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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

Developing a successful proposal for the Horizon WIDERA Teaming Call

Section 2 - Impact

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COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

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?

Results

Results' means any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights…

Key results are the **outputs generated during the project which can be used and create impact**, either by the project partners or by other stakeholders

Project results can be **reusable and exploitable** (e.g. inventions, prototypes, services) as such, or elements (knowledge, technology, processes, networks) that have potential to contribute for further work on research or innovation

Pathway to impact

- *"**Logical steps towards the achievement of the expected impacts** of the project over time, in particular beyond the duration of a project.*
- *A pathway begins with the **projects' results**, to their **dissemination**, **exploitation** and **communication**, contributing to the **expected outcomes** in the work programme topic, and ultimately to the **wider scientific, economic and societal impacts** of the work programme **destination.**"*

Results, outcomes and impacts

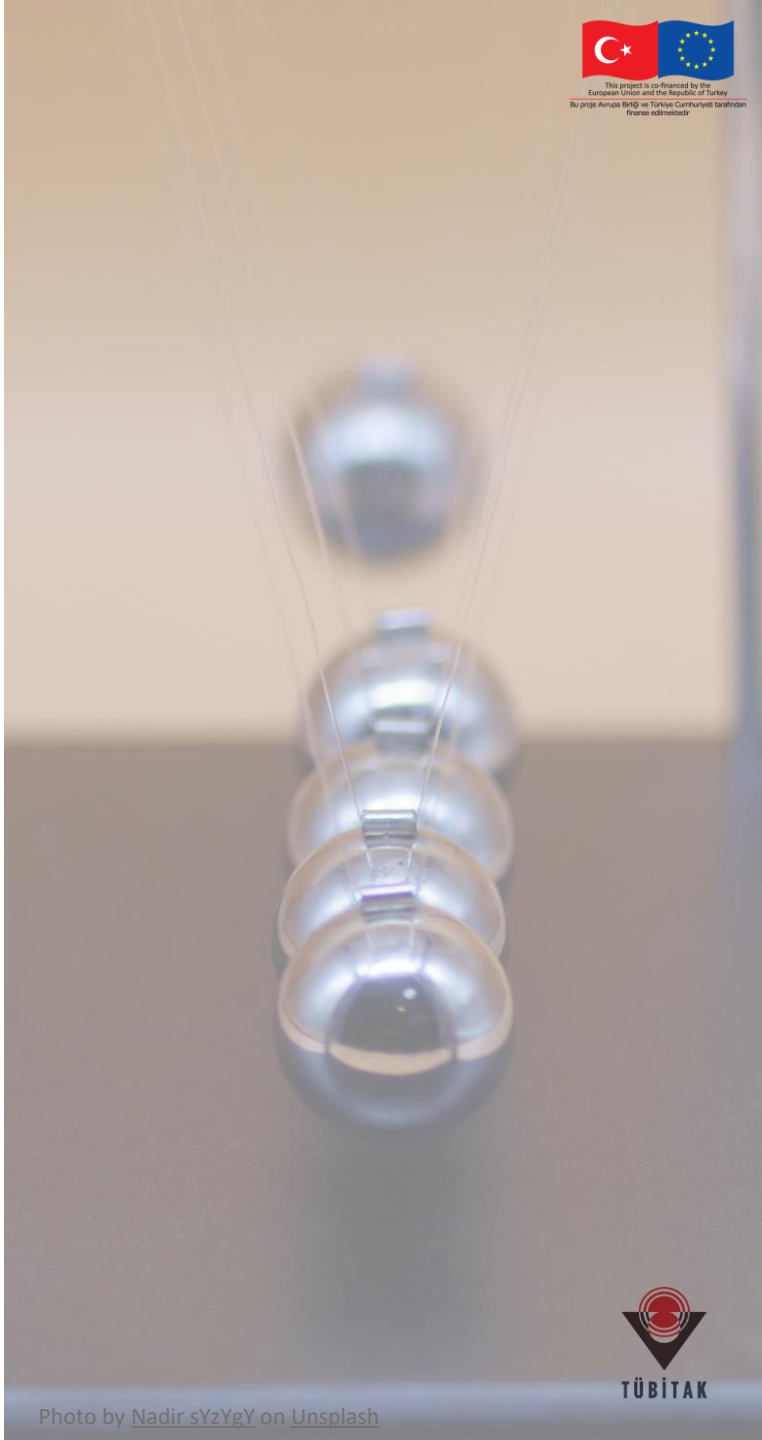
Additional specification:
- Research outputs

2. 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



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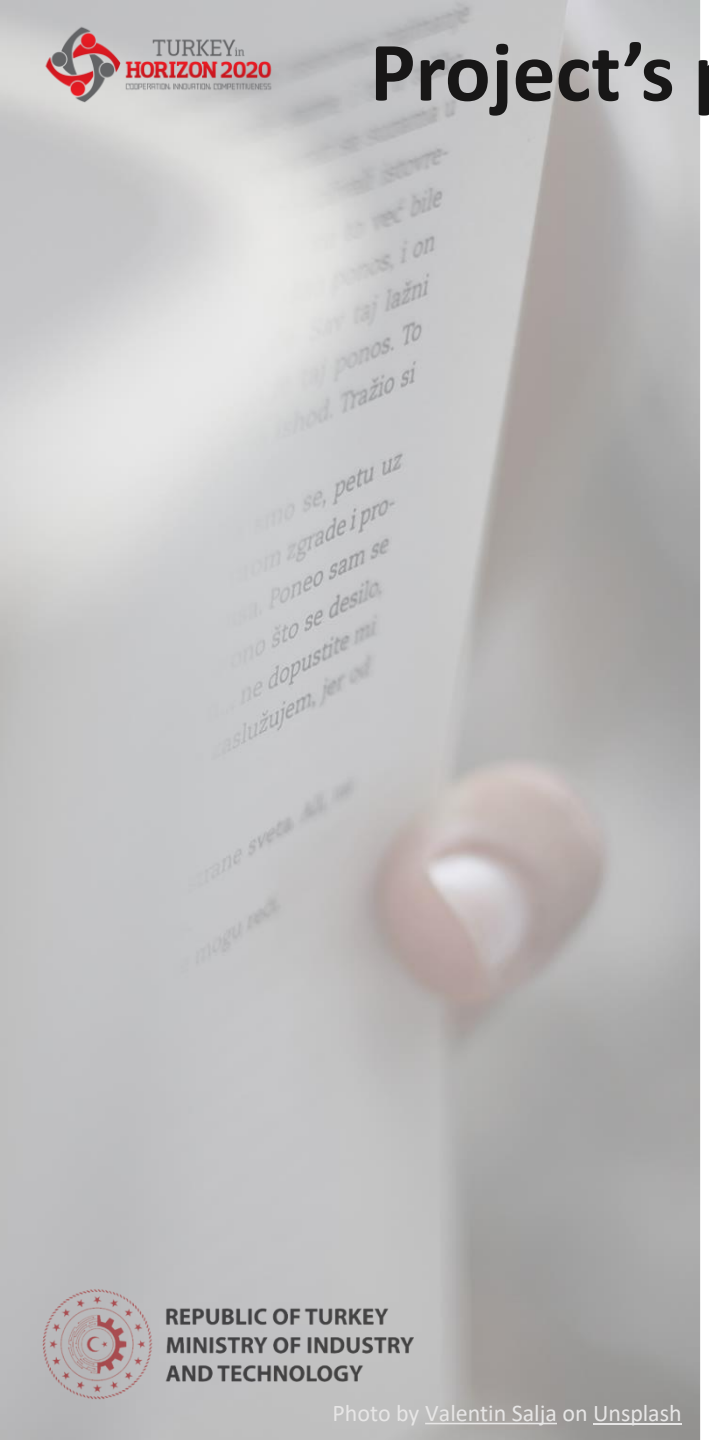
2. Impact

The results of your project should make a contribution to the expected outcomes set out for the work programme topic over the medium term, and to the wider expected impacts set out in the 'destination' over the longer term.

Show how your project could **contribute** to:

- the outcomes and impacts described in the work programme,
- the likely scale and significance of this contribution, and
- the measures to maximise these impacts.

Project's pathways towards impact 1/5



- 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.

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Project's pathways towards impact 2/5

Describe the **unique contribution** your project results would make towards

1. the *outcomes* specified in this topic,
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.
- ❑ State the **target groups** that would benefit. Break target groups into **particular interest groups** or segments of society relevant to this project.
- ❑ The *outcomes* and impacts of your project may be:
  - Scientific
  - Economic/technological
  - Societal

- ✓ *Only include such outcomes and impacts where your project would make a significant and direct contribution.*
- ✓ *Avoid describing very tenuous links to wider impacts.*
- ✓ *Include any potential negative environmental outcome or impact of the project.*
- ✓ *Where relevant, explain how the potential harm can be managed.*

Project's pathways towards impact 3/5

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
- **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

❑ This does not include the critical risks inherent to the management of the project itself, which should be described below under 'Implementation'.

Project's pathways towards impact 4/5

- 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

- ❑ Explain your **baselines, benchmarks** and **assumptions** used for those estimates
- ❑ Wherever possible, quantify your estimation of the **effects** that you expect from your project
- ❑ Explain **assumptions** that you make, referring for example to any relevant studies or statistics
- ❑ Where appropriate, try to use only **one methodology** for calculating your estimates: not different methodologies for each partner, region or country (the extrapolation should preferably be prepared by one partner).
- ❑ Your estimate must relate to **this project only** - the effect of other initiatives should not be taken into account

Project's pathways towards impact 5/5

[ProjName] significant contributions

Call Expected OUTCOME #1: xxx		
[10-15 lines briefly explaining how the project addresses this OUTCOME and clearly describing all baselines, benchmarks, assumptions used for quantified estimates]		
Success Indicators and Target Values	**Scale**	*Scale refers to how widespread the outcomes and impacts are likely to be. For example, in terms of the size of the target group, or the proportion of that group, that should benefit over time*
	Significance	*Significance refers to the importance, or value, of those benefits. For example, number of additional healthy life years; efficiency savings in energy supply*

Requirements and potential barriers beyond the scope and duration of the project

Barrier 1: …
Mitigation measures: …
Barrier 2: …
Mitigation measures: …

Definitions

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Communication

Communication measures should promote the project throughout the full lifespan of the project. The aim is **to inform and reach out to society and show the activities performed, and the use and the benefits the project** will have for citizens.

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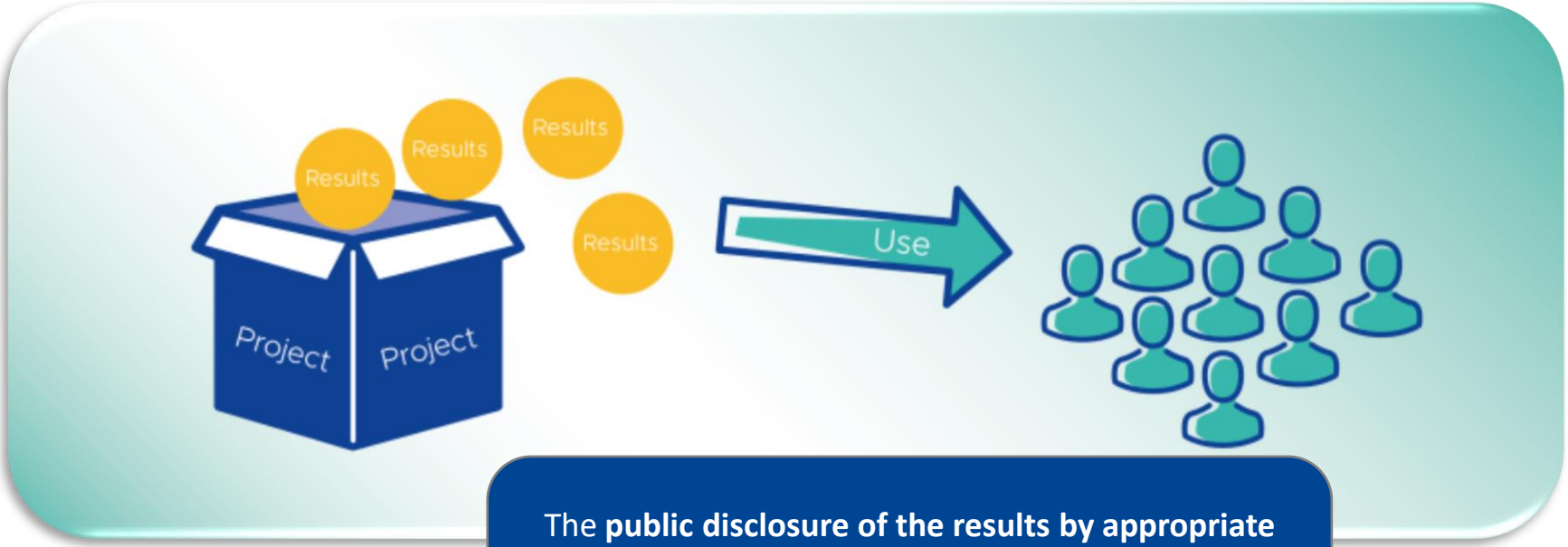
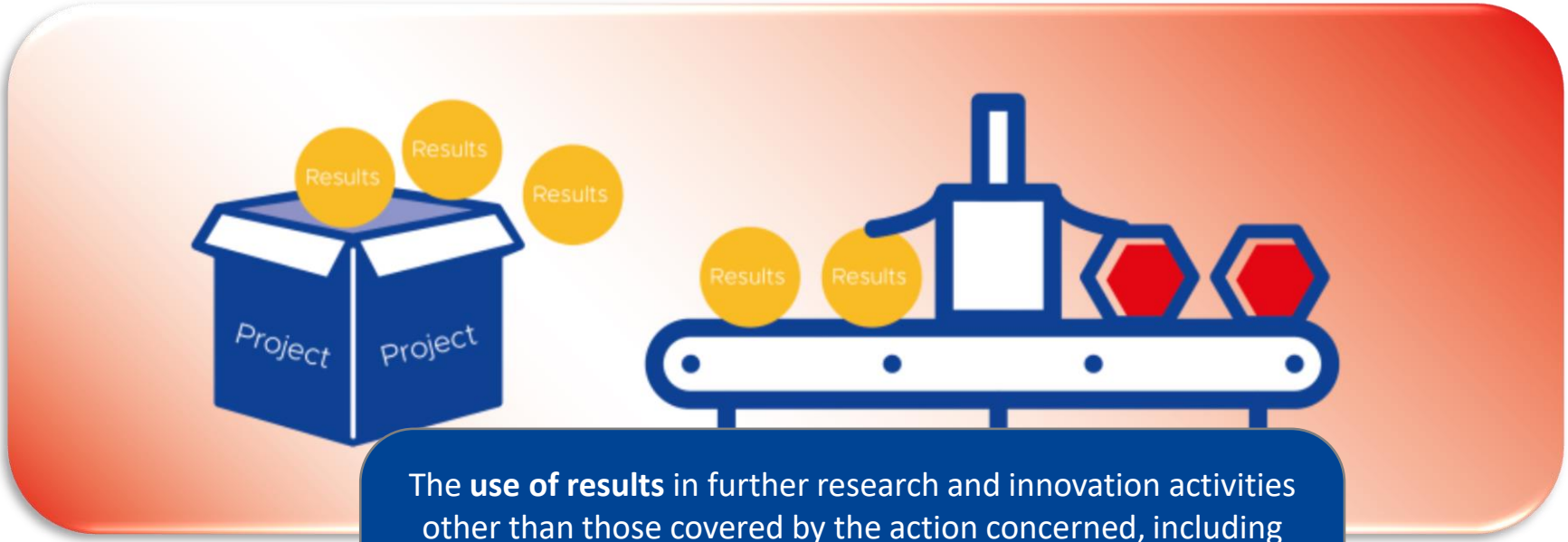
Dissemination



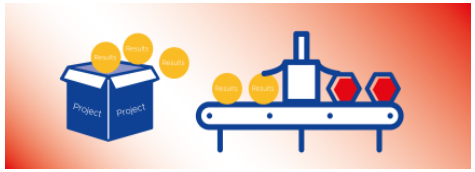
The **public disclosure of the results by appropriate means**, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

Exploitation



The **use of results** in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

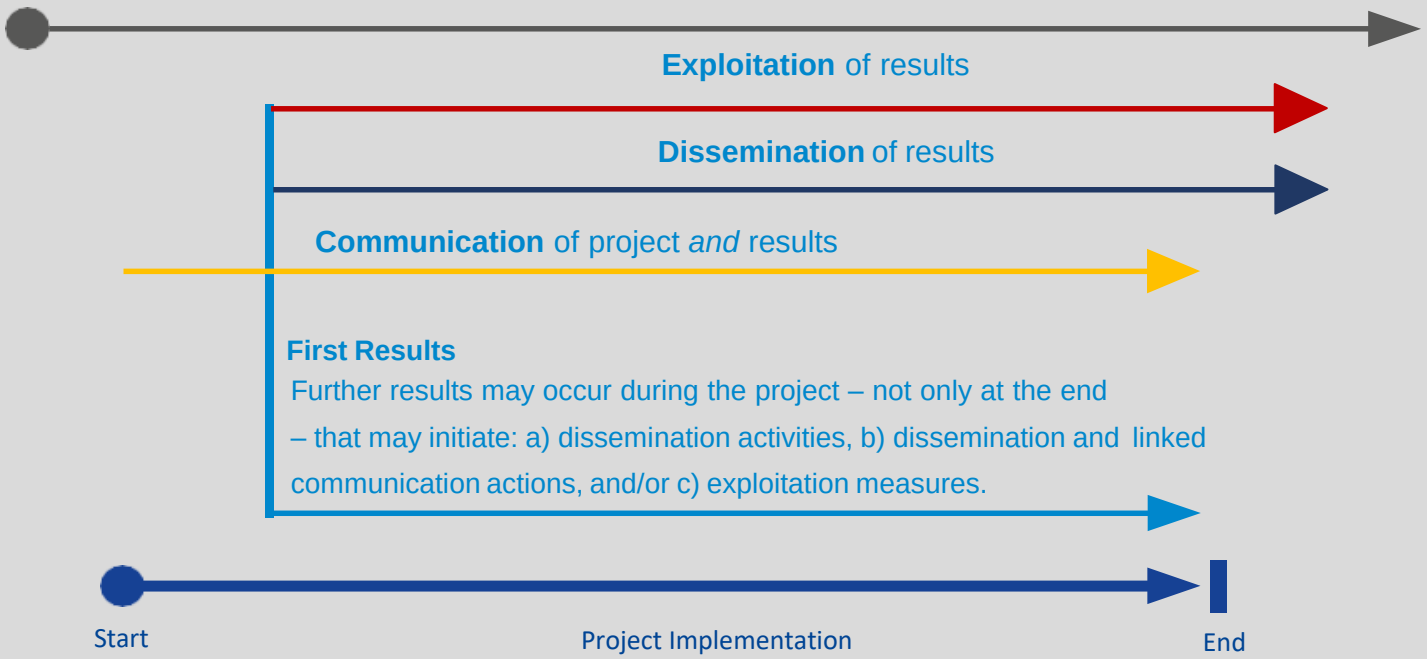
Summarizing…

Communication	Dissemination	Exploitation	
			
Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.	**Transfer knowledge & results** with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.	**Effectively use project results** through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.	Objective
Inform about and promote the project AND its results/success.	**Describe** and **ensure results available** for others to **USE** ➡ focus on results only!	**Make concrete use** of research results (not restricted to commercial use.)	Focus
Multiple audiences beyond the project's own community incl. media and the broad public.	Audiences that may take an interest in the potential **USE** of the results (e.g. scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.	Target Audience

Timing

Strategic planning of communication, dissemination and exploitation activities **already starts before the project** at the proposal stage.

Plans need to be constantly monitored, reviewed and potentially adjusted throughout the course of the project.



Potential tools

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Potential tools

First **define the purpose** of the communication, dissemination and/or exploitation measure, and **who is addressed by it**, then **identify the right tool** and **carry out the activity** that will optimally convey your message.

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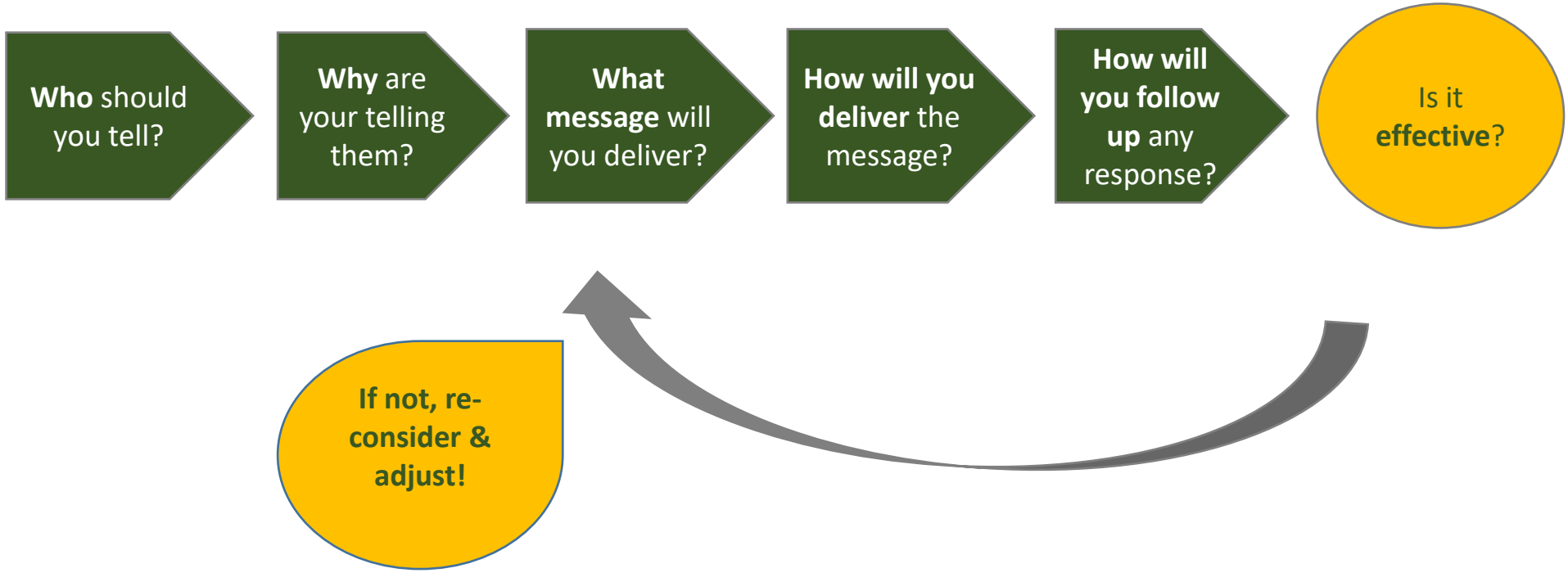
Monitoring



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Measures to maximise impact - Dissemination, exploitation and communication 1/9

- 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

❑ In case your proposal is selected for funding, a more detailed 'plan for dissemination and exploitation including communication activities' will need to be provided as a ***mandatory project deliverable*** within **6 months** after signature date. This plan shall be periodically updated in alignment with the project's progress

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Measures to maximise impact - Dissemination, exploitation and communication 2/9

- Communication measures should promote the project throughout the full lifespan of the project.
  - The aim is to **inform and reach out** to society and show the activities performed, and the use and the benefits the project will have for citizens.
  - Activities must be **strategically planned**, with **clear objectives**, start at the outset and continue through the lifetime of the project.
  - The description of the communication activities needs to **state the main messages** as well as the **tools and channels** that will be used to reach out to each of the chosen target groups.

Measures to maximise impact - Dissemination, exploitation and communication 3/9

- 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.

Measures to maximise impact - Dissemination, exploitation and communication 4/9

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

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

Measures to maximise impact - Dissemination, exploitation and communication 5/9

Measures to maximize dissemination, exploitation & communication

Phase	*Phase name*	*Duration*	*Brief Description*
Phase I		Mxx-Mxx	..
Phase II		Mxx-Mxx	..
Phase III		Mxx-Mxx	..

Target Groups

Key Target Groups	*Indicative actors*	*Short Term End of [ProjName]*	*Long Term After 2030*

Measures to maximise impact - Dissemination, exploitation and communication 6/9

- All measures should be proportionate to the scale of the project, and should contain **concrete actions** to be implemented both **during and after** the end of the project.
  - Your plan should give due consideration to the possible follow-up of your project, once it is finished.
  - In the justification, explain why each measure chosen is best suited to reach the target group addressed.
  - Where relevant, and for innovation actions, in particular, describe the measures for a plausible path to commercialise the innovations.

- If exploitation is expected primarily in non-associated third countries, justify by explaining how that exploitation is still in the Union's interest.

- Describe possible **feedback to policy measures** generated by the project that will contribute to designing, monitoring, reviewing and rectifying (if necessary) existing policy and programmatic measures or shaping and supporting the implementation of new policy initiatives and decisions.

Measures to maximise impact - Dissemination, exploitation and communication 7/9

Main message(s), tool(s), channel(s)

Target Groups	*Information (I) & Message Target (MT)*	*Medium/exploitation channel*
…		
Metrics & KPIs		

Measures to maximise impact - Dissemination, exploitation and communication 8/9

- Outline your strategy for the management of intellectual property, foreseen protection measures, , such as patents, design rights, copyrights, trade secrets, etc., and how these would be used to support exploitation

- ❑ If your project is selected, you will need an appropriate consortium agreement to **manage the ownership and access to key knowledge** (IPR, research data etc.). Where relevant, these will allow you, collectively and individually, to pursue market opportunities arising from the project.
- ❑ **If your project is selected, you must indicate the owner(s) of the results (results ownership list) in the final periodic report.**

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Measures to maximise impact - Dissemination, exploitation and communication 9/9

Strategy for the management of intellectual property

	Key Exploitable Result (KER)	Type of Result	Owner(s)	Clients (C), Users (U)	Sales Channels	Means of Exploitation
KER1 (main)						
KER2						
KER3						
KER4						
KER5						
KER6						

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Summary - Key Elements of the Impact Section

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
What are the specific needs that triggered this project? Example 1 Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers. Example 2 Electronic components need to get smaller and lighter to match the expectations of the end-users. At the same time there is a problem of sourcing of raw materials that has an environmental impact.	*What do you expect to generate by the end of the project?* Example 1 **Successful large-scale demonstrator:** **Successful large-scale demonstrator:** Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management. **Algorithmic model:** Novel algorithmic model for proactive airport passenger flow management. Example 2 Publication of a **scientific discovery on transparent electronics.** New product: More sustainable electronic circuits. **Three PhD students trained.**	*What dissemination, exploitation and communication measures will you apply to the results?* Example 1 **Exploitation:** Patenting the algorithmic model **Dissemination towards the scientific community and airports:** Scientific publication with the results of the large-scale demonstration. **Communication towards citizens**: An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives. Example 2 **Exploitation of the new product:** Patenting the new product; Licencing to major electronic companies. **Dissemination towards the scientific community and industry:** Participating at conferences; Developing a platform of material compositions for industry; Participation at EC project portfolios to disseminate the results as part of a group and maximise the visibility vis-à- vis companies.

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Summary - Key Elements of the Impact Section

TARGET GROUPS	OUTCOMES	IMPACTS
Who will use or further up-take the results of the project? Who will benefit from the results of the project?	*What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?*	*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?*
Example 1 **9 European airports:** Schiphol, Brussels airport, etc. **The European Union aviation safety agency.** **Air passengers (indirect).** Example 2 **End-users:** consumers of electronic devices. **Major electronic companies**: Samsung, Apple, etc. **Scientific community** (field of transparent electronics)	Example 1 **Up-take by airports:** 9 European airports adopt the advanced forecasting system demonstrated during the project. Example 2 **High use of the scientific discovery published** (measured with the relative rate of citation index of project publications). **A major electronic company** (Samsung or Apple) **exploits/uses the new product** in their manufacturing.	Example 1 **Scientific:** New breakthrough scientific discovery on passenger forecast modelling. **Economic:** Increased airport efficiency Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs. Example 2 **Scientific**: New breakthrough scientific discovery on transparent electronics. **Economic/Technological:** A new market for touch enabled electronic devices. **Societal:** Lower climate impact of electronics manufacturing (including through material sourcing and waste management)

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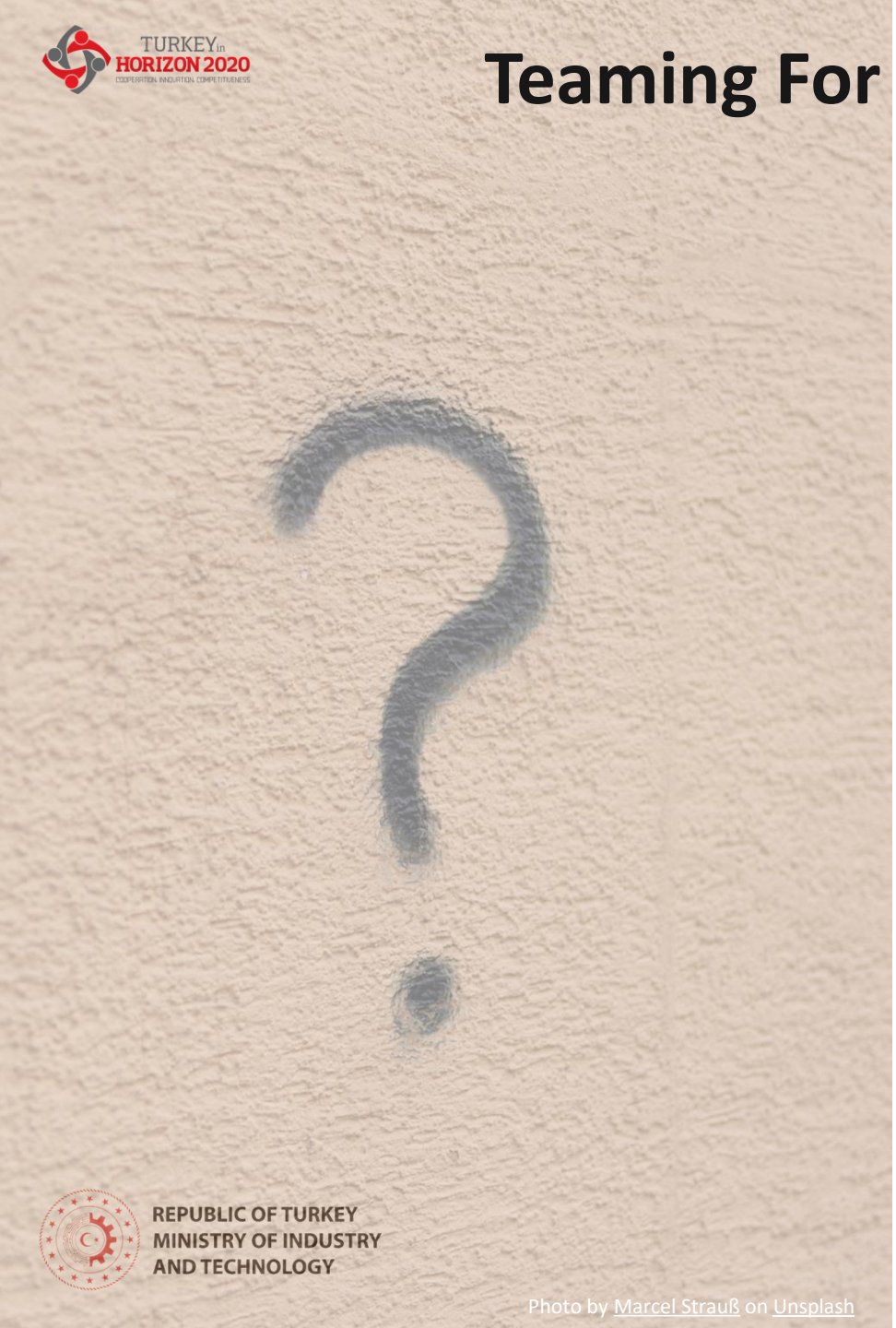
Teaming For Excellence: Impact



Q & A

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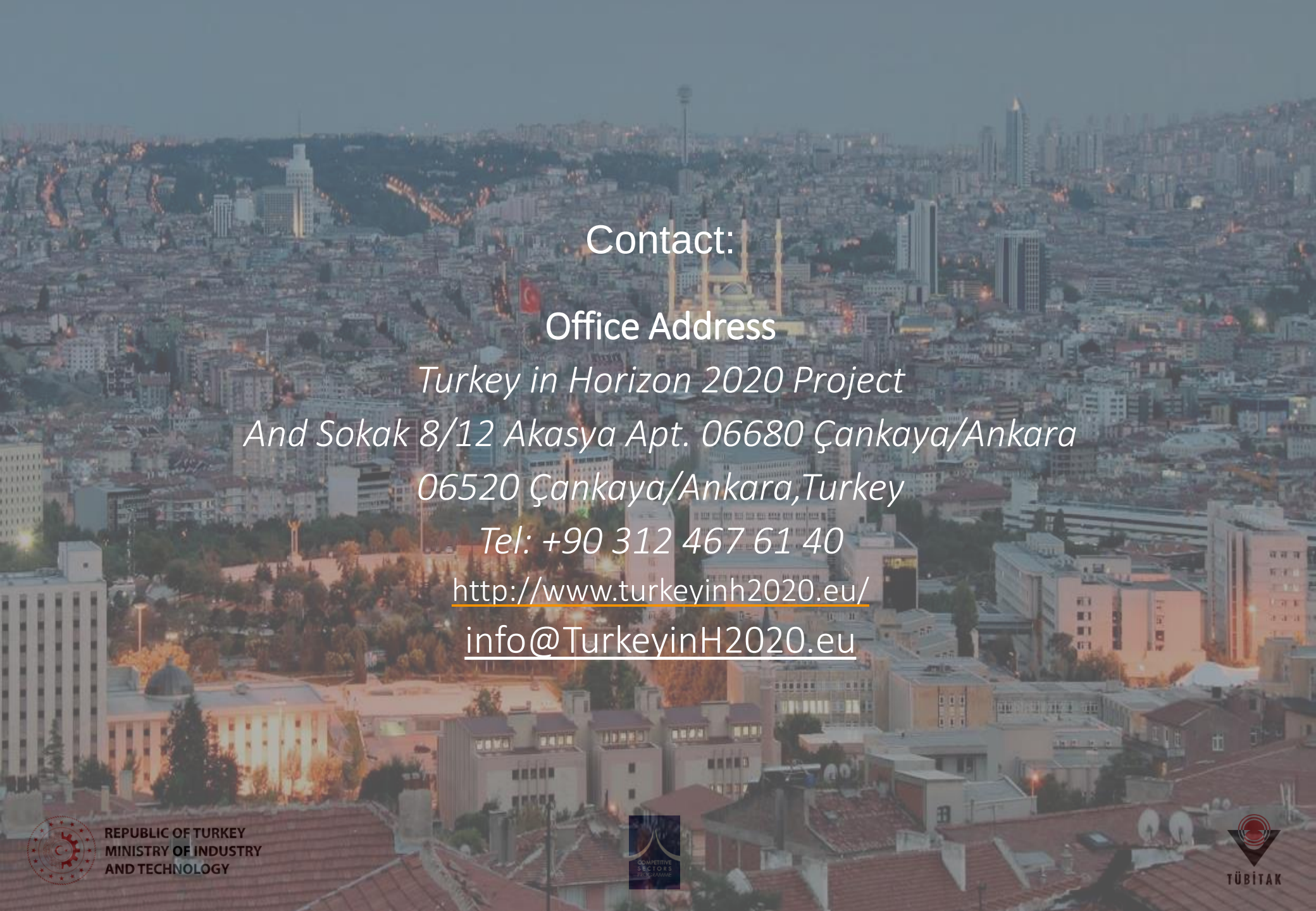

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