



IMPACT part of a proposal

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Evaluation criteria

Evaluators told to get stricter on 'impact'

- The second main step planned by the Commission is to get stricter on rating the impact of a proposal for industrial technologies or a societal challenge.
- Several indicators are considered, such as,

The capacity to innovate, the use of new knowledge, contributions to the wider societal and economic impact.

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Evaluation criteria

Criterion 2 - Impact

- Score: **2.00** (Threshold: 3.00/5.00 , Weight: 1,5)



Note: The following aspects will be taken into account, to the extent to which the outputs of the project should contribute at the European and/or International level:

- **The expected impacts listed in the work programme** under the relevant topic
- Enhancing **innovation capacity and integration of new knowledge**
- Strengthening the **competitiveness and growth of companies by developing innovations meeting the needs of European and global markets**, and where relevant, by delivering such innovations to the markets
- Any other **environmental and socially important impacts**
- Effectiveness of the **proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.**

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2.1 Expected impact

- *2.1.1 Expected impacts of the work programme*
- *2.1.2 Barriers and obstacles*

2.2 Measures to maximise impact

- *2.2.1 Draft Plan for the Dissemination and Exploitation of the Project's Results*
- *2.2.2 Draft Business Plan for Financial Sustainability*
- *2.2.3 Data Management*
- *2.2.4 Strategy for knowledge management and IPR protection*
- *2.2.5 Measures to provide open access (to peer-reviewed scientific publications)*
- *2.2.6 Communication activities*



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Expected impact

Impact indications in the work programme:

In topic description as well as in general introduction of SC2 to be answered by:

- ❖ enabling and improving innovation capacities (new knowledge, knowledge transfer, new products, new processes, evidence based policy making, policy innovations) EU-level!!!
- ❖ barriers/obstacles/assumptions/risks (impact level, not project level)

Title: SFS-13-2015: Biological contamination of crops and the food chain

Content
Specific challenge: The occurrence of biological contamination in various crops is of major concern as it has major implications for food and feed safety, food security and international trade. Worldwide, it is estimated that mycotoxins are responsible for losses of up to 5-10% of crop production. Contaminations are due to a series of events including weather conditions, possible climate change effects, land use, crop management and varieties as well as harvest and post-harvest techniques. Integrated approaches rather than isolated solutions are required to effectively control the incidence of mycotoxins in crops and reduce contamination throughout the feed and food chains.

Scope: Proposals should aim at reducing the risk of mycotoxin contamination in crops and all along the feed and food chains. They should bring about technical, management and organisational solutions (including HACCP techniques) that are effective at the various stages of production as well as at pre- and post-harvest levels and also deal with the safe use of contaminated batches. Proposals should take into account the development of ICT solutions as well as reliable and cost-effective control tools to policy-proposed solutions. Proposals should benefit conventional and organic supply chains and fall under the concept of 'multi-actor approach'³⁴ and allow for adequate involvement of the farming sector in proposed activities. In line with the objectives of the EU strategy for international cooperation in research and innovation and in particular with the implementation of the EU-China dialogue, proposals are encouraged to include third country participants, especially those established in China³⁵.

The Commission considers that proposals requesting a contribution from the EU in the range of EUR 3-5 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Expected impact

- a toolkit (plant resources, management tools, technologies) to effectively monitor and reduce the incidence of mycotoxin contaminants in crop production as well as in the food and feed supply chains.
- contribution to legislation and standard setting
- safe use options for contaminated batches
- reduced occurrence of mycotoxin contamination in crops in order to improve productivity and competitiveness of European agriculture and food sectors.
- reduced risks for human and animal health, and thus increase consumer confidence in agro-food products.

Type of action: Research and innovation actions

Expected impacts

Describe how your project will contribute to:

- the expected impacts set out in the work programme, under the relevant topic;
- improving innovation capacity and the integration of new knowledge
- strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets; and, where relevant, by delivering such innovations to the markets;
- any other environmental and socially important impacts (if not already covered above).

*Describe any barriers/obstacles, and any framework conditions (such as regulation and standards), that may determine whether and to what extent the expected impacts will be **achieved**.* (This should not include any risk factors concerning implementation, as covered in section 3.2.)



2.1 Expected impacts

2.1.1 Expected impacts of the work programme

The different impacts introduced in the description of the topic must be listed

- **EXPECTED IMPACT 1:** From de description of the topic (ex: Improved flow of information and knowledge between academia and practitioners in particular on agricultural and forestry practices and innovations)



2.1 Expected impacts

2.1.1 Expected impacts of the work programme

The different impacts introduced in the description of the topic must be listed

- **EXPECTED IMPACT 1:** From de description of the topic (ex: Improved flow of information and knowledge between academia and practitioners in particular on agricultural and forestry practices and innovations)
- **EXPECTED IMPACT 2**



2.1 Expected impacts

2.1.1 Expected impacts of the work programme

For all expected impacts



Target	Indicators	Implementation
Academia, Farmers, Packaging manufacturers, Consumers...	Articles, fairs, workshops, databases....	Immediate, short term, mid and long term

- Immediate impacts (by the end of the project):
- Short term impacts (1-2 years after the end of the project):
- Mid and long term impacts (3-5 years after the end of the project):

2.1 Expected impacts

2.1.2 Barriers and obstacles

They must be identified and listed

A SWOT analysis or PESTEL can be helpful to map them.

Examples:

-New technologies not welcome by consumers...

-New technologies not allowed by European policy...



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Measures to maximize impact

a) Dissemination and exploitation of results

- transfer of R&D results
- sustainability of impact?
- knowledge management strategy (data management, IPR?, open access!)

b) Communication activities

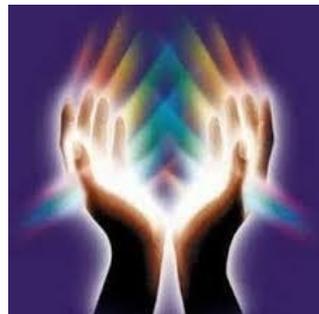
- communication, promotion, dissemination and networking

2.2 Measures to maximize impact

2.2.1 Draft Plan for the Dissemination and Exploitation of the Project's Results

- **2.2.1.1 Overall Dissemination Strategy**

The **key dissemination targets** expected to significantly contribute to the intended impacts of the project are described in a table together with the strategy to approach them with specific **key messages**, the **indicators reflecting success** and the **expected feedback and added value to expect** in relation with the impacts described in the section 2.1.



2.2 Measures to maximize impact

2.2.1 Draft Plan for the Dissemination and Exploitation of the Project's Results

• 2.2.1.1 Overall Dissemination Strategy

	Description			
Targets (WHO is concerned? : main users, potential customers and key stakeholders)		Identification	Justification	Scope
Strategy (HOW to approach the targets effectively)		Success indicators (workshops, events...)	Recent success (declarations of interest...)	Main difficulty to overcome (common interests?)

2.2 Measures to maximize impact

2.2.1 Draft Plan for the Dissemination and Exploitation of the Project's Results

• 2.2.1.1 Overall Dissemination Strategy

	Description			
Key messages (WHAT to say to the targets?)		Deliverables providing the information	Recent success	Ownership
Feedback (Advantages expected from dissemination)		Success indicators	Feedback from previous activities	Expectations (sustainability...)

2.2 Measures to maximize impact

2.2.1 Draft Plan for the Dissemination and Exploitation of the Project's Results

• **2.2.1.2 Exploitation Roadmap and Draft Plan**

- The use of results in further research activities other than those covered by the action concerned, or in developing a product/service is described in a table for each participant.
- In addition to this table, all partners will disseminate the project results in international conferences and peer-reviewed journals.

2.2 Measures to maximize impact

2.2.1 Draft Plan for the Dissemination and Exploitation of the Project's Results

- 2.2.1.2 Exploitation Roadmap and Draft Plan**

Table a – Individual Dissemination and Exploitation Plans (DEP)

Partner	Project Results/Innovation description	Potential Users	Potential Applications	Plan for the Dissemination and Exploitation of the Project's Results	Funding for exploitation
P01					
P02					

2.2 Measures to maximize impact

2.2.1 Draft Plan for the Dissemination and Exploitation of the Project's Results

- **2.2.1.2 Exploitation Roadmap and Draft Plan**

Table b – Impact of the results on partners' strategy in the short, mid and long term

Partner	Strategic impact	Time scale		
		short	medium	long
P01		X		X
P02			X	

2.2 Measures to maximize impact

2.2.2 Draft Business Plan for Financial Sustainability

- **2.2.2.1 Initial Business Plan for the project
Financial Sustainability**

For example: *“The Consortium shares a common overall business plan strategy to prepare the transition from the project phase to the establishment of a sustainable infrastructure...”*



2.2 Measures to maximize impact

2.2.2 Draft Business Plan for Financial Sustainability

- **2.2.2.2 Exploitation of the project results**

Services provided must be listed (ex: the exploitable results will deliver 4 different services):

1. Training activities,
2. Events organization,
3. Newsletter,
4. Consultancy & Expertise.



2.2 Measures to maximize impact

2.2.2 Draft Business Plan for Financial Sustainability

- **2.2.2.3 The partners delivering a long-term expertise of the project or that create a start up or a company**

Partner	Nature of partners' involvement in the medium and long term
P01	
P02	



2.2 Measures to maximize impact

2.2.2 Draft Business Plan for Financial Sustainability

- **2.2.2.4 The project's results Market**

The main markets targeted by the project must be listed

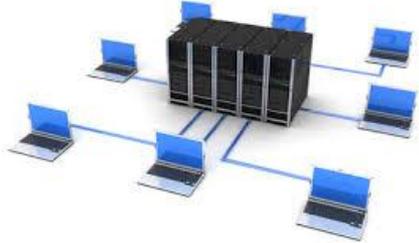
- **2.2.2.5 The project Business Model**

The main clients of the project must be listed



2.2 Measures to maximize impact

2.2.3 Data Management

Type of data generated/collected by the project	
Which standards to be used?	
Will the data be exploited, shared, made accessible for verification and re-use? Explain why ?	
Means of preservation of data...	

2.2 Measures to maximize impact

2.2.4 Strategy for knowledge management and IPR protection

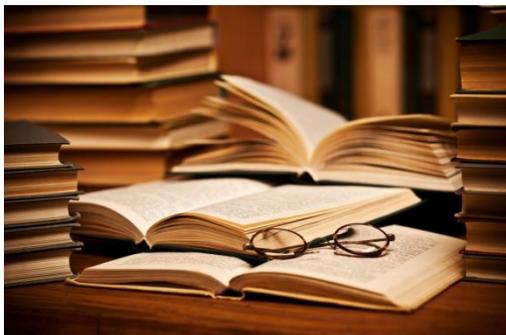
“A consortium agreement will be negotiated and signed by all the parties in order to specify the terms and conditions pertaining to ownership, access rights, exploitation of background and results and dissemination of results...”



2.2 Measures to maximize impact

2.2.5 Measures to provide open access (to peer-reviewed scientific publications)

“One of the expected means to disseminate the project results will be scientific publications. Such publications will be decided in conformity with the intellectual property, confidentiality and publication provisions set out in the consortium agreement...”



2.2 Measures to maximize impact

2.2.6 Communication activities

- **2.2.6.1 Communication Draft Plan**

<i>Communication Target</i>	1. Practitioners - 2.Academia - 3.Consumer and general public - 4.Politicians - 5. Associations			
<i>Type of events or media</i>	<i>Communication Power</i>	<i>Responsible Partners</i>	<i>Expected Contribution</i>	<i>Expected Date or Period</i>
				

2.2 Measures to maximize impact

2.2.6 Communication activities

• 2.2.6.2 Project website and Collaborative Platforms

- *External dissemination*: about the project, activities and outcomes...



- *Internal dissemination*: between the partners



To conclude

- IMPACT must be clearly defined and rigorous
- It is all about the outcome
- “Here’s what we want to come out of the project”
- Increasing the world’s knowledge wouldn’t count as a concrete impact
- Creating safe products and devices, technical standards, economic value...

To conclude

- Do not promise the moon!
- Do not be over-optimistic
- Measuring the future value of an idea is difficult but it is necessary...
- All the partners must be part of IMPACT

Thank you for your attention!