



TURKEY IN HORIZON 2020
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**Theme Oriented Trainings:
Secure, Clean and Efficient Energy**



THE IMPORTANCE OF IMPACT

- ... enhance **innovation capacity**, create **new market opportunities**, strengthen **competitiveness and growth** of companies, address ... the **environment**, or bring other important benefits for **society**;

WHAT THE EVALUATOR EXPECTS TO SEE

- Results vs impacts mentioned in work programme
- Other impacts, market, competitiveness and growth, climate change or environment and society
- Exploitation Plan
- Dissemination and communication plan

WHAT THE EVALUATOR EXPECTS TO SEE

- Project effects
 - Any substantial impacts not mentioned in the work programme, that would enhance innovation capacity, create new market opportunities, strengthen competitiveness and growth of companies, address issues related to climate change or the environment, or bring other important benefits for society
- Who want the results? And why
- What is the IPR and Dissemination Plan?
- Market deployment strategy

IMPACT CATEGORIES

- Scientific challenge
- Growing
- Job creation
- Environment
- Social
- EU policies
- KPIs ...
- Competitiveness

- Follow topic recommendations ..
 - Measurable
 - Medium term
 - Create new business
 - Economic, social and environmental sustainability
 - Business plan
 - Create new markets
 - Regulatory, policy or cultural factors

GENERAL OVERVIEW

- Users types
- Customer needs
- Skills ...

- ESIF synergies

- Business plan as a combination of dissemination and exploitation plan
 - Exploitable results and key applications
 - IPR and exploitation team
 - Market potential areas
 - Business model
 - Financial projections
 - Commercialization roadmaps

HOW TO DEVELOP IMPACT SECTION

- Expected impact listed in the work programme
- Innovation capacity: market picture
- Environmental and social impacts
- Barriers and obstacles (regulations standards)
- Increase business opportunities

- 2.2 Measures to maximize impact
 - a) Dissemination and exploitation results
 - List of exploitable results
 - Business plan where relevant
 - Management of research data generated – open data research
 - Knowledge management and protection
 - b) Communication activities

- Impact is not an independent part of the proposal
- H2020 means to optimize research results to reach the market and society
- Evaluation panels are more and more generalists, so we should answer clearly about:
 - Expected results
 - Who wants the results and why
 - Is there a plan?



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