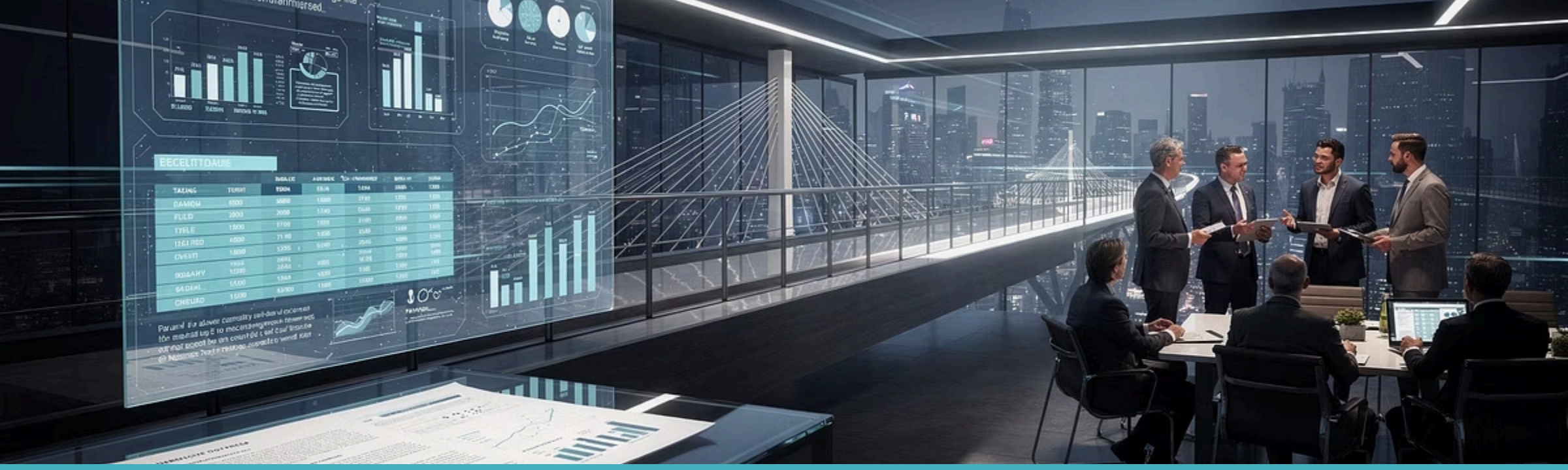

How to package technical project results for real stakeholder uptake?

From technical result to stakeholder understanding, trust, and action.

A practical method for Horizon Europe and R&I projects

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How to package technical project results for real stakeholder uptake

A practical method for Horizon Europe and R&I projects

Strong technical work does not create uptake on its own. A project result becomes more useful when the right stakeholder can quickly understand:

- what the result is
- why it matters
- what proof exists
- what still limits adoption
- what should happen next

A technical result is not yet a stakeholder-ready result.

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What Horizon Europe actually expects

Horizon Europe is not only about generating results. It is also about making results **visible, usable, and valuable** beyond the project itself. That is why projects are expected to think clearly about:

- **Communication**
- **Dissemination**
- **Exploitation**
- **Pathways to impact**
- **Relevant target groups**
- **Concrete project results that can be used**

Practical implication: A good result presentation should support not only reporting, but also understanding, reuse, uptake, and valorisation.

The problem with most technical result slides

Technical teams often describe one thing. Stakeholders need another.

Inside-project language

- the architecture
- the framework
- the dataset
- the method
- the benchmark
- the prototype
- the pilot
- the TRL progress

Stakeholder-ready language

- the use context
- the practical value
- the proof level
- the readiness level
- the remaining barrier
- the next action

Practical rule: Do not describe only what was built. Describe what the result *enables*.

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Use one Result Card for every important project outcome

A strong Result Card answers **6 questions**:

1

What is the result?

Name the concrete asset clearly

2

Who is it for?

Identify the main stakeholder or user

3

What problem does it solve?

Show the practical relevance

4

What proof supports it?

Benchmark, pilot, validation, demo, comparison, user feedback, dataset, test

5

What still limits adoption?

Maturity gap, interoperability, regulation, cost, integration, user readiness

6

What is the next step?

Pilot, integration, policy use, licensing, scale-up, standardisation, follow-up research

If one of these six parts is missing, the result becomes harder to trust and harder to use.

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How to write the result line

Weak

AI-enabled optimisation framework

Better

AI-enabled optimisation framework **for improving production planning decisions**

Stronger

AI-enabled optimisation framework **validated in pilot settings** to support production planning decisions in complex industrial environments

Use this formula: technical identity + application context + intended improvement + evidence stage

Practical rule: The first line should already tell the reader:

- what it is
- where it applies
- what it improves
- how far it has been tested

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The Result Card template you can reuse

Result

What exactly exists now?

Main stakeholder

Who could use, adopt, regulate, fund, or build on it?

Practical value

What becomes better, faster, safer, cheaper, easier, or more reliable?

Proof

What evidence exists and under which conditions?

Current limitation

What still blocks broader uptake?

Next step

What should happen next to move closer to use?

> **Mini formula:** We developed ___ for ___ to improve ___ supported by ___ with ___ still needed before broader uptake.

Example 1: digital twin or demonstrator result

⚠ WEAK VERSION

We developed a digital twin architecture and validated it in a pilot demonstrator.

✓ STAKEHOLDER-READY VERSION

We developed a digital twin architecture validated in a pilot demonstrator to help **industrial operators** test and optimise process decisions before implementation.

Proof

pilot validation + benchmark comparison

Current limitation

broader operational testing still needed

Next step

testing in real production settings

Why this works:

→ user is visible

→ value is visible

→ proof is visible

→ readiness is visible

→ next action is visible

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Example 2: dataset or analytics workflow result

⚠ WEAK VERSION

We created a federated analytics workflow for distributed data environments.

✓ STAKEHOLDER-READY VERSION

We created a federated analytics workflow that enables **secure multi-site analysis without centralising sensitive data**, supporting organisations that need collaboration under strict data protection conditions.

Proof

validated workflow in partner environments

Current limitation

wider operational integration still needed

Next step

testing across broader institutional settings

Why this works: It translates the technical setup into an understandable use context.

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One result, four stakeholder views

Same result: AI-supported monitoring tool validated in pilot conditions

For industry

Can this improve operational efficiency and fit existing systems?

For researchers

How novel, robust, and reproducible is the method?

For policymakers

Does it support better decisions, implementation, or public value?

For investors or innovation actors

Is there credible application potential and a route to wider uptake?

Practical rule: Do not create one generic explanation for everyone. Choose one primary audience per message.

What makes a result credible

A strong result presentation includes:

What builds credibility

- clear technical identity
- practical value
- visible proof
- realistic readiness level
- honest limitation
- concrete next step

What weakens credibility

- vague innovation claims
- generic impact language
- overpromising
- hiding barriers
- describing only activities or deliverables

Practical rule: Strong presentation is not simplification. It is *structured technical translation*.

How to move from result to uptake

Use this progression:

Result

What the project produced

Understanding

The stakeholder sees what it is and why it matters

Trust

The stakeholder sees proof, maturity, and limits

Action

The stakeholder can test, adopt, cite, fund, regulate, or build on it

Uptake

The result begins to generate value beyond the project

Practical implication: A good result slide should help the stakeholder move one step closer to action.

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Final checklist before publishing any result slide

Check these **8 questions**:

- Is the result named clearly?
- Is the main stakeholder visible?
- Is the practical value explained?
- Is the proof visible?
- Is the maturity level understandable?
- Are limitations acknowledged?
- Is the next step clear?
- Is this message written for one audience, not for everyone?

> Do not just present the technical result. **Package it** so the right stakeholder can understand it, trust it, and act on it.

Nexuswelt helps R&I and EU-funded projects turn technical work into stakeholder-ready communication, dissemination, and impact narratives.

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