

How to correctly write section 2: IMPACT

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Plan of the presentation

- *What to reflect on section 2.1 and 2.2*
- *Workshop exercise*

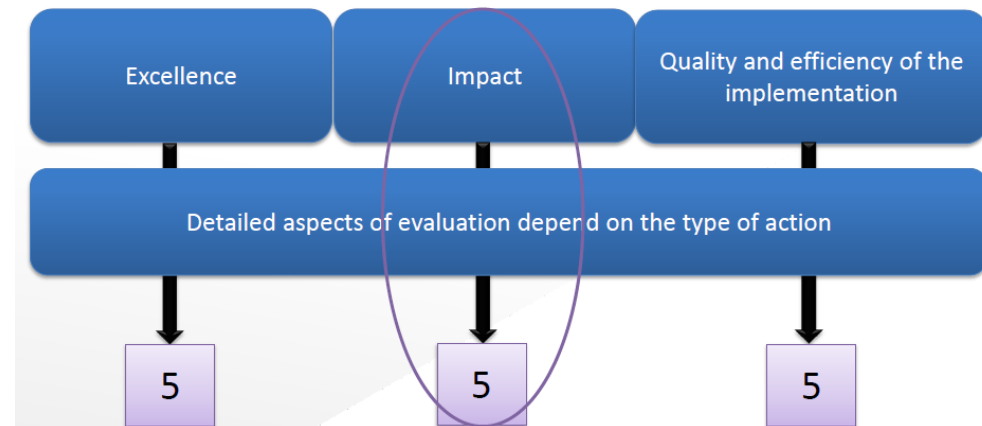
What to reflect on section 2.1 and 2.2 ?

Section 2 of proposal - IMPACT

- The section 2.1 - in this chapter will give you the chance **to explain your project expected impact;**
- The section 2.2.a – your **dissemination and exploitation strategies**
- The section 2.2.b – your **communication measures for promoting the project.**

Evaluation criteria

- The expected impact described in the H2020 call;
- Enhancing innovation capacity and the integration of the new knowledge;
- Strengthening the competitiveness and growth of industrial partners by developing and delivering innovation meeting market needs;
- Other environmental or social impacts.



Impact expectation from the EC.....

2.1 Expected impacts - Describe how your project will contribute to:

- the expected impacts set out in the work programme, under the relevant topic;

Example - NMBP-05-2017: Advanced materials and innovative design for improved....

Expected impact:

- Novel, higher added-value, better performing, sustainable, versatile, appealing designs and creative solutions for consumer goods based on innovative advanced materials or structures;
- Good integrability of the proposed innovative materials in final products (e.g. using a modular approach) and quickly reconfigurable to new custom requirements;
- Promoting new collaborative innovation strategies and practices along the value chain to develop commercial, cultural and societal applications with a strong user orientation, creating new business opportunities for the European industry and contributing to the circular economy in terms of one or more of the following: increased competitiveness, faster recovery of investment, access to new markets, access to new customer segments, increased business effectiveness, increased customer engagement, increased environmental sustainability;
- Enhancing innovation capability and competitiveness of European SMEs by effectively combining and transferring new and existing knowledge with 'intangible' factors (e.g. creative design, artistic expression, trend translation, enhanced sensations, cultural values);
- Increasing awareness of designers about new materials;
- Contribute to achieving the relevant EU policy objectives in COM(2012)537, 'Promoting cultural and creative sectors for growth and jobs in the EU'.

In addition for the full proposal...

2.1 Expected impacts - Describe how your project will contribute to:

- 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.)

Going deeper in the impact – key questions:

- What would be changes brought by introducing your innovation on the market?
- What is expected growth potential of your solution in terms of turnover, employment, market size, IP management, sales, return on investment and profit etc.?
- What are the estimated funding requirements to reach the market?

Going deeper in the impact – key questions:

- How will your project contribute in supporting Europe's competitiveness and innovation capacity?
 - Who in your project will benefit from the economic point of view (which sectors, SMEs, which part in Europe?)
 - Which parts of value chains will be tackled?
- Are there any barriers why your project will not achieved expected impact?
(regulatory framework, lack of standards???)

Key Performance Indicators



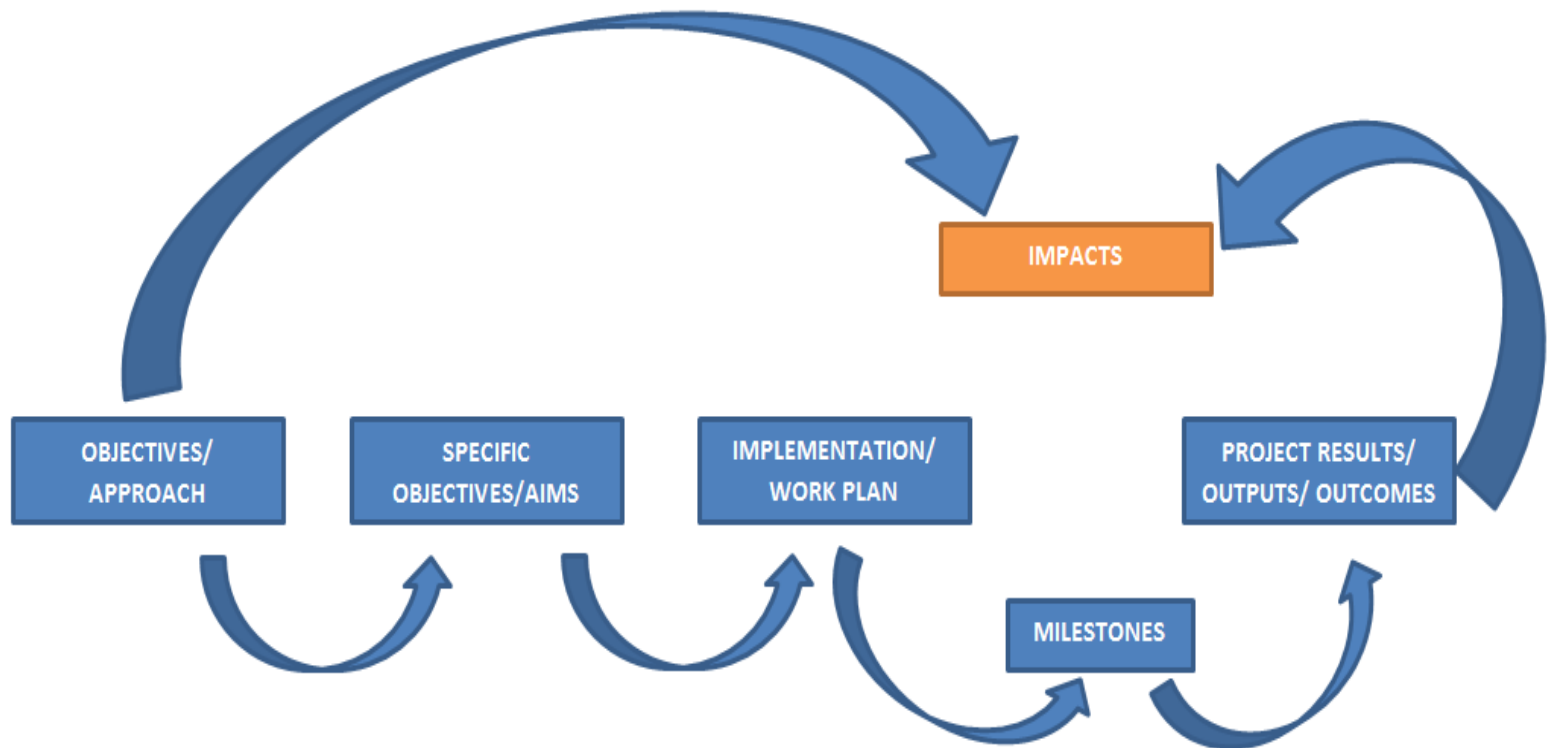
Define your indicators !!!

H2020 Indicators, Assessing the results and impact of H2020, EC-DG - RTD

Impact indicators represent what the successful outcome should be in terms of impact on the economy/society beyond those directly affected by the intervention.

- Patent applications and patents awarded in the different enabling and industrial technologies;
- Percentage of participating firms introducing innovations new to the company or to the market (covering the period of the project plus three years);
- Number of joint public-private publications;
- Number of prototypes and testing activities;
- New products, processes, and methods launched into the market;

Coherence of the different part of proposal



Impact expectation from the EC.....

2.2 Measure to maximise impact

a) *Dissemination and exploitation of results*

- *Provide a draft ‘**plan for the dissemination and exploitation of the project’s results**’ (unless the work programme topic explicitly states that such a plan is not required).*
- *For Innovation actions describe a credible path to deliver the innovations to the market.*
- *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.*
- *The approach to innovation should be as comprehensive as possible, and must be tailored to the specific technical, market and organisational issues to be addressed.*

Impact expectation from the EC.....

- Include the Business Plan when relevant;
- Management of research data generated and/or collected during the project:
 - *What types of data will the project generate/collect?*
 - *What standards will be used?*
 - *How will this data be exploited and/or shared/made accessible for verification and re-use?*
 - *If data cannot be made available, explain why.*
 - *How will this data be curated and preserved?*
- *Strategy for knowledge management and protection (IPR);*

Definition under H2020 Rules for Participation

- **Exploitation** “means the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities”;
- **Dissemination** “means the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium”.

Impact expectation from the EC.....

2.2 Measure to maximise impact

b) Communication activities

Describe the proposed communication measures for promoting the project and its findings during the period of the grant. Measures should be proportionate to the scale of the project, with clear objectives. They should be tailored to the needs of various audiences, including groups beyond the project's own community. Where relevant, include measures for public/societal engagement on issues related to the project.

- Dissemination & Exploitation as **own Work Package**
- **Dissemination plan:** which steps are required to bring your results to the community?
- What would you like to disseminate?
- To whom?
- Why?
- How?
- When?

Tips for your proposal!

Who belongs to your target group?

- Researchers
- Scientific community
- Creative industries companies
- Investors
- Clusters
- Customers
- End-users
- Press
- Multipliers



Tips for your proposal!

Ways for communication:

- When to disseminate what (flexibility in the beginning!) -> attract attention in the beginning, sell results at the end of the project!
- Don't forget about collaboration with other (related) projects
- Language might be adapted depending on target group
- Where to promote the project? (fairs, conferences, workshops, summer schools,...)
- How to promote via internet? (website, newsletter, webinars, blogs, new social media,...)
- Material to be generated: flyers, articles,...

Use the recommendations provided by the EC:

Communicating EU Research & Innovation – A guide for project participants DG Research: Communication Unit: research-eu@ec.europa.eu

<http://ec.europa.eu/research/index.cfm?pg=press&lg=en> European Guide on successful communications

http://ec.europa.eu/research/conferences/2004/cer2004/pdf/rtd_2004_guide_success_communication.pdf

Successful communication website

http://ec.europa.eu/research/science-society/science-communication/index_en.htm

(Case Histories, z.B. NEMO, EarlyNutrition, EPICA) Cordis:
http://cordis.europa.eu/home_en.html

Workshop exercise

Exercise for impact

1. Result	2. Main user	3. Importance for main user	4. Dissemination 5. Exploitation	6. Further steps after project end

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