and providing a service in standardisation activities or shaping a policy. Exploitation can be commercial, societal, political, or aimed at improving public knowledge and action. It also includes recommendations for policy making through feedback to policy project partners or facilitating uptake by others e.g. through making results available under open licences. Exploitation focuses on the actual use of the results, translating research concepts into concrete solutions that have a positive impact on the public's quality of life.<sup>2</sup>

In implementing these strategies, stakeholder-oriented communication must be at the core, gaining relevance through channels such as the web, online social networks and mass media. Web-based tools, together with publications and event strategies, are identified. A strong dissemination and communication action which includes an advocacy dimension has the goal of raising the attention of

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<sup>1</sup> [https://research-and-innovation.ec.europa.eu/strategy/dissemination-and-exploitation-research-results\\_en](https://research-and-innovation.ec.europa.eu/strategy/dissemination-and-exploitation-research-results_en)

<sup>2</sup> [https://research-and-innovation.ec.europa.eu/strategy/dissemination-and-exploitation-research-results\\_en](https://research-and-innovation.ec.europa.eu/strategy/dissemination-and-exploitation-research-results_en)

the institutions and facilitating the take-up of the project's results. For this purpose, a cohesive plan and framework is necessary in order to aggregate the results and disseminate actions. Detailed information on deadlines and dissemination products is included in the plan as Annex II "Timetable".

All partners are actively involved in disseminating project results and making them sustainable in the long-run. Consortium members actively participated in the discussion of the initial dissemination activities, such as the selection of the project logo and dissemination opportunities in their countries.

## Document information

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## Get in touch



[info@suprom-project.eu](mailto:info@suprom-project.eu)



[www.suprom-project.eu](http://www.suprom-project.eu)

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## Social Media

