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TURKEY_{in}
HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

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

Turkey in Horizon 2020 II

‘Part B: IMPACT’

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Focused Group Training 14 on
Horizon Europe Twinning Call
29-30 June 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

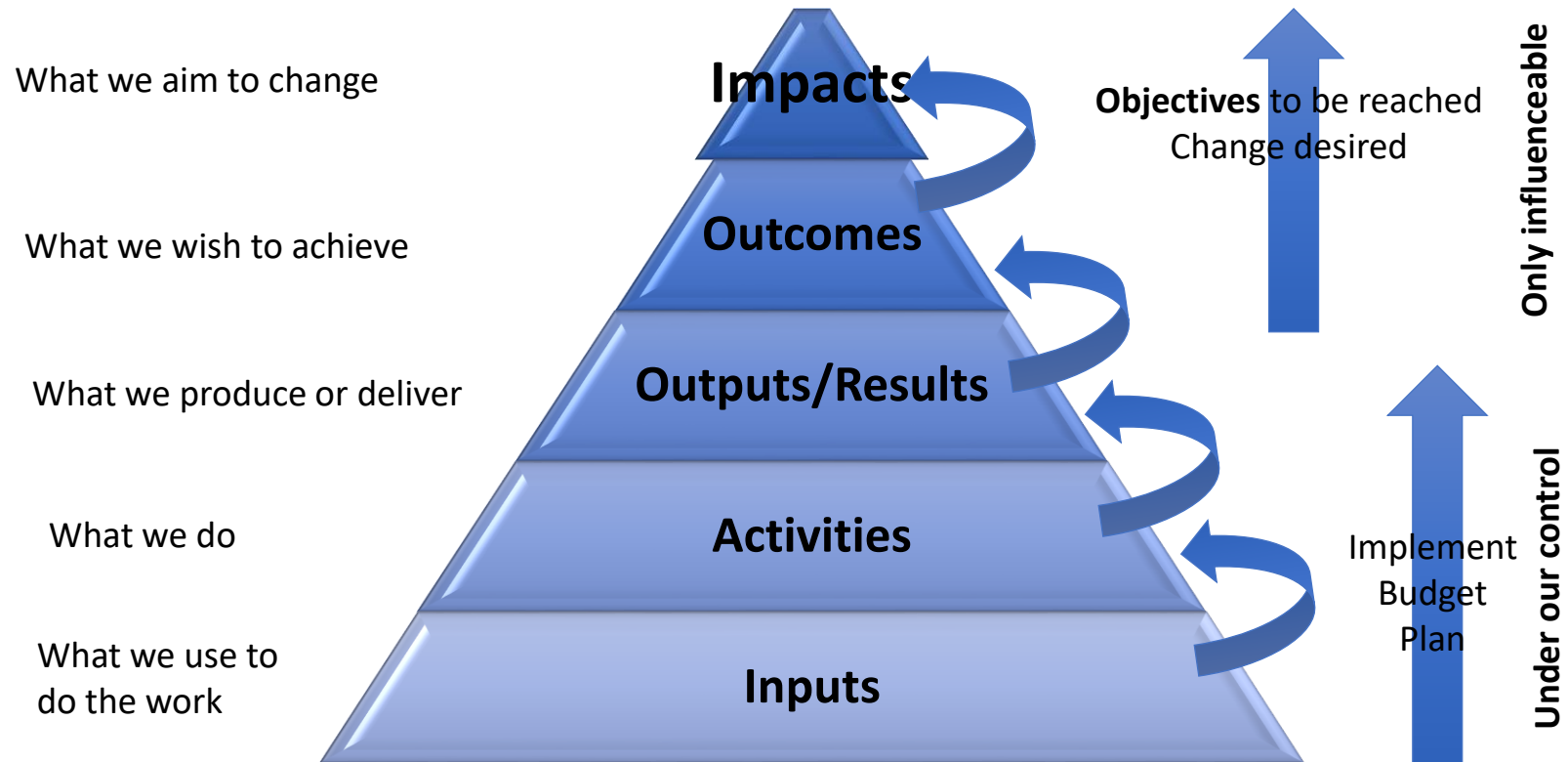


IMPACTS (HE TWINNING CALL)

- Increased science and innovation capacities for all actors in the R&I system in widening countries
- Structural changes leading to a modernised and more competitive R&I systems in eligible countries
- Reformed R&I systems and institutions leading also to increased attractiveness and retention of research talents
- Mobilisation of national and European resources for strategic investments
- Higher participation success in Horizon Europe and more consortium leadership roles

- Stronger linkages between academia and business and improved career permeability
- Strengthened role of the Higher Education sector in research and innovation
- Greater involvement of regional actors in R&I process
- Improved outreach to international scale for all actors
- A more consistent level of NCP support services across Europe
- An improved and professionalised NCPs in the widening countries, that would help simplify access to Horizon Europe calls, lowering the entry barriers for newcomers, and raising the average quality of proposals submitted.

Definition of different elements in an impact model



Inputs vs. Activities

Input

What we use to do the work

Resources that are used in the project to implement it (e.g. human resource /personnel/time, money, material resources, equipment). Inputs ensure that it is possible to deliver the intended results of a project.

Activity

What we do

Actions associated with delivering the project objectives. In other words, they are what the involved people do in order to achieve the objectives of the project (e.g. research activities, development of reports and training programmes, development of a policy paper, etc.).

Outputs vs. Outcomes vs. Impacts

Output <i>What we produce or deliver</i>	<u>What is produced during the implementation</u> of an activity (tangible goods and services), what is achieved immediately after implementing an activity. Outputs have no effect if they are not known and not used.
Outcome/Result <i>What we wish to achieve</i>	<u>Mid-term results that are linked to the project aim.</u> A change of behavior, knowledge, policy or practice based on an uptake and absorption of the work. It can be influenced through communication and dissemination, engagement, etc.
Impact <i>What we aim to change</i>	Long-term result/consequence beyond the project, which contributed to the change/benefit to economy, society, public services, environment, health, etc.

From Activities to Impacts



OUTCOME = what happens, if our **target group uses** our outputs!

- they become more knowledgeable (enlightenment!) or
- produce better products or
- reduce the ecological footprint

IMPACT = what happens **by use or non-use** of others than our primary target group (i.e. a 'secondary' or even 'not-intended audience')

Types of effects / impacts

- **Results-oriented impacts:** usually quantitative measurable results (e.g. creation of jobs, new publications, patents, reduction etc.)
- **Behavioural impacts:** changes in the (social, economic, ...) behaviour (e.g. changes concerning innovative behaviour, change of environmental behaviour, change of images & awareness etc.)

Various categories of impacts

- **Scientific/Academic/Research:** This avenue generally focuses on the possible publications, conferences, or any other opportunities that can arise as a result of this project to promote the research field.
- **Socio-economic:** Here, researchers often touch on the new possibilities for job creation, important policy outputs, and overall social benefits of their project.
- **Environmental:** Such applications mostly refer to policy papers or guidance documents produced as a result of the research project.
- **Public engagement:** In this selected avenue, researchers describe varying ways to publicly engage through communication strategies, education, media or social media outlets, and user groups.

Eleven dimensions of the impacts

➡ Science impacts: Knowledge, Research activities, Training	➡ Organization impacts: Planning, Work organization, Administration, Human resources
➡ Technology impacts: Products, Processes, Services, Know-how	➡ Health impacts: Public health, Health systems
➡ Economy impacts: Production, Financing, Investments, Commercialisation, Budget	➡ Environment impacts: Management of natural resources and the environment, Climate and meteorology
➡ Culture impacts: Knowledge, Know-how, Attitudes, Values	➡ Symbolic impacts: Legitimacy/credibility/visibility
➡ Society impacts: Welfare, Discourses and actions of groups	➡ Training impacts: Curricula, Pedagogical Tools, Qualifications, Graduates, Insertion into the job market, Fitness of training/work, career, use of acquired knowledge
➡ Policy impacts: Policymakers, Citizens, Public programs, National security	

Source: Godin and Doré, 2006

CSA – PART B

EXCELLENCE

- 1.1 Objectives
- 1.2 Coordination and/or support measurers and Methodology

IMPACT

- 2.1 Project's pathways to impact
- 2.2 Measures to maximise impact Dissemination, Exploitation and Communication
- 2.3 Summary

IMPLEMENTATION

- 3.1 Work plan and Resources
- 3.2 Capacity of participants and consortium as a whole

B2. IMPACT

2.1 Project's pathways to impact (4 pages)

2.2 Measures to maximise impact Dissemination
Exploitation and Communication (5 pages incl.2.3)

2.3 Summary

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.

B2.1 Project's pathways towards impact

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.

- 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.

B2.1 Project's pathways towards impact (2)

- Describe **any requirements and potential barriers** - arising from factors beyond the scope and duration of the project - that may determine whether the desired outcomes and impacts are achieved. These may include, for example, other R&I work within and beyond Horizon Europe, etc. Indicate if these factors might evolve over time. **Describe any mitigating measures you propose, within or beyond your project, that could be needed should your assumptions prove to be wrong, or to address identified barriers.**
- Give an indication of the scale and significance of the project's **contribution to the expected outcomes and impacts**, should the project be successful. Provide quantified estimates where possible and meaningful.

EXAMPLE

- **Expected Impact 1** - Increased research excellence of the coordinating institution in the R&I domain as a result of the twinning exercise
- **Expected Impact 2** - Enhancing the reputation, attractiveness and networking channels of the coordinating institution
- **Expected Impact 3** - Improved capability to compete successfully for national, EU and internationally competitive research funding
- **Expected Impact 4** - Illustrate quantitatively and qualitatively the expected potential impact of the twinning exercise within the coordinating institution (and possibly at regional/national level) based on indicators like expected future publications in peer reviewed journals, collaboration agreements with businesses, intellectual property, new innovative products or services

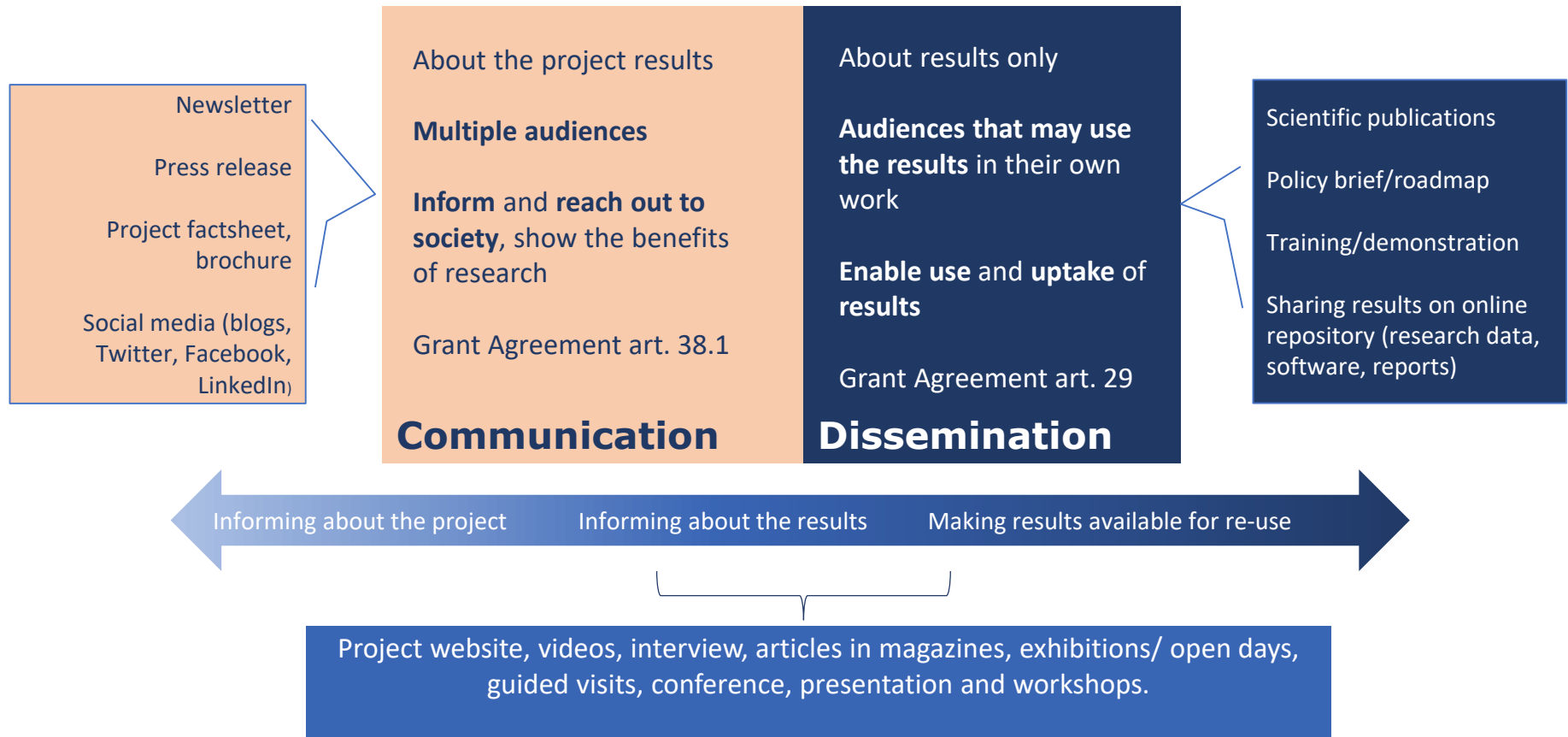
Impact measurement

- Identify your **baseline** (starting point), make regular reviews to track change
- Use **qualitative** data from interviews/feedback and collected evidence
 - Feedback e.g. in mails, personal statements, testimonials, focus groups, collected media coverage, awards, reports, evidence of policy debate, changes to guidelines, policies, legislation, regulation, clinical practice, etc.
- And **quantitative** data and statistics
 - E.g. **Scientific impacts**
 - Number of publications
 - Number of workshops and conferences (# of participants, geographical distribution, etc.)
 - Number of doctoral theses
 - E.g. **Public outreach impacts**
 - media coverage, social media user interactions, website user statistics
 - E.g. **Policy impacts**
 - Citation in strategies, policies, by international bodies, in parliamentary debate, etc.
- Identify and communicate **data requirements**
 - E.g. from event organisers => basic event-related data, survey/registration, invested efforts, participation in funding schemes/programmes
 - e.g. for important milestones create an ex-ante survey (focus: expectations/motivations), an on site assessment survey and interviews (focus: satisfaction/feedback), a ex-post assessment survey (focus: lasting effects)

B2.2 Measures to maximise impact - Dissemination, exploitation and communication

- Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'.
- Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (e.g. scientific community, end users, financial actors, public at large).
- Outline your strategy for the management of intellectual property, foreseen protection measures, such as patents, design rights, copyright, trade secrets, etc., and how these would be used to support exploitation.

What is the difference Communication - Dissemination?

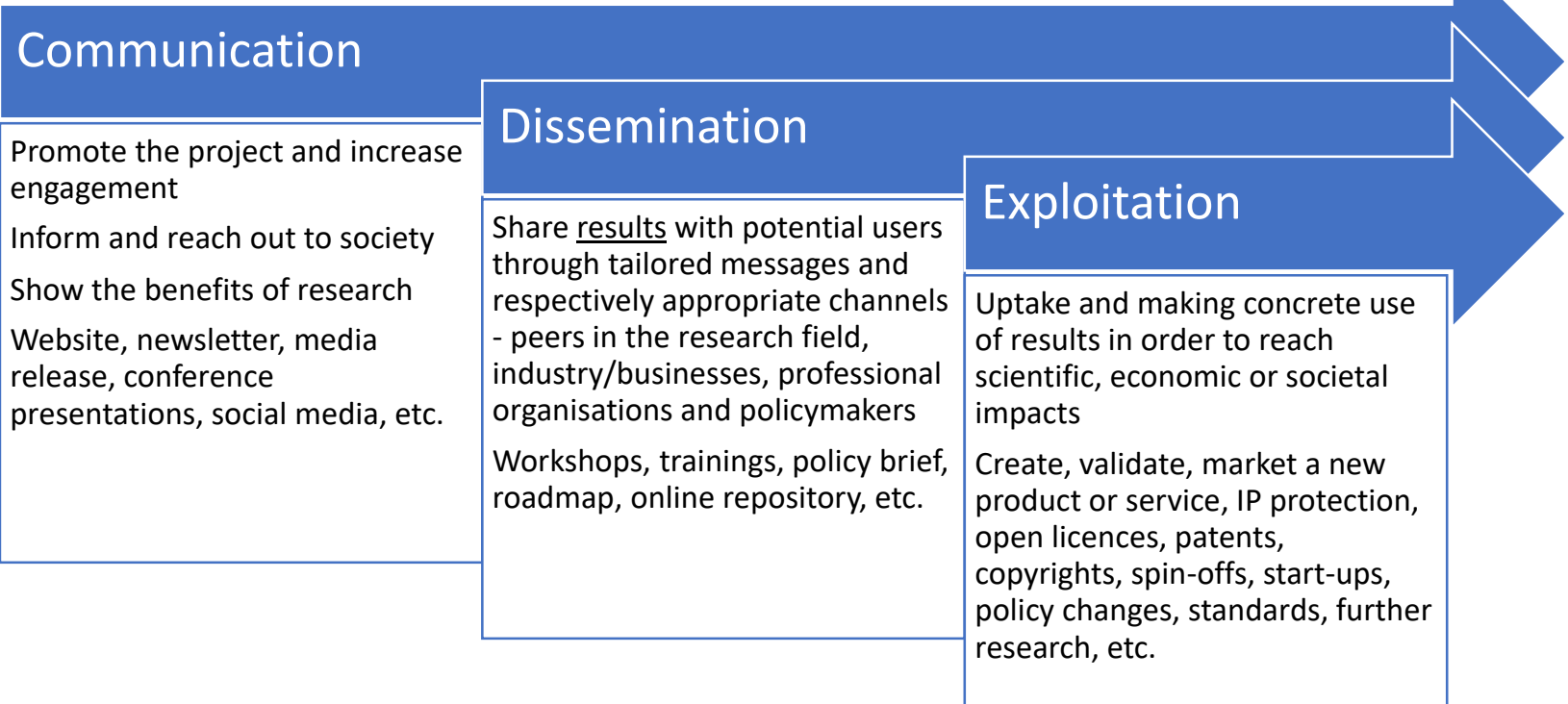


What is the difference Dissemination - Exploitation?



Measures to maximise impacts

Pathways to impact are full of loops, revisions, dead ends and iterations, but a linear model helps to outline the plans



Develop roadmaps and plans to outline the most appropriate ways to send appropriate messages to the identified target groups.

INFO BOX

“The primary purpose of the DEC strategy is to warrant that all non-sensitive results gained within the project are made available to stakeholders concerned as well as the general public allowing for their further (commercial and/or scientific) exploitation in cooperation with or, if transferred, upon agreement from the project consortium.”

Conceptualising the DEC Plan

The CDE PLAN consists of two major parts: 1. Communication: Approach, methods, instruments

Provisional table of contents for the communication part:

- 1. *Executive Summary***
- 2. *Measures & Objectives for project's communication***
- 3. *Stakeholders & Target audiences***
 - 3.1. Ukraine*
 - 3.2. EU MS*
- 4. *Corporate visual project identity***
 - 4.1. Description of fonts, colours, visual requirements to be used*
- 5. *Communication tools, methods and messages***
 - 5.1 Project website*
 - 5.2. Social media accounts*
 - 5.3. Printed PR material*
 - 5.4. Communication schedule, key messages, methods, milestones*
- 6. *Monitoring the output and impact of comm. Activities (including KPIs)***
- 7. *Conclusions and potential risks (covering DEC in total)***

Conceptualising the DEC Plan

The CDE PLAN consists of two major parts: 2. Dissemination & Exploitation: Approach, methods, instruments

Provisional table of contents for the dissemination & exploitation part:

- 1. Executive Summary**
- 2. Measures & Objectives for project's dissemination & exploitation*
- 3. Responsible Research and Innovation (RRI) in dissemination and exploitation*
- 4. Target groups*
- 5. Dissemination channels to harness exploitation opportunities and their links to impact*
- 6. Exploitation opportunities and their links to impact*
- 7. Schedule of dissemination and exploitation activities*
- 8. Monitoring the outputs and impact of dissemination activities (incl. KPIs)*
- 9. Sustainability considerations – how to make project outputs and outcomes sustainable*
- 10. IPR**

B2.3 Summary

- Provide a summary of this section by presenting in the canvas below the key elements of your project impact pathway and of the measures to maximise its impact.

KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS <i>What are the specific needs that triggered this project?</i>	EXPECTED RESULTS <i>What do you expect to generate by the end of the project?</i>	D & E & C MEASURES <i>What dissemination, exploitation and communication measures will you apply to the results?</i>
TARGET GROUPS <i>Who will use or further up-take the results of the project? Who will benefit from the results of the project?</i>	OUTCOMES <i>What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?</i>	IMPACTS <i>What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?</i>

What evaluators of Horizon EUROPE proposals are looking for

The evaluators pay particular attention to:

- Expected impacts described for the topic of the project
- Key performance indicators (KPIs) including target values
- Enhancing innovation capacity and integration of new knowledge
- Strengthening competitiveness and growth of industrial partners by developing and delivering innovations meeting market needs
- Other environmental or social impacts...

They evaluate **effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project...**

Be a good partner for impact maximisation

- Support **communication, dissemination, exploitation** opportunities (locally, regionally, nationally and internationally)
- Provide a “**use case**” to test the research results, e.g. technologies developed and organised broad and structured feedback that feeds into further iterations
- Provide **access** to markets or user groups to improve uptake and application of the research results or commercialisation
- Provide **sustainability** perspectives (long-term visibility and use)

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