



Rijksdienst voor Ondernemend
Nederland

What is Impact? EC policy background

Willemien van Asselt
National Contact Point
Netherlands





EU's societal challenges (source: <https://www.youtube.com/watch?v=CimJI88c4fE>)

What is Participant Portal?

The **Participant Portal** is your entry point for electronic administration of EU-funded research and innovation projects, and hosts the services for managing your proposals and projects throughout their lifecycle.

Non-registered users

- search for funding
- read the H2020 Online Manual & download the legal documents
- check if an organisation is already registered
- contact our support services/check our FAQs

Registered users

- submit your proposal
- sign the grant
- manage your project throughout its lifecycle
- register as expert advising the EC

<https://ec.europa.eu/research/participants/portal/desktop/en/home.html>

But where does impact come from??

MR JUNKER'S WORLD



Jean-Claude Juncker
President
European Commission



Europa2020 (policy) strategy

Targets:

- **1. Employment**
 - 75% of people aged 20–64 to be in work
- **2. Research and development (R&D)**
 - 3% of the EU's GDP to be invested in R&D
- **3. Climate change and energy**
 - greenhouse gas emissions 20% lower than 1990 levels
 - 20% of energy coming from renewables
 - 20% increase in energy efficiency
- **4. Education**
 - rates of early school leavers below 10%
 - at least 40% of people aged 30–34 having completed higher education
- **5. Poverty and social exclusion**
 - at least 20 million fewer people in – or at risk of – poverty/social exclusion

- “The Europe 2020 strategy is the EU's agenda for growth and jobs for the current decade. It emphasizes **smart**, **sustainable** and **inclusive** growth as a way to overcome the structural weaknesses in Europe's economy, improve its competitiveness and productivity and underpin a sustainable social market economy.”

- ***FLAGSHIP INITIATIVES***

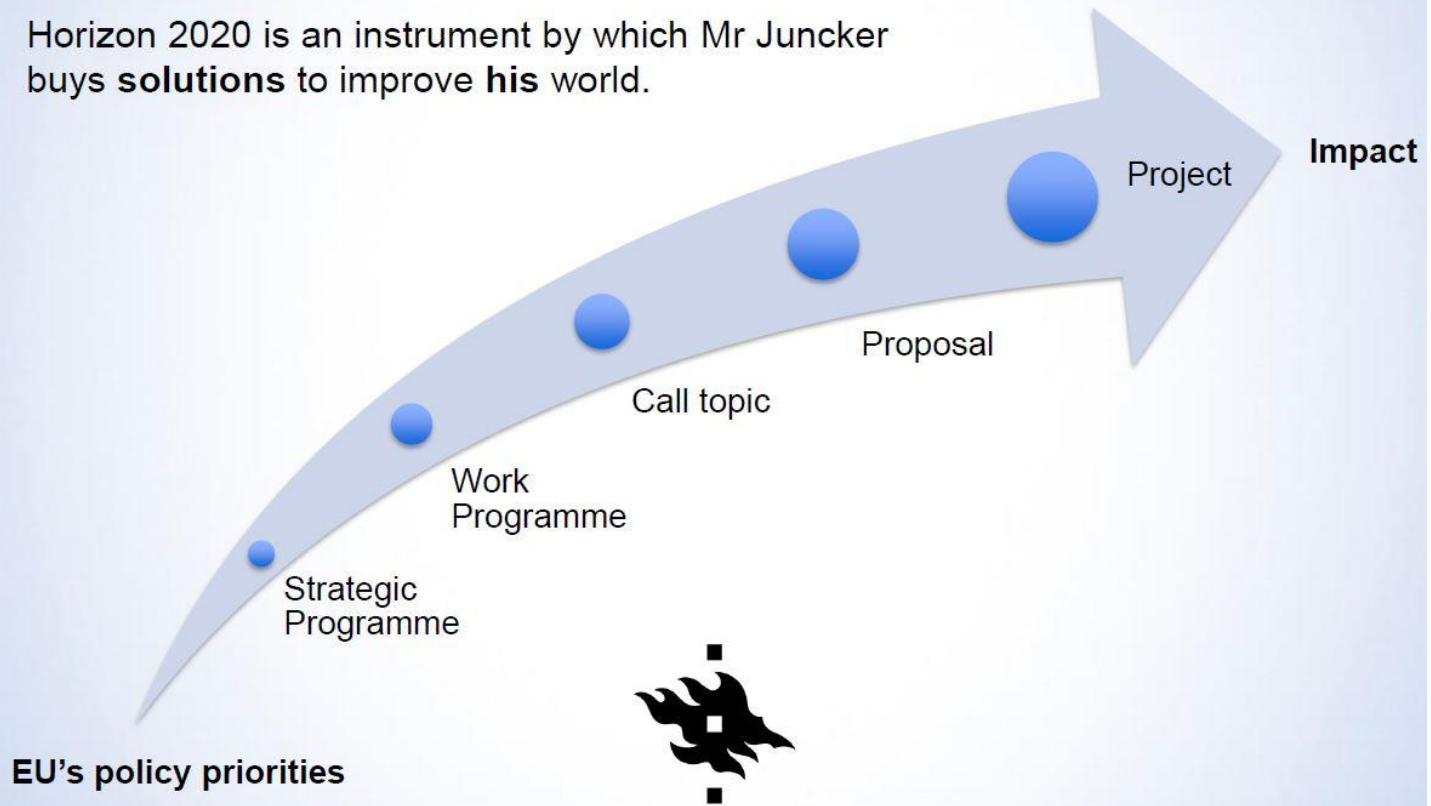
7 Flagship initiatives



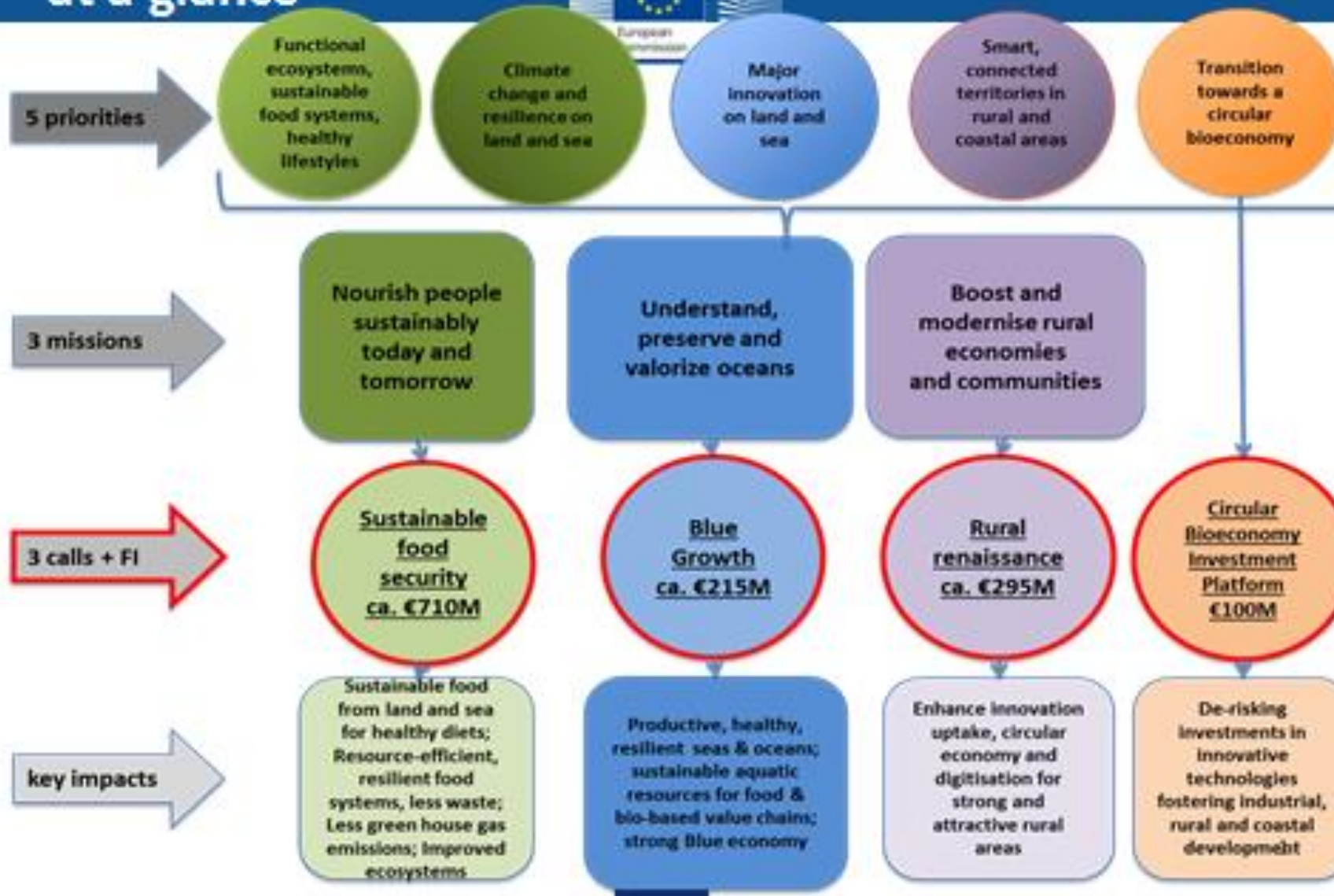
Horizon2020

FROM POLICY TO IMPACT

Horizon 2020 is an instrument by which Mr Juncker buys **solutions** to improve **his** world.



SC2 WP at a glance



IMPACT'S ROLE IN EVALUATION

- **Impact plays a key role** in the evaluation of Horizon 2020 proposals
 - In Horizon 2020 Research and Innovation Actions **impact** forms a third of the total evaluation score along with **excellence** and quality and efficiency of the **implementation**
 - In addition the impact score has a minimum value
- Even scientifically brilliant proposal goes to dustbin if impact section is not excellent

HORIZON IMPACT CRITERIA

Research and Innovation Actions, Innovation Actions:

- “The extent to which the outputs of the project would contribute to each of the **expected impacts** mentioned in the work programme under the relevant topic;
- Any substantial impacts not mentioned in the work programme, that would enhance **innovation capacity**, create **new market opportunities**, strengthen **competitiveness** and **growth** of companies, address issues related to **climate change** or the **environment**, or bring **other important benefits** for society;
- Quality of the proposed measures to:
 - **Exploit and disseminate** the project results (including **management of IPR**), and to **manage research data** where relevant.
 - **Communicate** the project activities to different target audiences”

EXPECTED IMPACT IN A CALL

Topic: *Contemporary radicalisation trends and their implications for Europe* (SC6-REV-INEQUAL-02-2016)

Expected impact: Research under this topic will considerably **enhance the knowledge base** on the scope, origins, causes and cognitive as well as emotional dynamics of radicalisation. Projects will also **devise new methods** for studying radicalisation **beyond traditional perspectives** in particular in relation to young people. Research will provide the **basis for future evaluation of policies**, envisaging innovative solutions, in particular with regard to their effects on radicalisation and (dis)integration. Research will also **furnish recommendations** on how to address religious fundamentalism in and outside of Europe. Projects will also **produce profiles of recruiters and targeted individuals and groups** such as young women. **Recommendations on effective strategies, practices and new options** of de-radicalisation and for the prevention of radicalisation will be made not least in relation to education policies.

So even before you start writing look for impact and relevant background

- What is het big picture?
- And where do you fit in/how can your proposal contribute?
- Where does the call topic come from?
- Can underlying policy documents and/ or strategic research agenda's be identified?

Result: paragraph with your contribution and impact as part of the bigger picture + list of relevant policies/agenda's



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Impact in the proposal



Impact is all about the phase AFTER the project:

- What does the project bring for every partner??
- How does Europe benefit from this project?
- How does society benefit from this project??

Many consortia go wrong here: start your story from impact and after start writing your proposal

Why start your writing process with impact:

- You will know which partners you need to reach the impact instead of selecting people because you know them
- You can select an approach that can help you reach the impact
- It will help you build a better and strong story line throughout your proposal
- The evaluator will be more convinced that your results will be used and will indeed be disruptive and bring change
- |

- Project must focus on real problems or opportunities that farmers or other “end-users” are facing
- “Interactive innovation”: This means that partners with complementary knowledge (scientific, practical, other) must joint forces in project activities from beginning to end and innovate together

As a result multi actor project should be more ready to be applied in society

Measures to maximise the Impact:

- **Dissemination of results:**
 - **Dissemination: project results DURING the project**
 - **NOTE: difference between communication and dissemination is the target: dissemination is towards peers, communication is broader audience including society**

Measures to maximise the Impact:

- **Exploitation:**
 - Is how project partners will use the project result commercially after the project ended
- **Communication activities:**
 - Should consider both the project as a whole as well as the results
 - Both internal (consortium) as well as external (key actors)

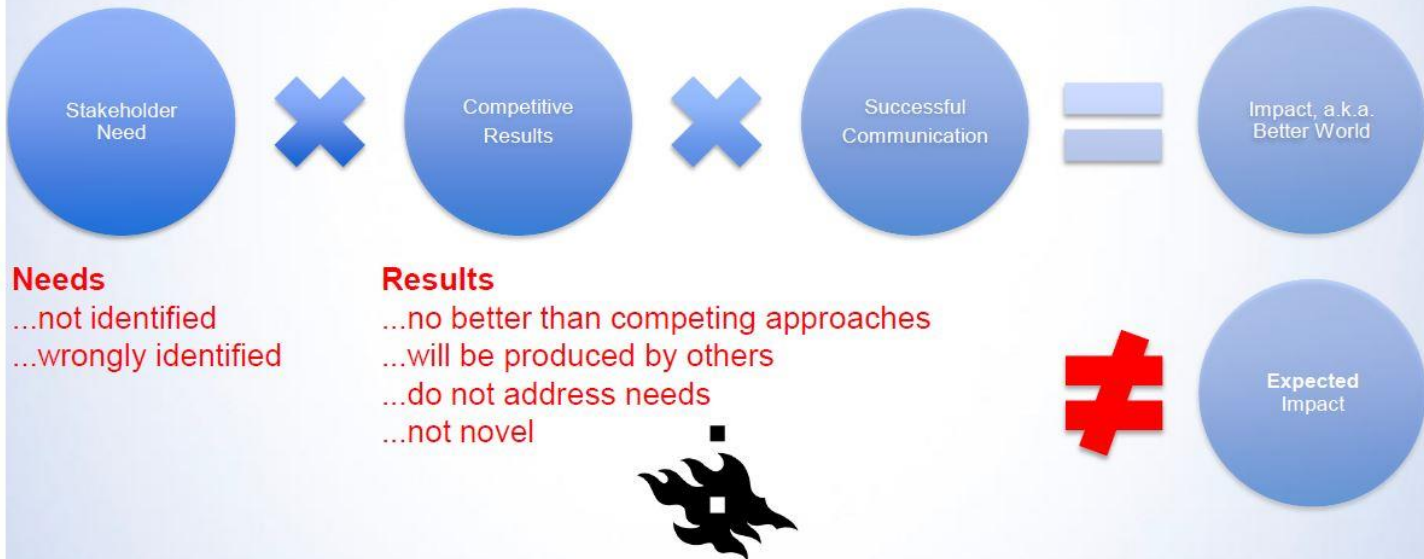
KEY CHALLENGES

Stakeholders

...not identified
...role unclear
...not committed

Communication

...not done
...not targeted
...not goal driven






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Impact – key role of stakeholders

Interactive Session



Let's do it!



Aim	Input	Stakeholders	Exp. Impact
Which questions should you ask to gain the input needed by the stakeholders?	Which input will the stakeholder need?	For each impact area: which stakeholders have 'stake' here, or are part of the impact, or will experience changes because of the impact	<p>Read Expected Impact.</p> <p>Make bullet points for each impact area.</p> <p>PLUS: think of other area's where impact can be reached.</p>

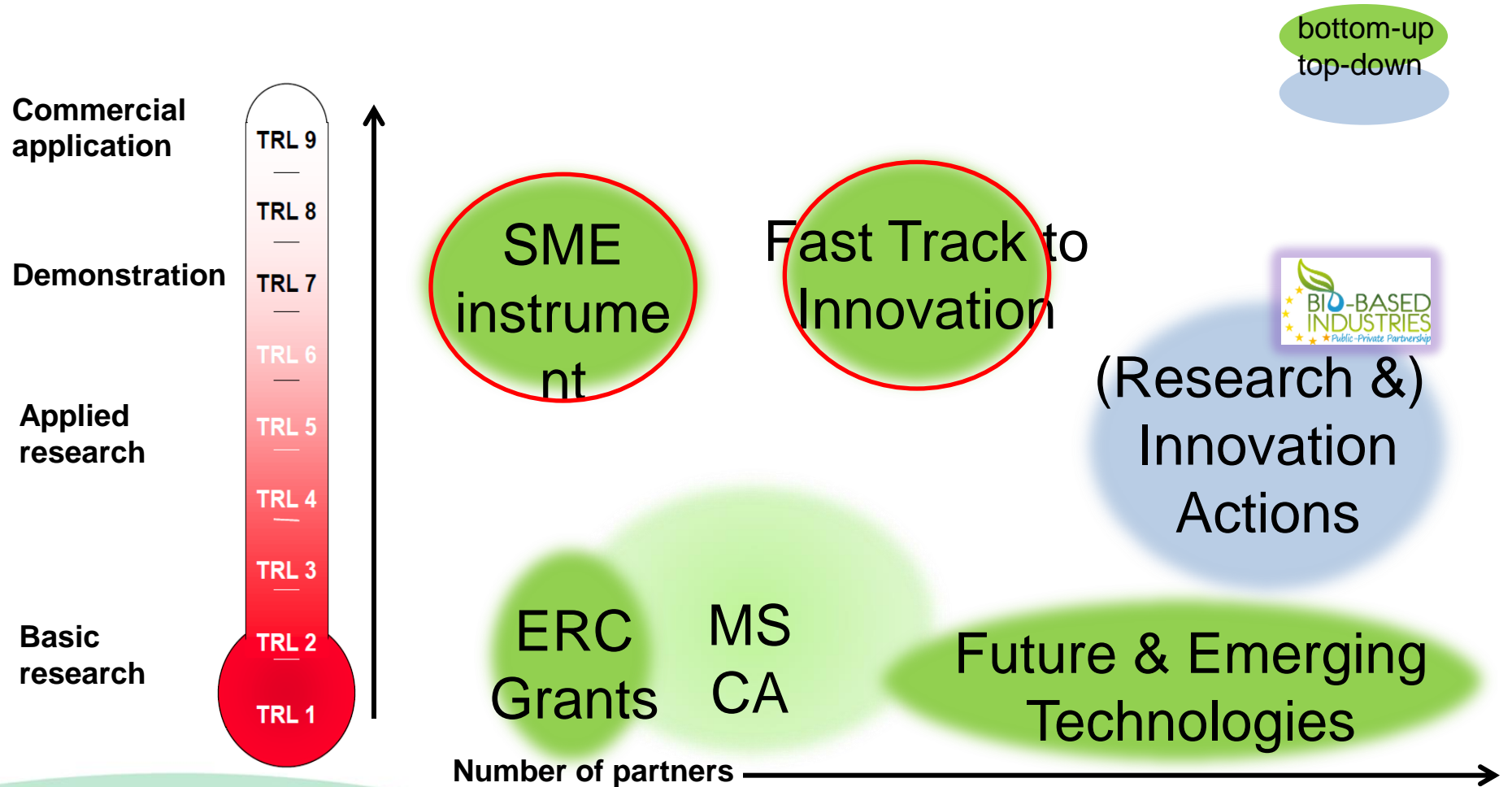


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Just so you know..



Horizon 2020 – different instruments



Excellence Science

European Research Council (ERC)

Esther Verhoeven
Doenja Koppejan

Marie Skłodowska-Curie Actions (MSCA)

Anna Goedhart
Doenja Koppejan
Lieke Michiels van Kessenich

Research Infrastructures

Saske Hoving

Industrial Leadership

Information and Communication Technologies (ICT)

Ruben Wassink
Bert van Werkhoven

Nanotechnologies, Advanced Materials, Biotechnology, Advanced manufacturing and Processing

Hans Bosch
Ahmet Polat

Space

Frank Winters

European Innovation Council (EIC)

Future and Emerging Technologies (FET)

Ruben Wassink
Bert van Werkhoven

SME

Jean-Luc Eggen
Carmen Draaijers
Elke van de Graaf
Gwendolynn Grootaers
Alexandra de Vogel

FTI

Jean-Luc Eggen
Elke van de Graaf
Gwendolynn Grootaers

Horizon prijzen

Elke van de Graaf

Societal Challenges

Health, demographic change and wellbeing

Marleen van den Berg
Gwendolynn Grootaers
Tonnie Rijkers

Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy

Willemien van Asselt
Saske Hoving
Walter Oudshoorn

Secure, Clean and Efficient Energy

Lucas Pollemans

Smart Green and Intergrated Transport

Ruben Prins

Climate Action, Environment, Resource Efficiency and Raw materials

John Heynen
Corinne van Voorden

Europe in a changing world - Inclusive, Innovative and Reflective societies

Lieke Michiels van Kessenich

Secure Societies

Paul Kruis

Horizontal actions

Spreading excellence and widening participation

Lieke Michiels van Kessenich

Science with and for Society

Lieke Michiels van Kessenich