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Technical Assistance for Turkey in Horizon 2020 Phase-II

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# Session 2. How to write part per part the IMPACT section

## Focused Group Training 14 on Horizon Europe Cluster 6:

Biodiversity-Food Systems-Circular Economy-Climate-Innovative Governance

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REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY



COMPETITIVE  
SECTORS  
PROGRAMME



TÜBİTAK

# Topics to cover:

- The template for IMPACT
- A suggested process flow – and variations on it
- Questions – concerns – worries to take care after

# Truths, myths (and legends...)

- Was for many years considered as THE less important section of a proposal
- Teams were happy to delegate 'someone else' to write it on their behalf
- Cared for too little (: close to absolutely minimum) input
- Usually few lines for individual exploitation and dissemination
- Main endemic disease: generic parts due to excessive and extensive copy-paste
- However: was of **equal importance** to the other parts
- Chances for a change are... good? Same bad as before? Don't know...

# New vs old:

- Two sections same as in the old templates:
- 2.1 Project's pathways towards impact [*e.g. 4 pages*]
- 2.2 Measures to maximise impact - Dissemination, exploitation and communication [*e.g. 5 pages*]

# Award Criteria

## How Proposals are evaluated

EXCELLENCE	IMPACT	IMPLEMENTATION
<ul style="list-style-type: none"><li>• Are objectives clearly identified?</li><li>• Is proposed work is ambitious?</li><li>• Goes beyond the state-of-the-art?</li><li>• Is proposal sound?</li></ul>	<ul style="list-style-type: none"><li>• Is the pathway suggested credible?</li><li>• Are outcome and impacts in line with WP?</li><li>• What's the scale of the contributions?</li><li>• Are measures to maximise impact suitable?</li></ul>	<ul style="list-style-type: none"><li>• Is the WP effective?</li><li>• Are risks identified?</li><li>• Effort assigned appropriate?</li><li>• Capacity and role of participants ?</li><li>• Consortium as a whole?</li></ul>


# It's all (again) contained in a box...

## *Impact – aspects to be taken into account.*

- Credibility of the pathways to achieve the expected outcomes and impacts specified in the work programme, and the likely scale and significance of the contributions due to the project.
- Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities.

# Section 2.1: Project's pathways towards impact

- Again the narratives!
- Provide a **narrative** explaining how the project's results are expected to make a difference in terms of impact, beyond the immediate scope and duration of the project. The narrative should include the components below, tailored to your project.
  - (a) Describe the unique contribution your project results would make towards (1) the **outcomes** specified in this topic, and (2) the **wider impacts** in the longer term, specified in the respective destinations in the work programme.

 *Be specific, referring to the effects of your project, and not R&I in general in this field.*

- But not only!!!

# Section 2.2: Measures to maximise impact - Dissemination, exploitation and communication





## Section 2.2: Measures to maximise impact - Dissemination, exploitation and communication (*cont'd*)

- Golden rule:
- No D, E or C activity that is unconnected to project activities
- No generic D, E and C activities
- Good to understand the difference between D and C – not always as trivial
- Concern / worry from the side of the proposers: is it worth to invest on this section?
- Answer is definitely yes!
- The excellence (Section 1) is a means to an end: seize challenges, achieve impacts and effectuate positive changes to the society
- This lies at the heart of *Pillar 2* ('Global challenges...'), the concepts of *Clusters* and the *Destinations*

## Section 2.3: Impact summary

- We already covered this in the first presentation (‘Key documents and procedures for preparing a proposal’)
- We suggest from this every proposal – be it a new one or a resubmission
- It is NOT about Impact **only**
- **Only** 2 of its 6 parts concern the Impact
- It is not as easy as it seems, needs time and practice
- It is good to be filled out interactively and by a team
- It is **all worth** if you run a workshop to cope with this

# For follow-up questions contact me at:

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# Q&A

Time to ask your  
questions!

Teşekkür ederim!

Thank you!

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