

		Our agenda								
	09:30-10:00	:00 Registration and Welcome Coffee								
	10:00-10:30	Recap on IMS Training Events and Review of IMPACT part of H2020 proposal.	Aleksander Bakowski							
	Project IMPACT									
	Session 1: Background to the Impact Evaluation Criteria									
	10:30-11:00	 Political Background to 'Impact', What does it really mean for us? Different types of 'Impact' from research 	Robert Ricketts							
8	Session 2: Beginning, Middle & End of Impact									
RKEY _{in} con 20	11:00-11:30	 How to organize your work for impact in proposal, project and exploitation stages. Definition of Outcomes and Impacts 	Robert Ricketts							
TU BRIZ	11:30-12:00	Coffee break								
H		Session 3: Lead Users								
	12:00-12:30	What is a user? What are users? Who cares? Who is Important?	Robert Ricketts							
	Session 4: Value Chains									
	12:30-13:00	A Value Chain: what is one and why are they important? Examples of Value Chains	Robert Ricketts							
	13:00-14.00	Lunch								
		Session 5: Sample Presentation of an Impact								
	14:00-15:00	Step by step guide in explaining the impact , Case Studies: H2020 Project Impact	Robert Ricketts							
	15:00-15:30	Coffee break								
		Session 6: Sample Presentation of exploitation of project results								
	15:30-16:30	Ways in which the project can exploit the results, Case study of successful exploitation strategy/strategies	Robert Ricketts							
	16:30-17:00	Feedback and Discussion								
	19:00	Dinner								



































The Gantt Chart of Denial														
		1	2	3	4	5 (5 7	8	9	10	11	12	13	
	Get together with some research friends			_	+		-			_		_		
	Make the call fit what you want to do				+								_	
	Discuss some cool ideas				+					_				
	Put together some work programmes				+									
8	Start Writing													
EYIn V200	Think about some industrial partners and end users													
X S	Secure the budget you want with partners													
HORI	Ignore the Impact section and hope some partners you emailed join													
	Do some more writing													
A	Ask the other research partners if they found some industrial partners or end users													
	Start to panic													
	Start looking at Eurostat and random publications for economic data that might be relevant to your project													
	Ask the other research partners if they found some industrial partners or end users													
	Throw all the data you have into an Impact Section													
	Stress, concern, abandon all hope of success. But submit the proposal anyway													































ſ	Methodology for calculation of European Impacts						
TURKEV _{In} mennenkenkenken	Step 1 – European Impact of the NEED	What are the key impacts that the NEED creates for Europe and its citizens? What are the performance indicators of the NEED What is the scale of the impact that the NEED creates at a European level?					
	Step 2 – European Impact of the SOLUTION	What is the performance of the new solution IDEA with respect to the identified EU NEED? What is the total potential impact that the new solution IDEA could create? What is the planned potential impact in line with the proposed market penetration?					
	Step 3 – Cost vs Benefit Analysis	Are the potential and planned impacts of the project worth the investment of public funds?					



Example – Solar Panel							
ct of NEED	Impact Title: desire to reduce Europe's dependence on imported energy Impact Indicators: % of European energy important from abroad EU Impact of NEED:						
EU Impa	In 2013 Europe imported ~55% of its energy needs at a value of €422 billion. Unless Europe radically changes its energy infrastructure, Europe's reliance on imported energy will continue into 2020.						
lution	Solution Performance: enables European households to create 26% of their energy needs, thereby reducing the energy demand of European households						
ct of So	Total Potential Impact: European households represents ~25% of EU energy demand. A 26% reduction in energy demand from the European housing sector could deliver a potential 6.5% reduction of imported energy.						
Impac	Planned Direct Impact: take-up by 135,000 households will result in a direct 0.008% reduction of imported energy						
	Impact of Solution EU Impact of NEED	Impact Title: desire to reduce Europe's dependence on imported energy Impact Title: desire to reduce Europe's dependence on imported energy Impact Indicators: % of European energy important from abroad EU Impact of NEED: In 2013 Europe imported ~55% of its energy needs at a value of €422 billion. Unless Europe radically changes its energy infrastructure, Europe's reliance on imported energy will continue into 2020. Impact Performance: enables European households to create 26% of their energy needs, thereby reducing the energy demand of European households. Intal Potential Impact: European households represents ~25% of EU energy demand. A 26% reduction in energy demand from the European households. Intal Potential Impact: European households represents ~25% of EU energy demand. A 26% reduction in energy demand from the European housing sector could deliver a potential 6.5% reduction of imported energy. Intend Direct Impact: take-up by 135,000 households will result in a direct 0.08% reduction of imported energy.					



Example – Solar Panel						
		Total Potential EU Impact	Direct Planned Impact			
TURKEY HORIZON 2020	Rising cost of energy for EU citizens	23% reduction in household energy bills resulting in savings worth €97 billion annually	€131 million of energy savings for 135,000 EU households annually			
	Societal desire for sustainable energy	26% increase in sustainable energy use within 100 million EU households	26% increase in sustainable energy use within 135,000 EU households			
	Reduce EU's dependence of energy imports	6.5% reduction in EU energy imports worth €68 billion by 2020	0.008% reduction in EU energy imports			
	Creation of employment	18,000 and 72,000 new jobs follow a 10% penetration of EU and global markets (respectively)	€30 million sales = 120 jobs €300 million sales = 1,200 jobs			
	Legislation	Achieving EU energy targets, €7.16 billion subsidy savings and 6.5% to CO2 emission targets	0.035% increase in sustainable energy use & €9.6 million subsidy saving			
	Environmental impact for EU household	Reduction of 374.4 million tonnes CO2 annually	Reduction of 505,440 tonnes CO2 annually			





	Our agenda							
in 020 emuness		Socian & Samula Procontation of avalaitation of project results						
TURKEY RIZON 2	15:30-16:30	Ways in which the project can exploit the results, Case study of successful exploitation strategy/strategies	Robert Ricketts					
OH	16:30-17:00	Feedback and Discussion						
	19:00	Dinner						
	7							
			TÜBITAK					

How to Exploit?								
TURKEY HORIZON 2020 UNANDA ARTIMACIA UNANDA ARTIMACIA	W Wheern ???	W h a t ?						
		TÜBİTAK						







