MARIE SKŁODOWSKA-CURIE ACTIONS
IMPACT IN OUR PROPOSAL

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Content

- Expected Impact in ITN

- How to achieve the Impact in our proposal

- Dissemination of results

- IPR and Exploitation of results

- Communication of Results and Activities

- Outreach and Public Engagement

Expected impact of ITN

- Creating and contributing to high-quality **innovative research and doctoral training**, building capacity, having a **structuring effect** throughout Europe and beyond.

- Triggering **cooperation** between organisations from the **academic** and **nonacademic** sectors via research training provided by institutions from different **countries**, **sectors** and **disciplines**.

- Enhancing **skills development** and knowledge-sharing, researchers' **employability** and providing them with **new career perspectives**.

- Shaping future generations of **entrepreneurial researchers** capable of contributing effectively to the knowledge-based **economy** and **society**.

- In the long term, raising the attractiveness of **research careers** and encouraging young people to embark on this career path.

What's the Impact of your ITN?

Example:

- Delivering a **research training programme** to train a **new generation of researchers** in the fields of X and Y, which are important to European economy and society.

- Researchers will be equipped with **key research and complementary skills**, and will have the opportunity to work **across disciplines**, countries and sectors, broadening their career perspectives

How to achieve this impact?

Consortium and Complementarity

- Which participants (Beneficiaries and Partner Organisations) do you need to achieve this impact? How will you harness the competencies and complementarities of these partners in order to achieve this impact?

Research Programme

- How do you shape the research programme in order to achieve this impact?

Training Programme

- How do you shape your training programme to achieve this impact?

Supervision

- How will ensure the researchers are properly supported in order to achieve this impact?

Implementation

- How will you manage the programme to ensure that the impact is achieved?

2.1: Careers, employability & skills

- Overall aim is to show a detailed understanding of how the ESR graduates will be employable, and by who, and why

- Present an analysis of how the elements programme will make them employable:

  - Research Training

  - Transferrable Skills Training

  - Communication and Dissemination activities

  - Secondments and/or other opportunities for exposure to other organisations (networking)

• Emphasise the "triple i" aspects of the programme: international, intersectoral and inter-disciplinary (from the EU Principles for Innovative Doctoral Training - PIDT)

• Make a strong link between your programme's elements and EU policies about research careers/employability – we will provide a research policy brief document to help with this

2.2: A) Structuring research training

1) Contribution to structuring early stage/doctoral training

Annex of Erasmus Mundus Joint Doctorate : "For 10 years, the European Higher Education Area (EHEA) has been working towards a more "European" doctorate, taking programmes into a multi-disciplinary and collaborative activity focused not just on local/national goals, but those of Europe positioning itself in a competitive global environment

- Agreed set of "rules" for programme elements: Salzburg II Principles & Principles for Innovative Doctoral Training

- Explain how your programme adheres to those rules

- Explain how **your programme will help** the further development of **European collaborative research training** programmes

- Describe how you will **continue the programme after** the ITN is over

2.2: A) Structuring research training

2) Contribution of the non-academic sector

- Outline **why** is it so **important** that the **Non-Academic sector** are **involved** in research training programmes

- Explain how the **contribution** of your Non-Academic sector participants to this particular programme **is essential to improving inter-sectoral collaboration** in research training in this research area

2.2: A) Structuring research training

3) Developing sustainable joint degree structures (EJD only)

- Key policy goal in this area is overcoming differences/fragmentation in doctoral training across Europe bringing a degree of consistency (EMJD document)

- The **harmonisation of institutional processes** involved in developing joint degrees will help to bring consistency to the doctoral experience across Europe

- Explain **how your EJD will help** with developing the consistency of the doctoral experience unified selection, recruitment, monitoring, awarding processes etc.

- Explain **how you will continue the joint degree** process in the consortium **after** the EJD is over

2.2: B) Strengthening EU Innovation Capacity

- Explain how the **research programme** will **contribute** to **Europe's economy** and/or **society**

- Link to **EU research/policy goals** e.g. Horizon 2020 Pillars, Research Roadmaps, EU policies on e.g. health, immigrants, digital economy, etc

- If your **programme builds on an existing ITN**, explain how it does

2.3: Dissemination and Exploitation

1. Dissemination strategy

- Target audience: Other researchers, potential users and the wider research and innovation community
- Describe how you will ensure that this audience learns about the research activities
- What is the potential impact of disseminating to them?

2.3: Dissemination and Exploitation

2. Intellectual Property Rights & Exploitation

a. How are the research results useful to business?

- Outline plans to exploit any IP/commercial potential arising from the programme

- How have you decided to "allocate" IP in your consortium? Rules simplified at

- https://www.iprhelpdesk.eu/FS_IP_management_in_MSCA-H2020

- What is the potential impact of exploiting commercial potential/IP?

b. How are the research results useful to the wider society?
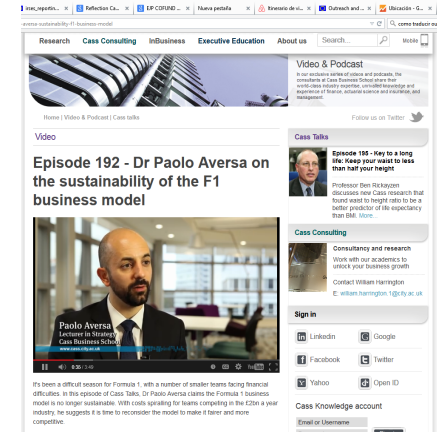
- If applicable, how will you ensure that relevant societal actors (community, voluntary sector etc. etc.) will benefit from your project?

- What's the potential impact of societal exploitation of the results?

2.4: Communication and Public Engagement

New Guidelines document describes difference between communications and public engagement.

http://ec.europa.eu/research/mariecurieactions/documents/documentation/publications/outreach_activities_en.pdf
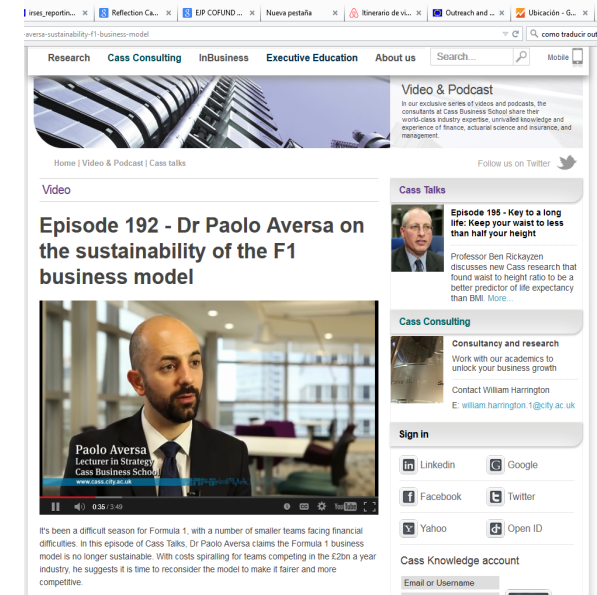

Communication is two-way from sender to receiver (article in a newspaper or on TV or radio)

- Describe how you will ensure media coverage about the activities of the ITN
- What is the potential impact of media coverage?

2.4: Communication and Public Engagement

Examples

- http://internacional.elpais.com/internacional/2015/03/13/actualidad/1426257897_005821.html

- http://www.irishtimes.com/news/health/fat-fighter-1.538013

Needs a **clear language** and an attractive scientific topic with results in order to attract the public interest.

2.4: Communication and Public Engagement

Public engagement is meant to engage a large audience and to bring knowledge and expertise on a particular topic to the general public.

- **Describe** what **activities** the consortium will undertake to engage the general public about the activities of the ITN

- **Plan a range of activities** (social media, specific events) targeted at multiple audiences

- Need to take place across the **whole consortium**, not just in Turkey

- Talk to experts at your institution. See what local/national activities you can join in: **NIGHT, WEEKSCIENCE**, etc

- What is the potential **impact of engaging** the **public** in the activities of the ITN?
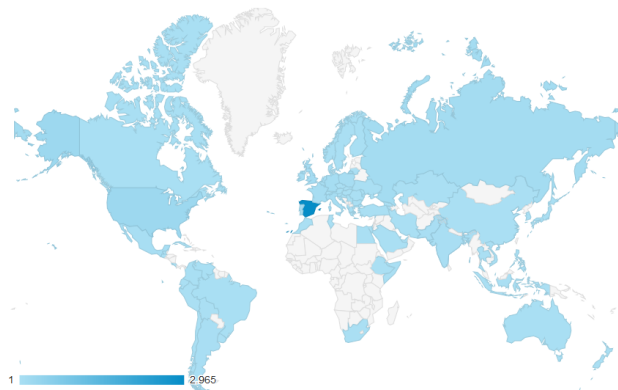
2.3 & 2.4

Include quantifiable targets for measuring the effectiveness of dissemination, exploitation, communication and public engagement activities

BLOG MSCA madri+d

- 64.000 suscriptors to Notiweb madri+d
- Possibility to publish news concerning activities o MSCA Projects, results, publications...
- www.madrimasd.org/blogs/msca
- > 8.500 users

THANK YOU

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