



TURKEY<sup>in</sup>  
**HORIZON 2020**  
COOPERATION. INNOVATION. COMPETITIVENESS

TURKEY IN HORIZON 2020  
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# "H2020 Teaming Call – Project Writing Camp"

## Section 2 - Impact

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# Main topics

- How is this going to **contribute** to the programme?
- How will the results be **exploited**? **Who** is going to use them?
- **Sustainability?** What will happen after the project finishes?
- How will the results be **disseminated**? And to **whom**?
- Who will **benefit** from the results?

# Expected impact 1/2

- Please be **specific**, and provide only information that applies to the proposal and its objectives.
- Use **quantified indicators** and **targets**

Refer always to both:

- the expected impact related to the **long-term project achievements**, namely the new Centre of Excellence once established according to your vision/strategy/approach explained under section 1
- the impact related to the results of the **one-year activity**

# Expected impact 2/2

- Describe how your project will contribute to the **expected impacts** set out in the **work programme**, under the relevant topic;
- 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.)

# Expected impact - examples (1/3)

**To increase scientific capabilities and enable them to engage in a strategic growth path pointing to long-term opportunities for economic development**

Analysis of the expected impact: ..

Contribution of the long-term/short-term to the expected impact: ..

Assessment Indicator: ..

Target: ..

Actions to reach the target: ..

Potential Barriers ..

Way to overcome: ..

# Expected impact – examples (2/3)

**Through improved scientific capabilities allow these countries to improve their chances to seek competitive funding in international fora (including the EU Framework Programmes)**

Analysis of the expected impact: ..

Contribution of the long-term/short-term to the expected impact: ..

Assessment Indicator: ..

Target: ..

Actions to reach the target: ..

Potential Barriers ..

Way to overcome: ..

# Expected impact – examples (3/3)

**Over the medium to long term achieve a measurable and significant improvement in terms of research and innovation culture (as shown through indicators such as research intensity, innovation performance, values and attitudes towards research and innovation) of those countries**

Analysis of the expected impact: ..

Contribution of the long-term/short-term to the expected impact: ..

Assessment Indicator: ..

Target: ..

Actions to reach the target: ..

Potential Barriers ..

Way to overcome: ..

# What is the expected scientific impact?



Key enabling technology	Expected scientific results	Expected new devices, systems, technologies
..	..	..
..	..	..

# Measures to maximise impact 1/8

## Dissemination and exploitation of results

- Make a plan – **what, to whom** and **when**
- Draft '**plan for disseminating and exploiting the project's results**'. The plan, which should be proportionate to the scale of the project, should contain measures to be implemented both **during** and **after** the project
- **Dissemination strategy** should capture the partners' strategy and concrete actions related to the dissemination and exploitation of the project results

# Measures to maximise impact 2/8

- Present **Dissemination strategy** of the project in **phases**

Phase	Months	Intensity	Focus	Main target audiences	Key dissemination channels
Phase I	M01-M03	Moderate	Informing all the potential stakeholders about the project objectives and upcoming activities	Policy Makers, Industry, main stakeholders, etc.	Project Website and Social Media, Leaflets & Brochures, Kick off meeting, Direct contact and Press releases
Phase II	M03-M05	Strong	..	All the target groups and Media	Project Website and Social Media, Posters, Leaflets & Brochures, Press releases,
Phase III	M05-M08	Moderate	..	..	Project Website and Social Media, Posters, Leaflets & Brochures,, Press releases,

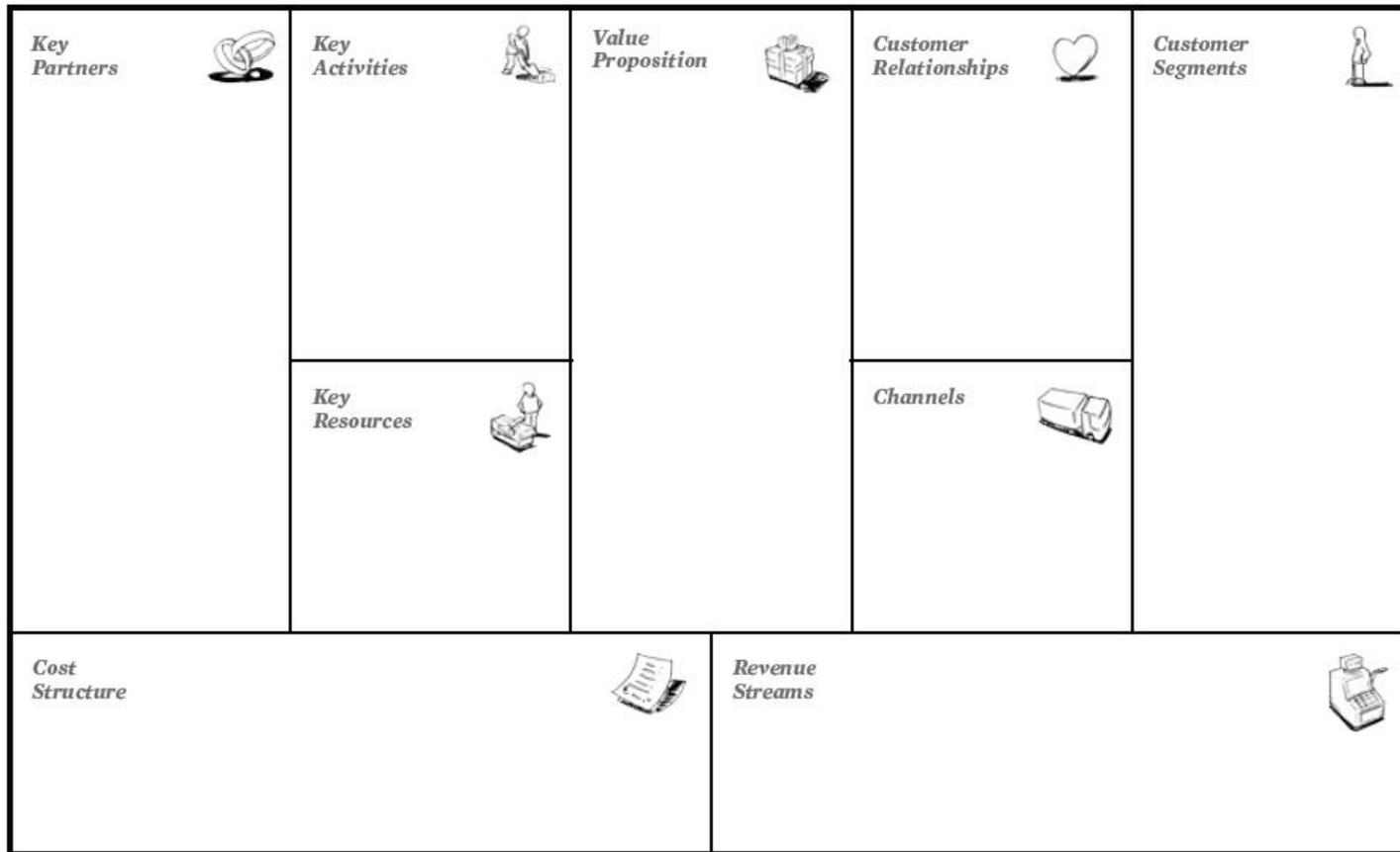
# Measures to maximise impact 3/8

## Dissemination and exploitation of results

- Dissemination and exploitation measures should address **the full range of potential users and uses** including research, commercial, investment, social, environmental, policy making, setting standards, skills and educational training
- Explain how the proposed measures will **help to achieve** the expected impact of the project.

# Measures to maximise impact 4/8

- Explain your Business model i.e using Business Model Canvas framework



# Measures to maximise impact 5/8

- Analyze and explain your exploitation models

Example 1:

## Exploitation model e.g. Technology Transfer to industry

Analysis of the exploitation model:

Relevance for the new CoE:

# Measures to maximise impact 6/8

- Analyze and explain your exploitation models

Example 2:

## Exploitation model e.g. Contract research (industry pull)

Analysis of the exploitation  
model:

Relevance for the new CoE:

# Measures to maximise impact 7/8

- Analyze and explain your exploitation models

Example 3:

## Exploitation model e.g. Collaborative (competitive) research - Open Innovation

Analysis of the exploitation  
model:

Relevance for the new CoE:

# Measures to maximise impact 8/8

- Analyze and explain your exploitation models

Example 4:

## Exploitation model e.g. Spin-Offs

Analysis of the exploitation model:

Relevance for the new CoE:

# Communication activities 1/2

- Communication measures for **promoting the project** and its findings during the period of the grant.
- Tailored to the needs of **various audiences**, including groups beyond the project's own community
- Include measures for **public/societal engagement** on issues related to the project.

# Communication activities 2/2

Identify the communication **channels** i.e. electronic, printed live, etc.

- Website
- Brochures
- Social media
- Radio and TV presence
- Press releases

# Questions?



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Teşekkür ederim!

Thank you!

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