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TURKEY in HORIZON 2020
COOPERATION, INNOVATION, COMPETITIVENESS

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Excellence Hubs

Horizon Europe Work Programme 2021-2022
11. Widening participation and strengthening the European Research Area
HORIZON-WIDERA-2022-ACCESS-04-01: Excellence Hubs

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REPUBLIC OF TURKEY MINISTRY OF INDUSTRY AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

Section 2
IMPACT

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE
SECTORS
PROGRAMME

TÜBİTAK

Impact

Aspects to consider:

- The credibility of the pathways to achieve the expected outcomes and impacts specified in the work programme

- The likely scale and significance of the contributions due to the project.

- When explaining how the project addresses outcomes and impacts, mention also if the results are Scientific, Economic/technological or Societal.

Project results should address at least one Outcome and one Impact

Impact

Provide a narrative explaining:
- How the project's results are expected to make a difference
    - During the project
    - The impact beyond the immediate scope

How to Approach it:
1. Start with a very comprehensive description of this narrative
2. Build upon relevant:
    - frameworks
    - procedures
    - methods identified in literature
    - strategic documents
3. Try to find a differentiating factor-idea to address a significant need to further increase impact

2.1 Project's pathways towards impact

- 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.
- The measures to maximize these impacts
- State the target groups that would benefit.

Be specific
Refer to the effects of your project **NOT** R&I in general in this field
Break target groups into particular interest groups or relevant segments of society

2.1 Project's pathways towards impact

2.1.1 Project's Expected Outcomes specified in this topic

Call Expected OUTCOME #1: xxx		

• Briefly explain (10-15 lines) how the project addresses this OUTCOME and
• Clearly describe all:
    - Baselines
    - Benchmarks
    - Assumptions used for quantified estimates		

Success Indicators and Target Values	**Scale**	How widespread the outcomes and impacts are likely to be - E.g. size of the target group - E.g. proportion of that group, that should benefit over time
	Significance	The importance, or value, of those benefits - E.g. number of additional healthy life years - E.g. efficiency savings in energy supply

2.1 Project's pathways towards impact

2.1.2 Project's Expected Impacts specified in this destination

Call Expected IMPACT #1: xxx		

• Briefly explain (10-15 lines) how the project addresses this IMPACT and
• Clearly describe all:
   - Baselines
   - Benchmarks
   - Assumptions used for quantified estimates		

Success Indicators and Target Values	**Scale**	How widespread the outcomes and impacts are likely to be ***Beyond the duration of the project
	Significance	The importance, or value, of those benefits *** Beyond the duration of the project

2.1 Project's pathways towards impact

Example:

Scale	XX will engage relevant actors across the EU (and/or other countries) (at least one representative actor from each region) and agricultural sector (target groups specified in section 2.1.5). Stakeholders and key actors from at least 30 different EU (and/or other) countries will participate in the project. A projection of the anticipated scale target groups that will benefit over time), is calculated as such: 500 stakeholders involved in Worldwide SB; 30 countries involved in Worldwide SB; 10 leading international researchers attracted to contribute to XXs activi ties; >100 users of the newly established DIH for CSA; > 5.000 citizens of rural communities reached though printed and electronic media; > 10 companies adopting the new Open Innovation Business Model

2.1 Project's pathways towards impact

Example:

Significance	From their engagement the above stakeholders will benefit in various ways based on their group. The significance of those benefits is presented in the following indicators: 10% Increase of agricultural 10 productivity in NG; 5% Increase of average profit margin of agricultural business in NG; 10% Increase in Smart Specialization Scores in the 4 regions of NG; >1 release of capacity building activity; 1 set of e learning Training material per module.

2.1 Project's pathways towards impact

Reminder

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 BUT where relevant, explain how the potential harm can be managed

2.1 Project's pathways towards impact

2.1.3 Requirements and potential barriers beyond the scope of the project

Barriers and recommendations
- Describe the factors arising beyond the scope and duration of the project and which may determine whether the desired outcomes and impacts are achieve
- Indicate whether they will evolve over time

Barrier Examples:
- Other R&I work within and beyond Horizon Europe
- Regulatory environment
- Targeted markets
- User behavior.

Mitigating measures
Describe any mitigating measures you propose, within or beyond your project 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'.

2.2 Measures to maximize impact - Dissemination, exploitation and communication

All measures should:

- Be proportionate to the scale of the project
- Contain <u>concrete actions</u> to be implemented both during and after the end of the project

Your plan should:

- Consider the possible follow-up of your project once it is finished.
- Explain why each measure chosen is best suited to reach the target group addressed
- Where relevant describe the measures for a plausible path to commercialize the innovations.

2.2 Measures to maximize impact - Dissemination, exploitation and communication

2.2.1 Dissemination Strategy and Measures

Objectives	Measures
Objectives	**Measures**
• What do you want to do?	• How will you achieve the objective? Include specifics and examples
• The broader aim	**KPIs**
Target Groups	• How will you know if your objectives are being met?
• Who will benefit?	
• Include all relevant groups	• Measurable values

Objectives: Scientific Publication	Target Groups List all relevant target groups

Peer Reviewed Journals: Journal of Agriculture, Sustainability, Nature.....

KPIs: >x publications

2.2 Measures to maximize impact - Dissemination, exploitation and communication

2.2.2 Communication Strategy and Measures

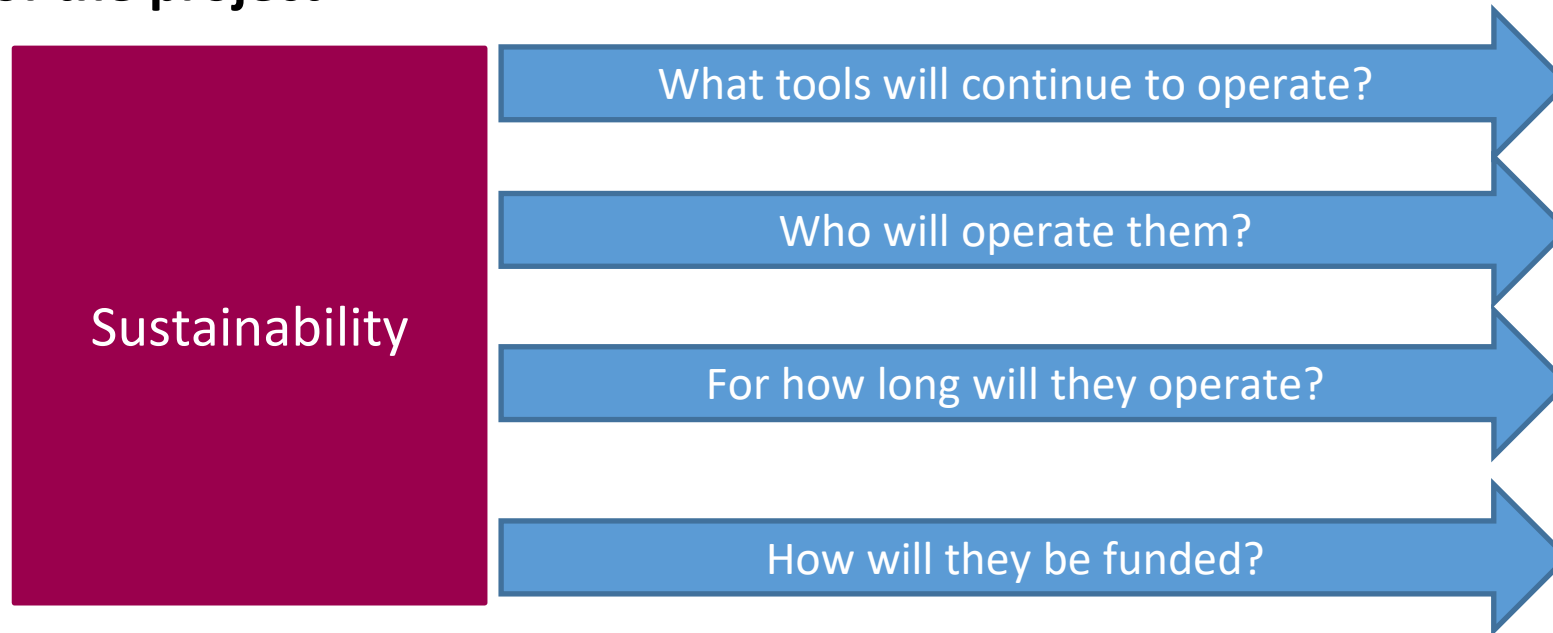| Target groups	Key Message
TG1	A sentence to describe how each target will benefit from the project Imagine a billboard using one sentence to attract it's intended audience

2.2 Measures to maximize impact - Dissemination, exploitation and communication

2.2.2 Communication Strategy and Measures

Tool	**Duration**
Specific communication tool	Start and end date
Target Groups	**KPIs**
Who will benefit?	Measurable markers
Channels	
Describe the tool in more detail and the specific channels that will be used	

Tool Website	**Target groups** Include all relevant target groups	From MX to MY
Channels 1 website that will provide easily accessible information regarding the project		
KPIs: 1 website, >40 posts		

2.2 Measures to maximize impact - Dissemination, exploitation and communication

2.2.3 Dissemination and communication activities after the end of the project

Sustainability

- What tools will continue to operate?
- Who will operate them?
- For how long will they operate?
- How will they be funded?

2.2 Measures to maximize impact - Dissemination, exploitation and communication

2.2.4 Exploitation Strategy and Measures

Exploitation type		By whom	For whom
KER 1 (main)		Title: Description	
UVP	Concise, straight-to-the-point statement about the benefits and uniqueness of the project		

Key exploitable results (KER)

A main interesting result which has been selected and prioritized due to its high potential to be make use and derive benefits- downstream the value chain or act as an important input to policy, further research or education.

Based upon:
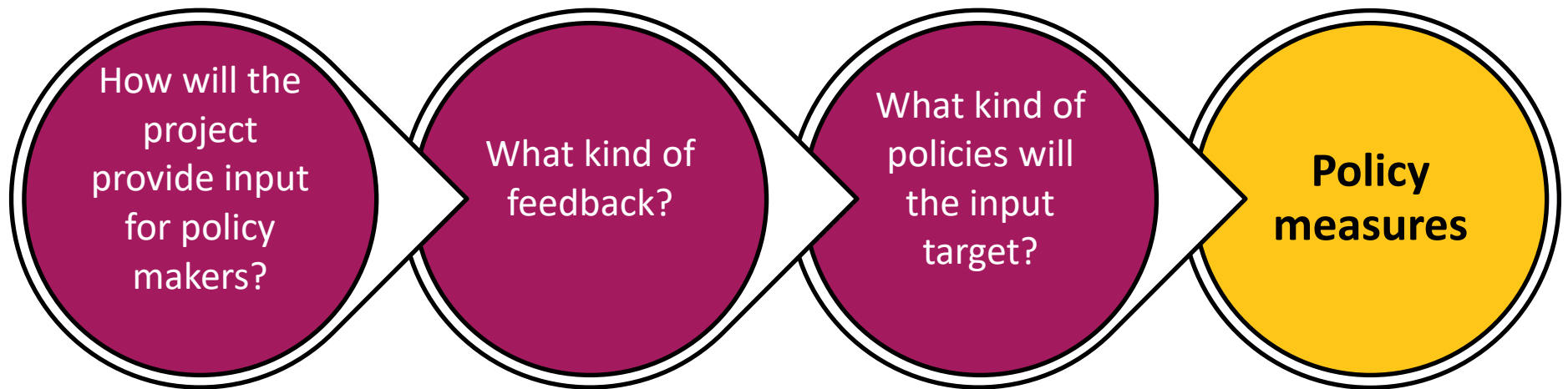a) degree of innovation, b) exploitability and c) impact

2.2 Measures to maximize impact - Dissemination, exploitation and communication

2.2.5 Strategy for the Management of Intellectual Property

- Rationale

- Alignment with legal framework

- Internal procedures for knowledge and IPR management

    - Management of results

    - Protection of results

    - Valorisation of results

    - Governance of results

2.2 Measures to maximize impact - Dissemination, exploitation and communication

2.2.6 Feedback to policy measures

2.3 Key Elements of the Impact Section

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
What are the specific needs that triggered this project?	What do you expect to generate by the end of the project?	What dissemination, exploitation and communication measures will you apply to the results?
Specific Need #1: xxx	Expected Result #1: xxx	Dissemination: xxx
Specific Need #2: xxx	Expected Result #2: xxx	Exploitation: xxx
Specific Need #x: xxx	Expected Result #x: xxx	Communication: xxx

2.3 Key Elements of the Impact Section

Example:

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
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.	Publication of a **scientific discovery on transparent electronics.** New product: More sustainable electronic circuits. **Three PhD students trained**	**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 maximize the visibility vis-à- vis companies.

2.3 Key Elements of the Impact Section

TARGET GROUPS	OUTCOMES	IMPACTS
Target Groups **#1: Target Group** Detailed list of all members of the target group **Target Groups** **#1: Target Group**	What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)? Expected Outcome #1: Expected Outcome #2: Expected Outcome #3:	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? **Scientific** Expected Impact #1: … **Economic/Technological** Expected Impact #4: … **Societal** Expected Impact #7: …

2.3 Key Elements of the Impact Section

Example:

TARGET GROUPS	OUTCOMES	IMPACTS
End-users: consumers of electronic devices. **Major electronic companies**: Samsung, Apple, etc. **Scientific community** (field of transparent electronics)	**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.	**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)

Questions?

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Teşekkür ederim!

Thank you!

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