



“Communication, Dissemination and Exploitation in the Horizon Europe”

PROGRAMME

2021-11-30

11:00 – 13:00 (EET)

[Registration](#)

10:55 – 11:00	<i>Opening of the virtual room</i> Welcome. Sigita Auvertin NCP Health
11:00 – 11:15	<i>Introduction to the concepts of C&D&E</i> Lorenzo Barabani –Antonello Fiorucci, META group: 25+ years of experience in “Knowledge To Market”
11:40 – 12:05	<i>Novelties on dissemination & exploitation under Horizon Europe</i> Lorenzo Barabani –Antonello Fiorucci
12:05 – 12:30	<i>Tips for drafting a successful proposal</i> Lorenzo Barabani –Antonello Fiorucci
12:05 – 12:20	<i>Horizon Results Booster</i> Lorenzo Barabani –Antonello Fiorucci
12:20 – 13:00	<i>Q&A. Discussion. Practicum</i>

Communication, Dissemination and Exploitation in Horizon Europe

30.11.2021

Lorenzo Barabani – Antonello Fiorucci

11.00 – 13.00

META: 25+ years of experience in «Knowledge To Market»

**The DG RTD
main contractor to
support funded
projects with
Exploitation and
dissemination
services**

- **bringing knowledge to market**, helping researchers and entrepreneurs in exploiting the results of their project and commercialising their ideas
- **running European research-support services** as **Horizon Results Booster, IP Booster, ESIC, SSERR** and **CSSERR** framework contracts (DG RTD)
- **training & coaching** on how to communicate and pitch **research results, spin-offs** and **scale-ups**
- **engaging** with a variety of **stakeholders** from Public agencies to early-stage investors across Europe

Framework contractors of DG RTD since 2012

1'300 research consortia supported in exploiting research results

More than 15'000 R&D projects participants coached and tutored

Lorenzo Barabani

Lorenzo Barabani is a consultant with 14 years of professional experience in the Entrepreneurship and Sales departments of META Group. With a background in management engineering, he has direct experience in awareness raising on entrepreneurship, in delivering technological audits, in designing and implementing models for assessment of the innovation needs of companies. He developed and used several tools for the analysis and evaluation of innovative business ideas of potential entrepreneurs. As head of the META Group tender office, he has acquired excellent knowledge in monitoring the main European/national/local programs in order to identify tenders of interest for the company. Furthermore, Lorenzo has developed excellent skills in the preparation and drafting of technical proposals for the participation to international/national/local tenders. He also had experience in managing and implementing national and international projects to support entrepreneurship and innovation by working as a project manager. Since June 2020 he is managing the Horizon Results Booster services to support EU-funded research projects in exploitation and dissemination strategies.



Antonello Fiorucci

Antonello Fiorucci is a consultant with 12 years of experience. With a background in international relations, he has a direct experience in working together with private and public entities operating in the field of EU co-funded projects, innovation and research, training and education.

He has gained experience in the preparation and drafting European project proposals and in the EU project and financial management.

Antonello is an HRB senior expert, for the service delivery related to exploitation process of the R&D research results and to Business Plan development.

Finally, he has a huge experience in training and coaching (project design, project management, proposal writing, exploitation of the research results).

