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European Union and the Republic of Turkey

Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından  
finanse edilmektedir



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

Technical Assistance for Turkey in Horizon 2020 Phase-II  
EuropeAid/139098/IH/SER/TR

# Turkey in Horizon 2020 II

Developing a successful proposal for the  
H2020 WIDESPREAD Twinning Call

Section 2 - Impact

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Ankara, 24/07/2019



**REPUBLIC OF TURKEY**  
**MINISTRY OF INDUSTRY**  
**AND TECHNOLOGY**



# 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 the expected impact related to the **project achievements**



# 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)

## Increased research excellence of the coordinating institution in the particular field of research as a result of the twinning exercise

Analysis of the expected impact: ..

Contribution of the project to the expected impact: ..

Assessment Indicator: ..

Target: ..

Actions to reach the target: ..

Potential Barriers ..

Way to overcome: ..



# Expected impact – examples (2/3)

## Enhancing the reputation, attractiveness and networking channels of the coordinating institution

Analysis of the expected impact: ..

Contribution of the project to the expected impact: ..

Assessment Indicator: ..

Target: ..

Actions to reach the target: ..

Potential Barriers ..

Way to overcome: ..



# Expected impact – examples (3/3)

## Improved capability to compete successfully for national, EU and internationally competitive research funding

Analysis of the expected impact: ..

Contribution of the project 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 1/6

- 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 2/6

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

Phase	Months	Intensity	Focus	Main target audiences	Key dissemination channels
<b>Phase I</b>	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
<b>Phase II</b>	M03-M05	Strong	..	All the target groups and Media	Project Website and Social Media, Posters, Leaflets & Brochures, Press releases,
<b>Phase III</b>	M05-M08	Moderate	..	..	Project Website and Social Media, Posters, Leaflets & Brochures,, Press releases,

# Measures to maximise impact 3/6




## 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 4/6

- Define your Target Groups and Key Messages

Target Group	Key Message
<b>Farmers/NGOs</b> 	<ul style="list-style-type: none"><li>• Communicate benefits of Big Data in agriculture</li><li>• Promote model co-creation events: infodays</li><li>• Encourage participation in Residence programmes</li></ul>
<b>Government</b> 	<ul style="list-style-type: none"><li>• Promote model co-creation events: infodays for representatives from government agencies</li><li>• Promote project contributions to the national Smart Specialization Strategy</li></ul>
<b>Research community</b> 	<ul style="list-style-type: none"><li>• Inform on capacity building and development of new skills at coordinating institution</li><li>• Disseminate knowledge transfer among regional stakeholders</li></ul>

# Measures to maximise impact 5/6

- Analyze and explain your exploitation strategy

Example 1:

## Exploitation model e.g. Long-term sustainability of online course

Analysis of the exploitation model:

Users/Beneficiaries



# Measures to maximise impact 6/6

- Analyze and explain your exploitation models

Example 2:

Exploitation model e.g. Strategic exploitation of S&T Cluster of skills	
Analysis of the exploitation model:	
Users/Beneficiaries	



# 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





# IPR and Data Management

As relevant, include information on how the participants will **manage the research data generated and/or collected** during the project, in particular addressing the following issues:

- **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**?
- How will the costs for data **curation and preservation** be **covered**?



# Open Research Data Pilot

The Open Research Data Pilot has been extended to cover all Horizon 2020 topics for which the submission is opened on 26 July 2016 or later. Projects funded under this topic will therefore by default provide open access to the research data they generate, except if they decide to opt-out under the conditions described in Annex L of the Work Programme. Projects can opt-out at any stage, that is both before and after the grant signature.

## Recommendation:

Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020

[http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/oa\\_pilot/h2020-hi-oa-pilot-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf)



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# Questions?



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Teşekkür ederim!

Thank you!



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