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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 Project

General & Introductory Training on Social Innovation

Social Innovation- The concept and its relevance

Wolfgang Haider

Centre for Social Innovation



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



- I. What does "impact" mean to you?
- II. What does "social impact" mean to you?
- III. What do you expect from this training?

Content

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I. Definition

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Sources for this presentation:

- Public available information and presentations (including Horizon related Logos and graphics) from official sites of the European Commission/REA/CORDIS.
- Scientific literature
- Project documentation from EU funded projects Liverur, SI_DRIVE, (sources: ZSI team members: Gorazd Weiss, Stefan Philipp, Barbara Kislinger), CATRIN (proposal, Edina Ocsko: E40)
- Please note that **this information included serves only for information purposes**, for up-to date information and calls please always refer to: <https://ec.europa.eu/info/funding-tenders>

Impact Assessment

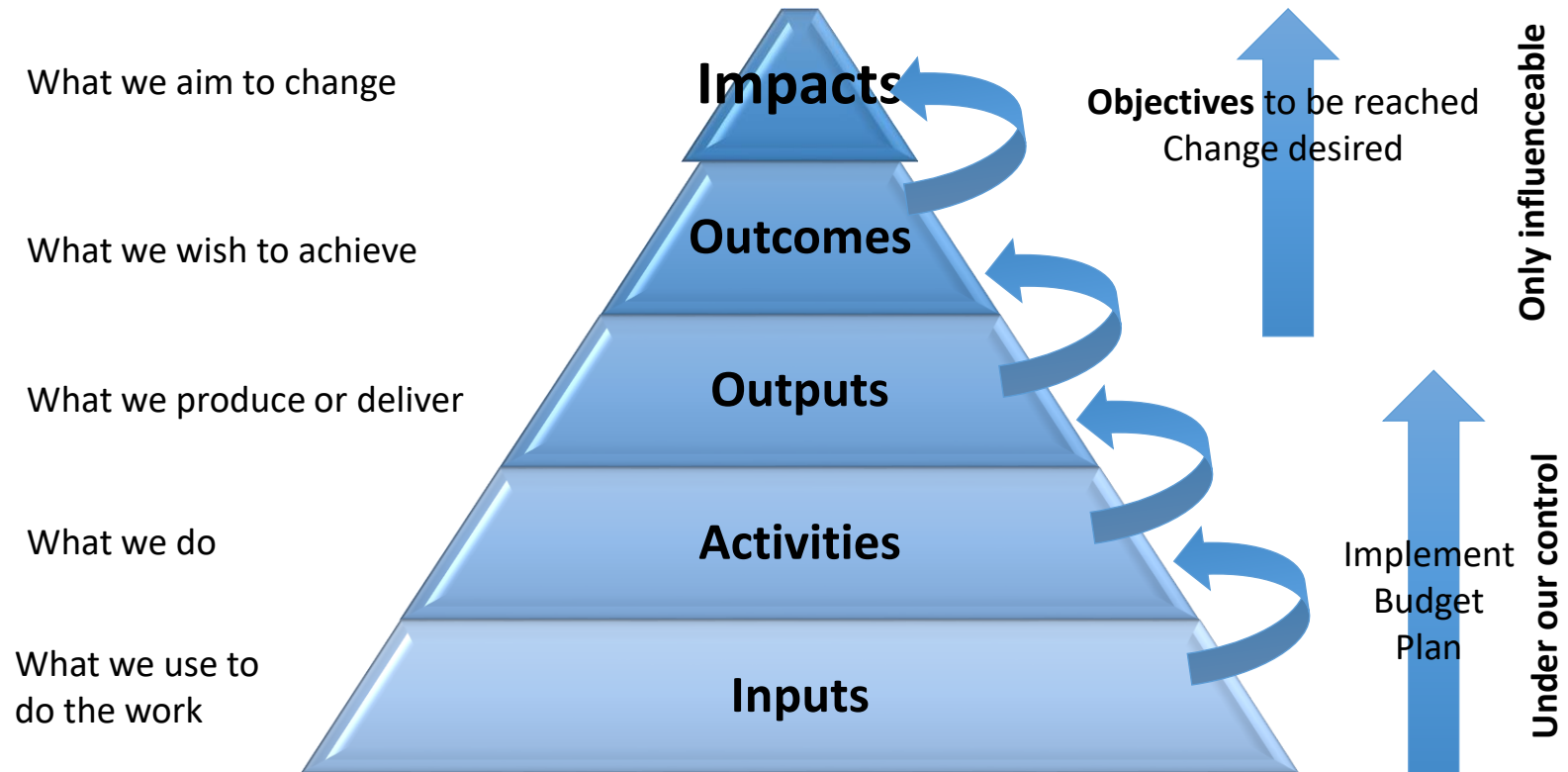
Definition of Impact

- impact as consequences arising from research and other interventions
- generally normatively defined
- demonstrable and/or perceptible benefits
- to individuals, groups, organisations and society
- including human and non-human actors
- causally linked to research

A teal-colored speech bubble with a white border and a tail pointing towards the top-left. It contains white text.

Measuring research
impact and engagement
is a much debated topic!

Impact model



General considerations

- Impact is **not certain**, not completely under our control, hard to influence and steer, often unpredictable and surprising, often depending on external factors and rarely linear
- Impact can be **positive or negative**, intended/expected or not intended/unexpected/unwanted
- Impact **takes time to appear** and might change or become diffused over time and is often difficult to attribute
- Impact **does not show itself automatically**, to be demonstrated it needs to be tracked, measured and recorded, identifying and quantifying impact may vary widely between different projects

Types of impact



Scope of Impact Assessment

- different time horizons
- social scales: from individuals to society
- spatial scales: from local to international
- multiple domains: including social, economic, environmental, health and wellbeing, policy and cultural
- wide-ranging indicators e.g.: understanding/awareness, attitudinal change, behaviour change and decision-making, policy changes, capacity building, ...

→ don't forget about qualitative indicators

Social Impact Assessment - Definition

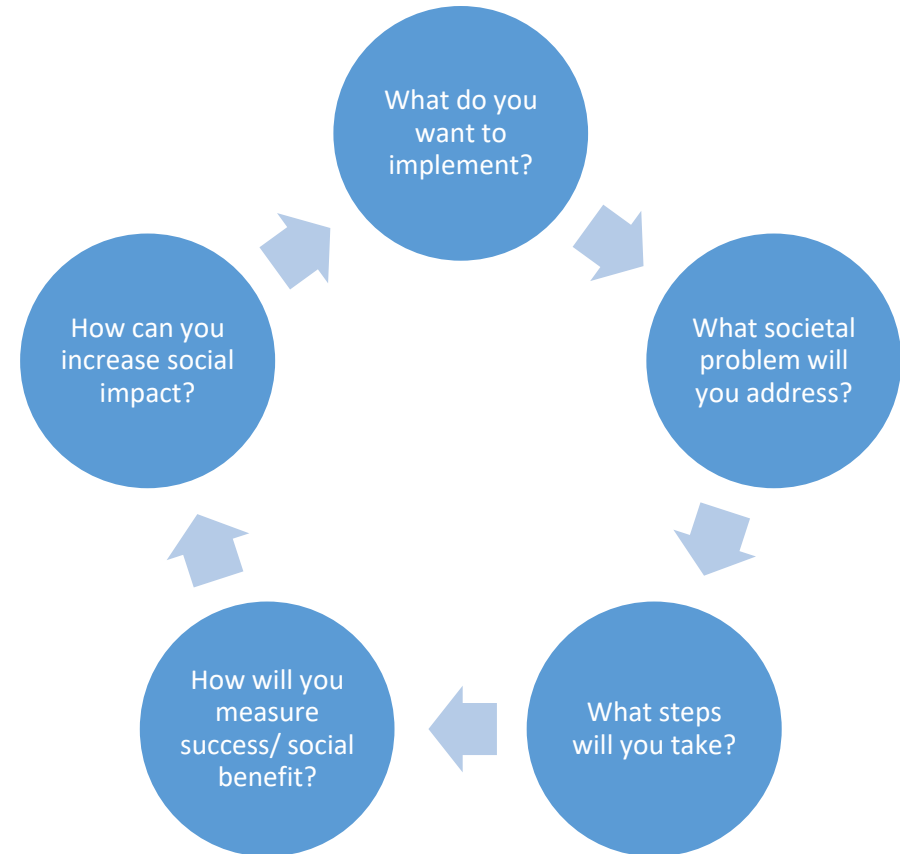
Social Impact Assessment includes the processes of analyzing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions

Scope of Impact Assessment

- Policy level (e.g. Development cooperation, SDGs)
- Programme level (e.g. Evaluation of RTDI programmes)
- **Project level (e.g. Design of Impact Assessment for projects)**

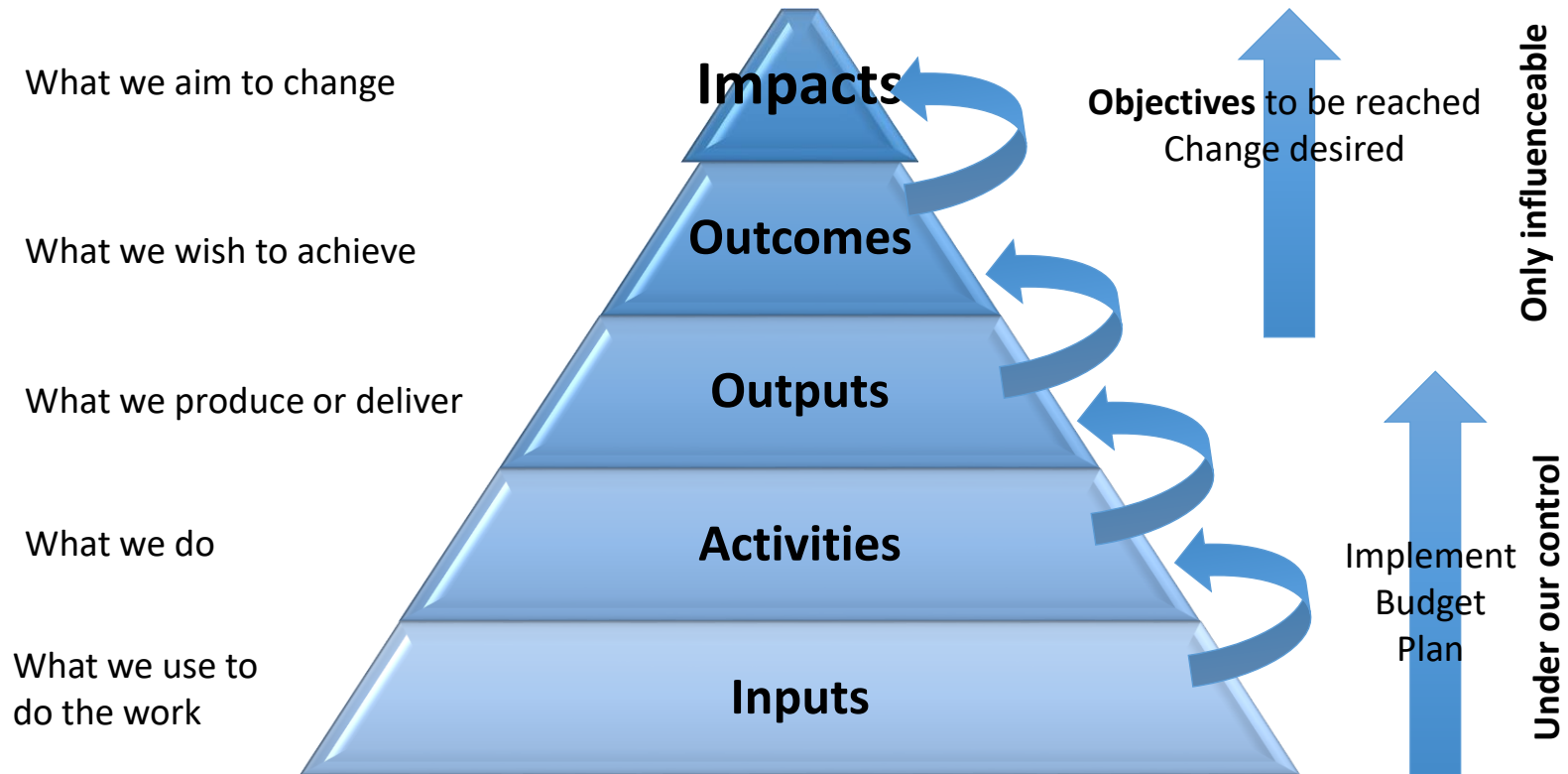
Social Impact in project design

Projects need to have a good knowledge on how they impact society. Therefore various (co-creative) methods can be applied in the design and implementation of projects. For example, the I-O-O-I Model (Theory of Change) provides a guideline for deciding what goes into a project, what gets done, and how the world is expected to change as a result.



Source: Epstein, M.; Yuthas, K. (2014): Measuring and Improving Social impacts.
IPA (2016): Goldilocks Toolkit: Theory of Change.

Impact model – I-O-O-I



SI definition

Social innovations are new ideas that meet social needs, create social relationships and form new collaborations. These innovations can be products, services or models addressing unmet needs more effectively. The European Commission's objective is to encourage market uptake of innovative solutions and stimulate employment.

SIA – Indicators for Social Innovation

Indicator	Item
New/improved solutions	Processes, products/services, technologies, business models, not in the past three years
Target group(s)/ beneficiaries by age and target groups by content	Children, youth, young adults, seniors; unemployed, women, people with disabilities, refugees/asylum, seekers, migrants, LGBTIQ+, city/public institutions, open to all etc.
Number of beneficiaries	Size classes
Geographic scope	Neighbourhood, municipality, regional, state-wide, national, EU, international
Innovation cooperation	Target group(s), civil society, competitors, universities, friends/acquaintances, public institutions etc.
Role of digital technologies	As solution, to support our solution, ... are not relevant for our solution
Assessment of innovation compared to solutions addressing the same problem	More focused on the target group(s), higher acceptance among the target group(s), greater usability, better accessible etc.
Social anchoring (transition of the SI into formal structures or common practice)	Yes/no
Scaling mechanisms	Imitation, diffusion, franchise, diversification, growth of own organization, other

Impact measurement

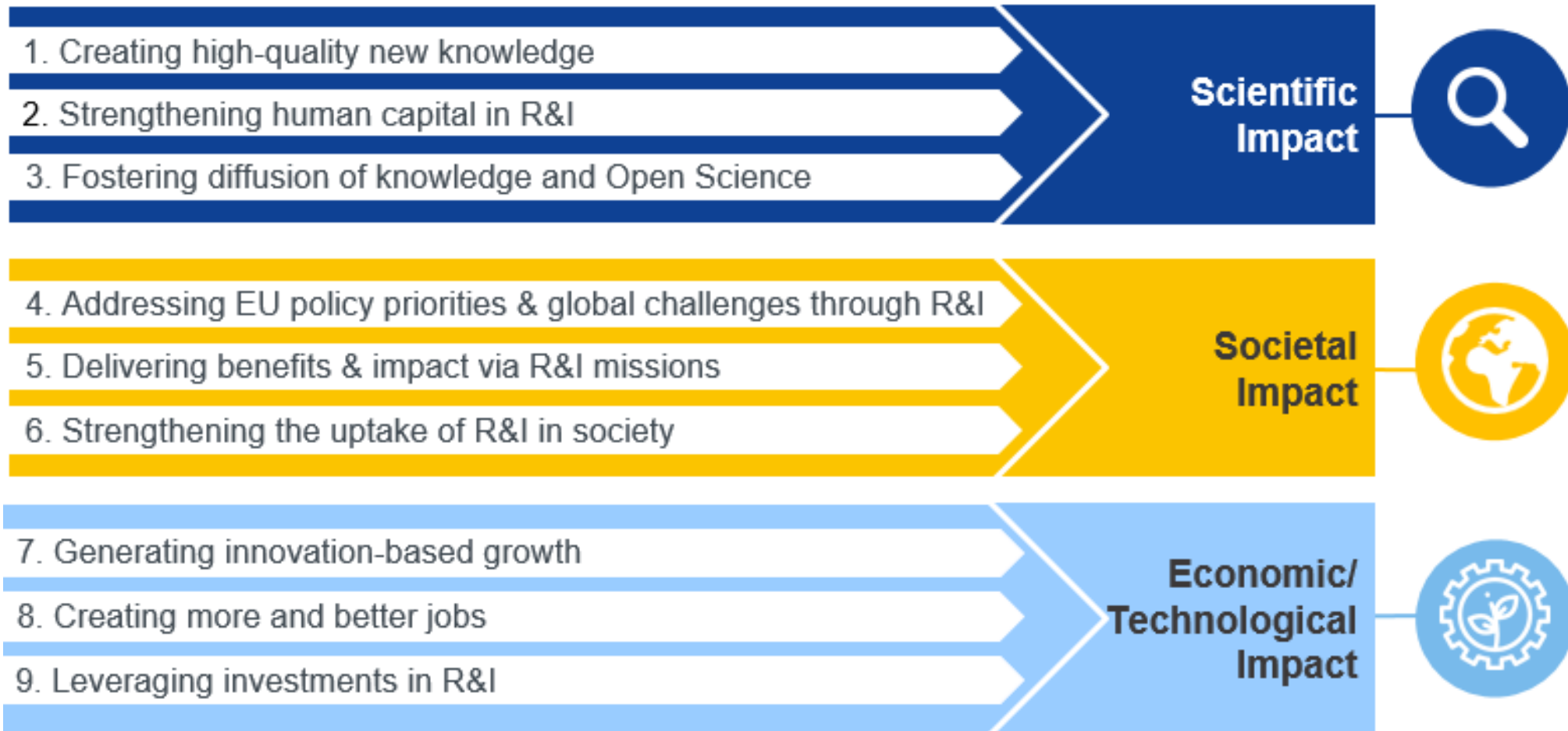
- Identify your **baseline** (starting point), make regular reviews to track change
- Use **qualitative** data from interviews/feedback and collected evidence
 - Feedback e.g. in mails, personal statements, testimonials, focus groups, collected media coverage, awards, reports, evidence of policy debate, 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)

Q&A

Any questions so far?

Impact pathways in Horizon Europe

Impact pathways in HE



Impact framework

Scientific impact

- EU world class excellence in science (theory, methods, knowledge, application of science results)
- Better cross-border and cross-sector coordination and integration
- Emergence of new fields of science in the EU

Economic impact

- Better innovation capability of EU firms, increased competitiveness
- EU technological leadership and reinforced competitiveness
- Diffusion of innovation generating jobs, growth and investments

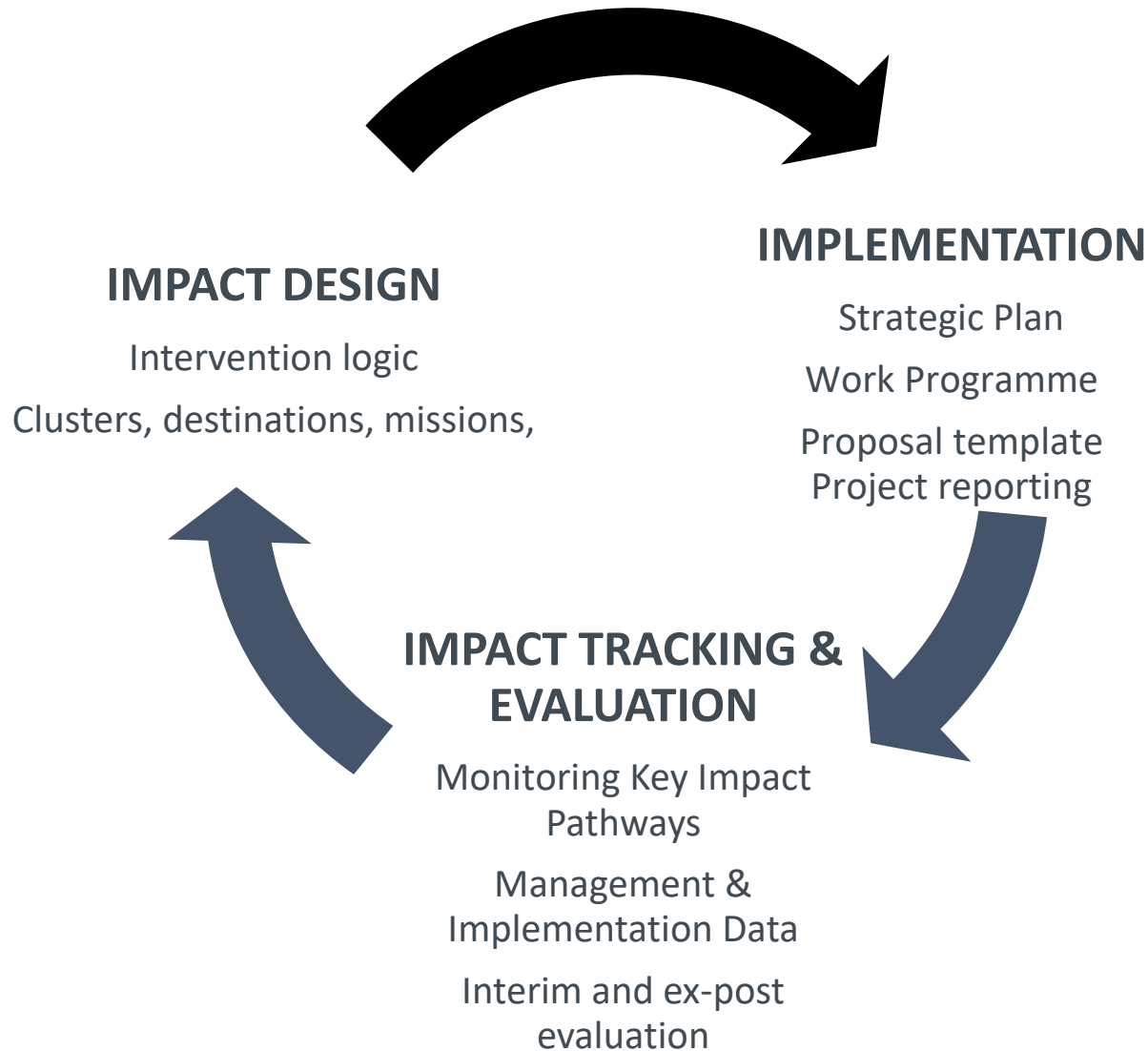
Societal impact

- Better contribution of R&I to tackle societal challenges (health, quality of life, sustainability, etc.)
- Stronger global role of the EU
- Better societal acceptance of innovative solutions, public engagement, understanding, creativity

Impact orientation in all stages



- Most programmes have an impact-oriented approach
- **Horizon 2020 and Horizon Europe balances research and innovation and aims to drive competitiveness/growth and to tackle global societal challenges**
- Many programmes encourage collaboration between different stakeholders (researchers, industry including SMEs, public sector organisations and citizens)
- Expected impacts are crucial for successful proposals and projects
- Aspects of the project (activities, partnership, open access of results, etc.) intend to maximise potential impacts



Form

1. Excellence

1.1 Objectives and ambition

1.2 Methodology

2. Impact

2.1 Project pathways towards impact

2.2 Measures to maximise impact

a) Dissemination and exploitation of results

b) Communication activities

2.3 Summary

3. Implementation

3.1. Workplan and resources

3.2 Capacity of Consortium as a whole

=> Objectives that contribute to broader impact dimension

=> Draft plans to reach expected impacts, knowledge management plan, business plan, management of research data, etc.

=> WP Dissemination & Exploitation & Communication

=> Role of impact/innovation manager with adequate resources

=> Exploitation partner, Communication partner

Q&A

Any questions so far?

Examples for impact
strategies

LIVERUR -Living Lab research concept in Rural Areas

Cluster Food: H2020 call RUR-09-2017 Business models for modern rural economies

Specific Challenge: modernisation of rural economies; improve value chain organisation assets into economic, environmental and social benefits, including through enhanced valorisation and optimisation of ecosystem services

Scope: identify innovative business models that are developing in rural areas, undertake socio-economic analyses to identify, describe and benchmark different business models; models that foster a more sustainable mobilisation of resources, improved cooperation between operators along the value chain and/or across traditional and developing sectors; follow a multi actor approach

Expected Impact: improved knowledge of business models , improved tools for entrepreneurship in rural area, rural economic diversification, added value and job creation , rural economies and societies more resilient to global changes

Oct 14, 2015

Business models for modern rural economies

ID: RUR-09-2017

Expected Impact:

This action contributes to the modernisation and sustainable growth of rural economies. Applicants will measure the expected short-term impact of the project on the basis of:

- improved tools for entrepreneurship in rural areas, in particular with a database of business cases and supportive environment (e.g. clusters/platforms, technical/scientific services and infrastructure, advisory services, funding opportunities); and
- improved knowledge of business models emerging in rural areas, including a thorough understanding of their potential for development, performance and interest in economic, environmental and social terms and success factors or reasons for failures.

In the longer term, the results will:

- increase the potential for rural economic diversification, added value and job creation in a variety of rural areas thanks to the dissemination of promising business cases;
- make rural economies and societies more resilient to global changes; and
- improve the delivery of ecosystem services resulting from innovative forms of valorisation.


Cross-cutting Priorities:

Socio-economic science and humanities

Gender

Example – How did the winning proposal do it?

Impact linked with
objectives/ set KPIs



2	<p>OB2: Development of a benchmark classification to list existing business concepts and models in terms of starting conditions, obstacles faced, enabling factors, financial mechanism, generation of added value, jobs and other environmental and social benefits</p> <p>Need from stakeholders: capitalization and dissemination of existing solutions in rural areas in order to leverage already existing procedures (such as low carbon value chains and short supply food chains).</p> <p>KPI: at least 200 business models will be analysed (10 per each region of LIVERUR)</p> <p>The objective is addressed by WP2 and WP3.</p>
3	<p>OB3: Creation and conceptualization of a totally new business model concept – the Regional Circular Living Lab business model concept (RAIN)</p> <p>Need from stakeholders: increase the potential for rural economic diversification, increase the resilience to climate and global changes, improve the delivery of ecosystem services through innovative form of valorisation. SMAEs necessity for business competitiveness and resilience, innovativeness, sustainability, smart farming, food security and efficient resource management.</p> <p>KPI: creation of 1 new business model concept</p> <p>The objective is addressed by WP3, WP4, WP5 and WP6.</p>
4	<p>OB4: Promotion of the integration among the stakeholders of the rural sectors among the piloting areas through the creation of an ICT enabled service ecosystem (RAIN Platform)</p> <p>Need from stakeholders: improved tools for entrepreneurship and integration of existing knowledge in the rural field</p> <p>KPI: value chain's stakeholders commitment to carry on standing the living lab quadruple X innovation ecosystem through the creation of 1 ICT Platform (RAIN Platform)</p> <p>The objective is addressed by WP6.</p>
5	<p>OB5: Validate Rural Living labs on 13 pilots</p>

Expected Impact table – linked to Taks, WPs and objectives (OB)

Expected Impact belonging to RUR – 09 call	
This action contributes to the modernisation and sustainable growth of rural economies.	<p>This is connected with OB3 and OB4.</p> <p>WPs involved: WP2, WP3, WP4, WP5, WP6, WP7.</p> <ul style="list-style-type: none">- 13 Rural Living Lab field trials extended to full user experiences with active stakeholder involvement from very early stage- Experimentation with new way of collaboration by the 4 main components of LIVERUR methodology- Evaluation of 13 new RLLs (Rural Living labs) as innovation environment and impact on regional/ rural development- Functioning of the new Regional Circular LL business models through an open innovation decision making and collaboration system via RAIN Platform as One-stop-shop and Platform as a Service new business model.- Full demonstration of RLLs capabilities- RLL as service provision to stakeholders <p>LIVERUR will contribute to the development of rural areas by strengthening the business growth, the job creation and the knowledge transfer, by focusing on the opportunities offered by the circular economy model (WP4), the living lab approach(WP3), by the digital technologies (WP6) and by identifying innovative rural business models and value chains in each pilot region (WP2 and WP5). Through the implementation and the dissemination of innovative rural business models best practices (WP6), LIVERUR will contribute to upscale and replicate best practices in other areas throughout EU (WP7).</p>

Non expected impacts



Sustainable development

LIVERUR project commits itself to produce outputs following a sustainable development approach. LIVERUR impact on sustainable development is positive; thanks to the concepts of “circles of sustainability” and of the European EMAS (Eco-management and Audit System) management instrument, of the Life Cycle Analysis(LCA), of the ISO50001 and of the CSR (Corporate Social Responsibility). LIVERUR will monitor constantly that the actions will have a positive and inclusive impact on territorial economics, politics, ecology and culture.

Equal opportunity and non discrimination

LIVERUR impact on equal opportunity is surely positive. Indeed, the project aims at reducing competitiveness disparities among rural activities and create more equal opportunity for all the stakeholders involved. The advisory board will support the project leader to monitor the standing implementation of the principle and the consortium will commit to respect it.

Equality between men and women

LIVERUR cares particularly about the issue of gender equality. This is in order to reduce the gender- male bias usually existing in the agriculture economic system, strongly related to historic tradition and to the social and to the cultural systems of the rural areas. The consortium will dedicate a specific attention to this issue: indeed, LIVERUR project will be run by an average of 55% women, with technical partners involving around 60% of the females in the staff. During the piloting implementation, the women participation is ensured by the involvement of women associations (as remarked in the stakeholders’ table at

HE: The impact canvas new

KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES	TARGET GROUPS	OUTCOMES	IMPACTS
<p><i>What are the specific needs that triggered this project?</i></p> <p>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.</p> <p>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.</p>	<p><i>What do you expect to generate by the end of the project?</i></p> <p>Example 1 Successful large-scale demonstrator: Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.</p> <p>Algorithmic model: Novel algorithmic model for proactive airport passenger flow management.</p> <p>Example 2 Publication of a scientific discovery on transparent electronics.</p> <p>New product: More sustainable electronic circuits.</p> <p>Three PhD students trained.</p>	<p><i>What dissemination, exploitation and communication measures will you apply to the results?</i></p> <p>Example 1 Exploitation: Patenting the algorithmic model.</p> <p>Dissemination towards the scientific community and airports: Scientific publication with the results of the large-scale demonstration.</p> <p>Communication towards citizens: An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.</p> <p>Example 2 Exploitation of the new product: Patenting the new product; Licencing to major electronic companies.</p> <p>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.</p>	<p><i>Who will use or further up-take the results of the project? Who will benefit from the results of the project?</i></p> <p>Example 1 9 European airports: Schiphol, Brussels airport, etc.</p> <p>The European Union aviation safety agency.</p> <p>Air passengers (indirect).</p> <p>Example 2 End-users: consumers of electronic devices.</p> <p>Major electronic companies: Samsung, Apple, etc.</p> <p>Scientific community (field of transparent electronics).</p>	<p><i>What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?</i></p> <p>Example 1 Up-take by airports: 9 European airports adopt the advanced forecasting system demonstrated during the project.</p> <p>Example 2 High use of the scientific discovery published (measured with the relative rate of citation index of project publications).</p> <p>A major electronic company (Samsung or Apple) exploits/uses the new product in their manufacturing.</p>	<p><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></p> <p>Example 1 Scientific: New breakthrough scientific discovery on passenger forecast modelling.</p> <p>Economic: Increased airport efficiency Size: 15% increase of maximum passenger capacity in <u>European</u> airports, leading to a 28% reduction in infrastructure expansion costs.</p> <p>Example 2 Scientific: New breakthrough scientific discovery on transparent electronics.</p> <p>Economic/Technological: A new market for touch enabled electronic devices.</p> <p>Societal: Lower climate impact of electronics manufacturing (including through material sourcing and waste management).</p>

Impact

- Credibility of the pathways towards impact
- Suitability & quality of the measures to maximise expected outcomes and impact (D&E&C draft plan) - including IPR
- Possibility to present a canvas

Q&A

Any remaining questions?

Teşekkür ederim!

Thank you!



REPUBLIC OF TURKEY
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AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK