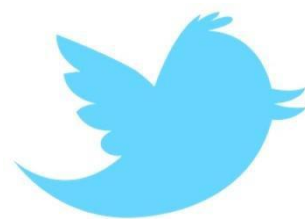


Andrea di Anselmo

President of META Group, Italy

SESSION 2



#EUF25

@AESISNET

DAY 1

Securing EU Research Funding by Communicating and Demonstrating Societal Impact

*Enhance your EU funding success by understanding societal impact and
meeting EU evaluation standards*

Organised by:

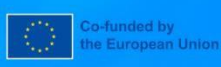
22-24 January 2025

AESIS

Brussels, Belgium

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

Hosted by:



Andrea Di Anselmo

- What is the difference between Dissemination, Communication and Exploitation and how to formulate proper strategies for each
- Decisive duo – stakeholder analysis and communication strategy
- Examples/templates of Dissemination & Exploitation strategy

AESIS

#EUF25



IMPACT LOGIC

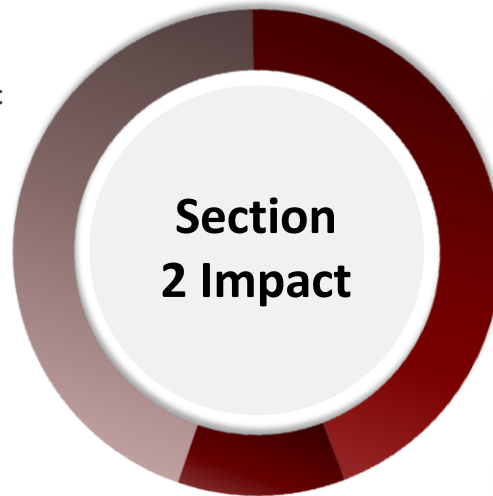


LOGIC OF THE SECTION 2. IMPACT TEMPLATE

WHAT



2.1 Project's pathways towards impact (4 pages)



2.2 Measures to maximise impact (4 pages)



HOW

Key Exploitable Result(s) KER(s)
(Project's output)



Project's **Outcomes** (Contribution to the topic's "Expected Outcomes")



Project's **Impact** (Contribution of the project's outcomes to the Destination's "Expected Impact")



2.3 Summary (1 page)

Target Groups

- Adopters of the KER (outcomes)
- Beneficiaries (impacts)

Scale and Significance (Measurability)

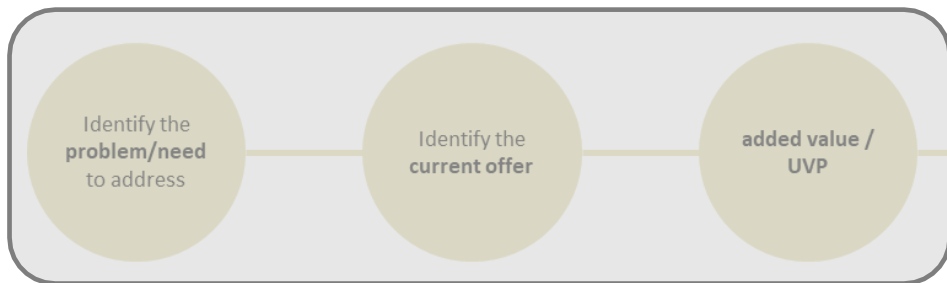
- Quantity
- Quality
- Timing

Requirements & Barriers to outcomes and impacts

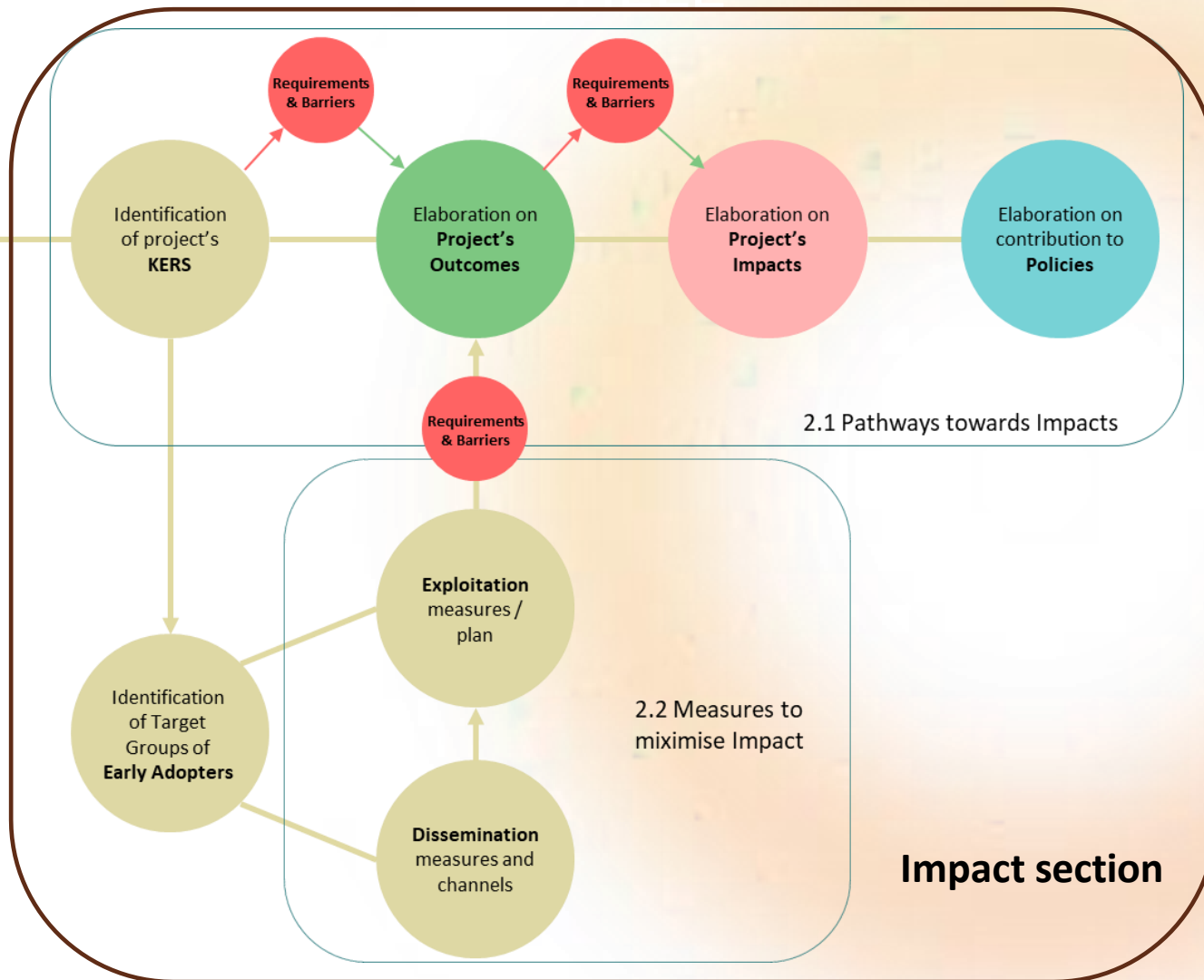
PEDR: plan for the use and dissemination of project (**Key Exploitable**) Results

- **Exploitation** → How the Partner(s) (KER Owners) are planning to use the KER(s)
 - Use model: direct/indirect use
 - Further research
 - Innovation activities
 - Commercial exploitation
 - Preparation activities to use (e.g. terms of the agreements with the early adopters, sustainability, etc)
 - Management of Background and Foreground knowledge (IPRs)
- **Dissemination** → How the Partner(s) (i.e. KER Owners) are planning to reach and engage the potential adopters of the KER, in order to secure the achievement of Outcomes
 - Early adopters
 - Dissemination channels and timing
 - Partners responsible for dissemination
 - Expected outcome from the dissemination activity
 - Dissemination measures for Results other than KERs
 - Open Access approach
- **Communication** → How the consortium is planning to promote the visibility of the Action, and communicate to Beneficiaries the benefits (impacts) of the action


LOGIC OF THE SECTION 2 IMPACT IN A NUTSHELL



Excellence section



Impact section



Section 2.1

Pathways towards impact





SOME TOOLS FOR CONCEPTUALISING THE SECTION 2.1

PLANNING THE PROJECT'S OUTCOMES

EXPECTED OUTCOMES 1 (From The Topic Description):

PROJECT OUTCOMES CONTRIBUTING TO THE ACHIEVEMENTS OF EXPECTED OUTCOMES 1

TARGET GROUPS

SCALE AND SIGNIFICANCE

LINK TO THE WORKPLAN (TASKS)

PLANNING THE PROJECT'S IMPACTS

EXPECTED IMPACT1 (From The Topic Destination):

PROJECT IMPACT CONTRIBUTING TO THE ENABLEMENT OF EXPECTED IMPACT1

TARGET GROUPS

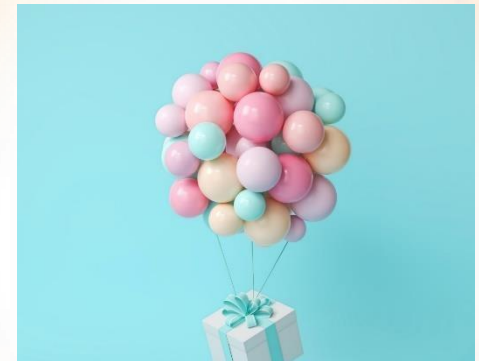
SCALE AND SIGNIFICANCE

LINK TO THE PROJECT OUTCOMES (POs)

Scale and significance: giving a dimension to the project's effects

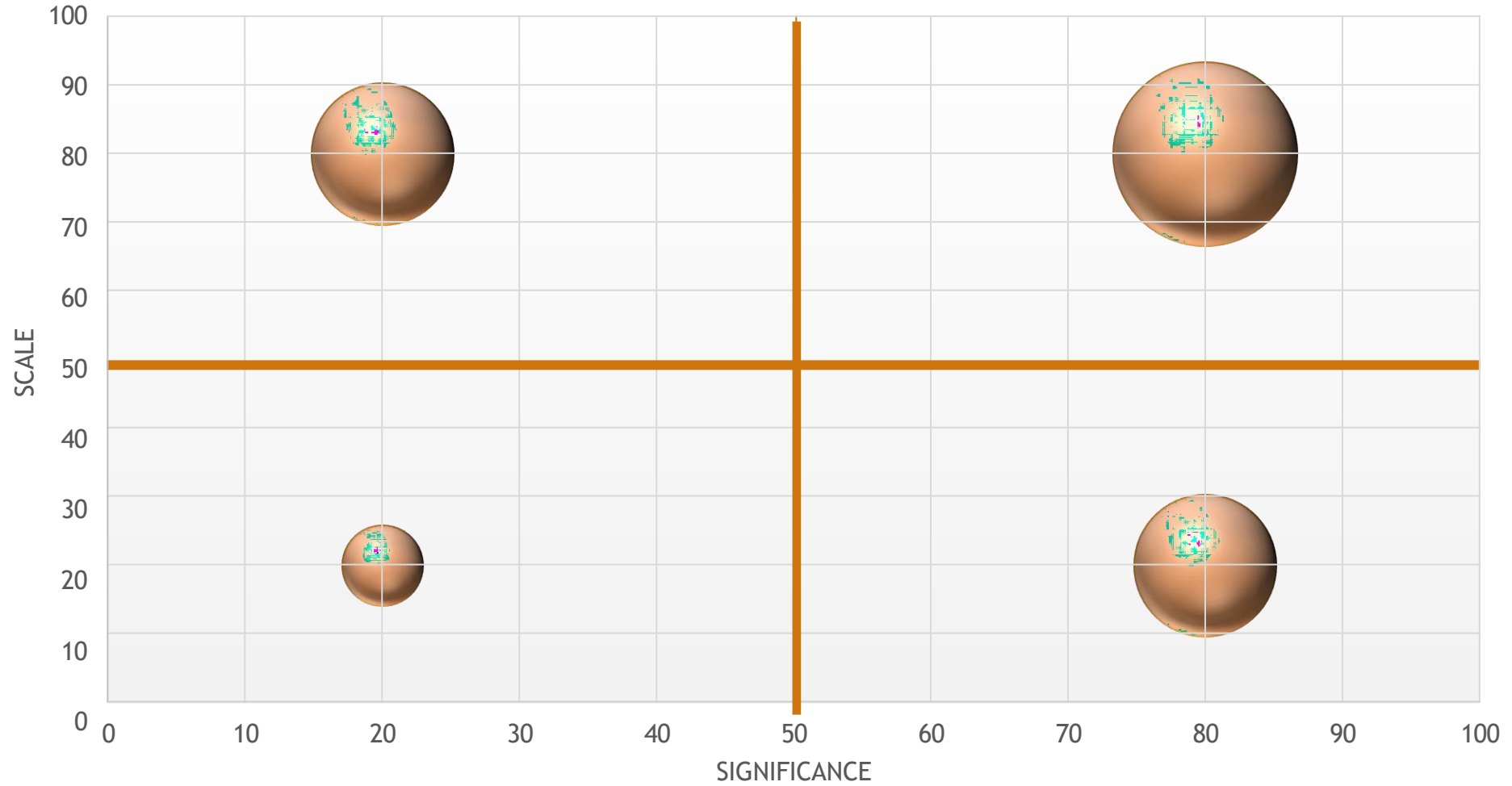
- "Scale"** refers to how **widespread** the outcomes and impacts are likely to be.
For example:
- in terms of the size of the target group,
 - or the proportion of that group, that should benefit over time.

- "Significance"** refers to the importance, or value, of those benefits.
For example:
- number of additional healthy life years;
 - efficiency savings in energy supply.



Effects	Scale (diffusion)	Significance (value)
<p>Outcome (generated by the use of the KER)</p> <p>Target Group: adopters</p>	<p>How widespread results are among the adopters</p>	<p>Importance/value of the benefits generated by the outcomes on adopters</p>
<p>Impacts (mobilised by the adoption of the outcomes)</p> <p>Target Group: Beneficiaries</p>	<p>Diffusion of the transformations among the beneficiaries (impact target group)</p>	<p>Importance/value of the transformation on the beneficiaries</p>

Scale & Significance of outcome/impact



EXAMPLE

Call: “Development of innovative power take-off and control systems for wave energy devices”

Scope: Improvement of PTO and control systems in efficiency of the whole converter, reliability by controlling for instance the structuring health and power electronics, avoid that extreme events might compromise the device survivability.

Expected Outcomes: EO1 Demonstrated increased performance and reliability of wave energy devices

Expected Impact: EI1) Reduced cost and improved efficiency of sustainable renewable energy and renewable fuel technologies and their value chains

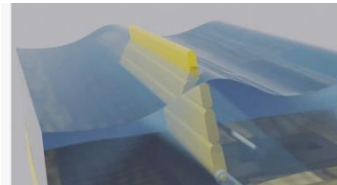
Horizon Europe project (TRL progress up to TRL5)

KER1



Software for engineering more performing PTO and Control system of Wave Energy Converters (WEC)

KER2



Prototype of PTO & CS “Oscillating” principle (protection: patent)

Use of the KER1

indirect



By software houses, to create software for the market

Use of the KER2

Indirect



Patent licensing to WEC manufacturers, to improve the performance of the existing portfolio of products'

Expected Outcome

Target Group: WEC manufacturers

- EO1 Demonstrated increased performance and reliability of wave energy devices

Scale (target group): 5% “Oscillating” principle WEC manufacturers (i.e. 0.5 % of all WEC manufacturers), adopts the solution and “demonstrate” the increase of performances and reliability. They cover the 5% of WEC electricity produced with WECs)

Significance (benefits): +50% WEC efficiency, +150% survivability to extreme conditions

Expected Impact

Target Group: European citizens

EI1) Reduced cost and improved efficiency of sustainable renewable energy

Scale (Target Group): xx% of EU citizens access to lower electricity prices

Significance (benefits): -30% cost of electricity, by 2050

OUTCOMES & IMPACTS INDICATORS

They must be:

- relevant
- significant
- able to show the difference compared to the starting situation
- methodologically robust and rigorous

RELEVANT INDICATORS?

- Number of Digitized Collections
- Number of participants in the events
- Number of Video products to be published in....
- Number of Students/Associations involved
- Number of Captions and Information Panels
- Number of restitution and awareness-raising events
- Number of copies of "....." sold
- Number of presentations at events
- Number of reviews...
- Number of co-editions of "...."

IMPACT INDICATORS?

- Subsequent rounds of funding: type (public/private; international / national / regional / local...), amount and trend over time.
- Revenues from activities/services (e.g. provided by the spin-off; training course fees, museum/event ticketing...)
- **Measure of efficiency and cost reduction (e.g. induced effect in the target group)**
- Events/activities/shows/fairs (number and type)
- Number of press releases and media coverage (website, press, social channels...)
- Conferences and workshops (number and type)
- Training activities carried out (number and type)
- **Number of collaborations/partnerships and type (public/private, international/national/...)**
- **Number of scientific and non-scientific publications...**

INDICATORS' MAIN COMMON MISTAKES



The indicators refer to the number of activities completed and their progress over time



These are often outcomes and do not measure a change (impact)



In a few cases, a real benchmark with the external context is reported



In a few cases the timing of achievement or verification is truly contextualized

REQUIREMENTS AND BARRIERS

- **Requirement:** existing / required **positive** aspects that are **needed** to achieve the Impact
- **Barriers:** existing / possible **negative** aspects that must be **removed** / **prevented** to achieve the Impact



Further R&I
activity
new funding



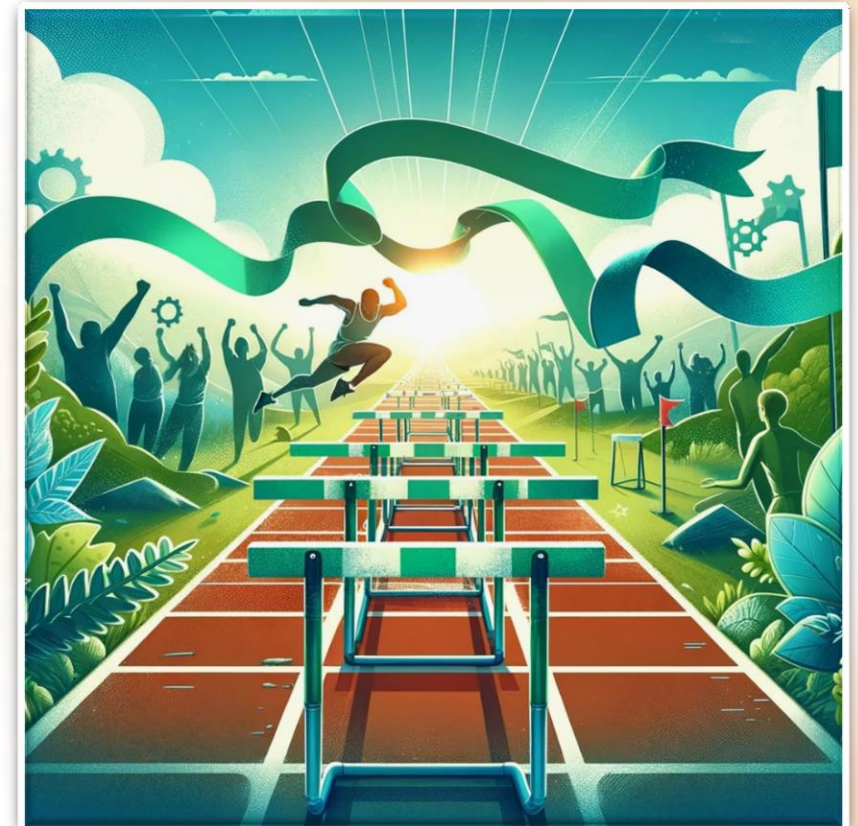
Markets readiness



Regulatory
environment



User
behaviours





TOOLS TO MAXIMISE THE IMPACT

THE SECTION 2.2

- **Exploitation intentions**
- **Dissemination table**
- **Communication table**

EXPLOITATION INTENTIONS

KER	Main developer	Partner/s intending to exploit	Protection	Exploitation Intentions (partners intending to exploit)	
				Use model	Early adopters

DISSEMINATION TABLE

KER	Activity	Target Group	Diss Chanel	Message and objectives	KPIs

COMMUNICATION TABLE

Activities	Target Group	Comm Channels	Message and objectives	KPIs



2.3. IMPACT SUMMARY:
APPROACHING THIS NEW
SECTION

Summary Table



SPECIFIC NEEDS triggering the project	EXPECTED RESULTS at the end of the project	D & E & C MEASURES Applied to results	TARGET GROUPS of D&E&C	OUTCOMES Expected change after successful D&E	IMPACTS <i>expected wider effects contributing to the expected impacts</i>
<p><i>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.</i></p>	<p>1) Successful large-scale demonstrator: <i>Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.</i></p> <p>2) Algorithmic model: <i>Novel algorithmic model for proactive airport passenger flow management.</i></p>	<p>Exploitation: <i>Patenting the algorithmic model.</i></p> <p>Dissemination towards the scientific community and airports: <i>Scientific publication with the results of the large-scale demonstration.</i></p> <p>Communication towards citizens: <i>An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.</i></p>	<p>9 European airports: <i>Schiphol, Brussels airport, etc.</i></p> <p>The European Union aviation safety agency.</p> <p>Air passengers (indirect).</p>	<p>Up-take by airports: 9 European airports adopt the advanced forecasting system demonstrated during the project.</p>	<p>Scientific: <i>New breakthrough scientific discovery on passenger forecast modelling.</i></p> <p>Economic: <i>Increased airport efficiency Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.</i></p>

DOs

Results

Devote time to identify your key exploitable result:

Involve in the discussion colleagues from other departments

a KER - not just a result!

- It must respond to a **need of specific target** groups
- It should **address the need much better** than other existing solution
- **Match the commitment** of a project partner
- We should describe it so that others than our peers can “visualize” it

A **KER** is not only a product or a format of a service, but it can also be a **set of data**, scientific knowledge, a **new standard**, a new policy, a **demonstrator**, etc..

Use

**Define use model
and adopters as soon as
possible**

- Define the type of use:
 - ✓ **Direct** (Background for further R&D, sales of a product/process, provision of service, adoption in a standard, new policy, etc.)
 - ✓ **Indirect** - facilitating use to third parties (transfer of results, licensing, etc.)
- Identify your **position** in the value chain (who is downstream, your “customers”, who is upstream, your suppliers, etc.)

Approach

Apply the scientific method

Follow the **Lean Startup principles**

- **Formulate** the right assumptions
- **Verify** such assumptions
- **Plan** a roadmap accordingly

It helps **shortening solution development cycles** and validating use model viability

Roadmap

Be aware that use will be after the end of the project

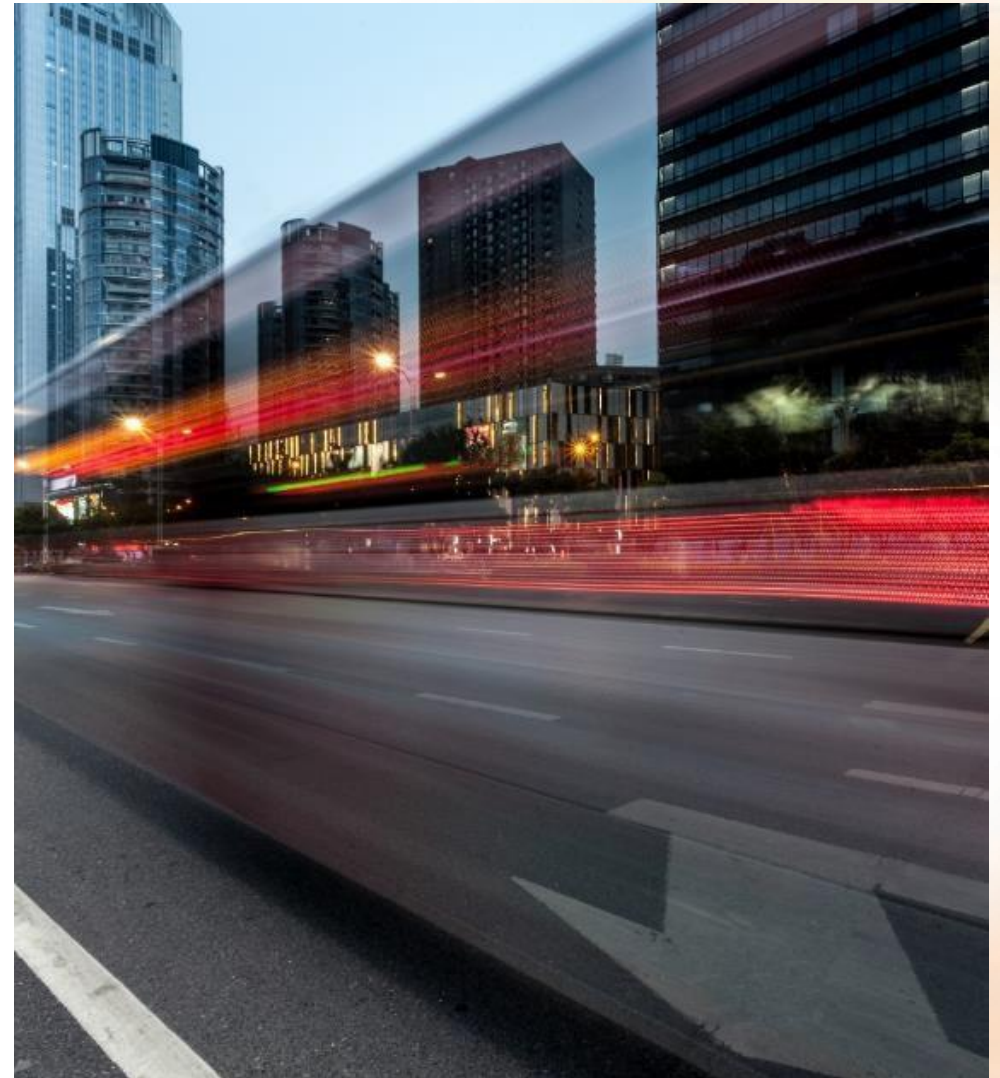
Plan your follow up activities

Roadmap

- Use your **project budget** to prepare for **follow up** activities and **identify the team**
- Identify **funding** to cover costs of follow ups
- Define **revenue** streams to ensure **sustainability of the use model**
- Make sure you can rely on resources **when needed**

Organise the team

- Any action needs a **team** for implementation
- Identify key **roles** and profiles needed according to the use model
- Involve people with **experience** in “go to market” (including marketing and sales if needed)
- Secure the **commitment** from team members (e.g. running a startup requires fulltime commitment!)
- Look for **support** from TTOs and Accelerators





group exercise

Pathways towards Impact

Pathway towards impact – Applicant:

University

The University received a grant for a research aimed at developing and implementing a training format to enhance digital inclusion in rural communities.

The **expected impact** by the donor is to strengthen social cohesion and economic opportunities in less connected areas, contributing to social inclusion and sustainable digital development goals.

KER

Use model
(exploitation)

Protection

Adopter
(target group)

Diss Channel

Outcome

Scale up
activities

Impact

KER

Use model
(exploitation)

Protection

Adopter
(target group)

Diss Channel

Outcome

Scale up
activities

Impact

Which of these results represents a meaningful KER?

1

New social media platform for rural networking.

2

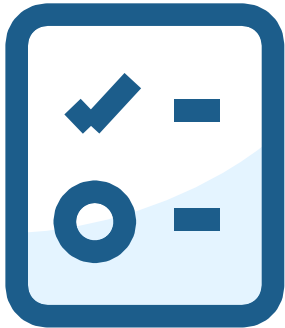
Training modules for digital skills acquisition in rural communities.

3

Distribution of tablets to all rural families

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Which of these results represents a meaningful KER?

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KER

Use model
(exploitation)

Protection

Adopter
(target group)

Diss Channel

Outcome

Scale up
activities

Impact

Training modules



Which of these use models best fits this KER?

1

Licensing of training materials to actors active in rural areas.

2

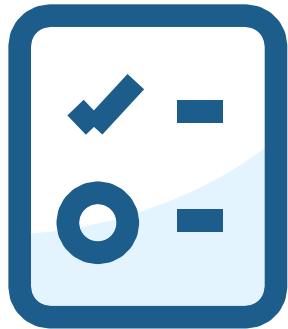
Delivery of training modules at University level.

3

Open Access publication of an article in a renowned scientific journal

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Which of these use models best fits this KER?

① Start presenting to display the poll results on this slide.

KER

Use model
(exploitation)

Protection

Adopter
(target group)

Diss Channel

Outcome

Scale up
activities

Impact

Training modules



Licensing of training
material



What knowledge protection measures do we plan?

1

Trade secret of the modules to limit their distribution

2

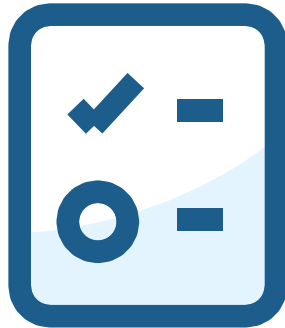
Creative Commons license for the training modules

3

Copyright

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What knowledge protection measures do we plan?

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KER

Use model
(exploitation)

Protection

Adopter
(target group)

Diss Channel

Outcome

Scale up
activities

Impact

Training modules



Licensing of training
material



Creative
Commons
license



Who are the early adopters?

1

Urban schools with advanced digital infrastructures

2

Private individuals in rural areas.

3

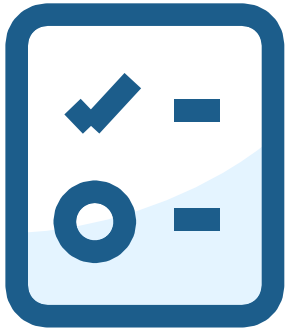
A global technology company.

4

NGOs.

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Who are the early adopters?

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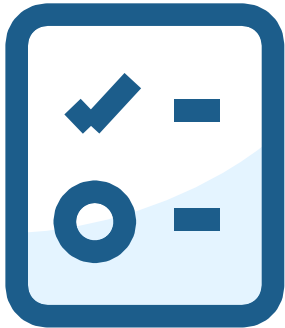


How can we reach early adopters effectively?

- 1 Ads on e-commerce platforms.
- 2 Distribution of flyers in major cities
- 3 Post on social inclusion networks
- 4 Publication on a private academic blog

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How can we reach early adopters effectively?

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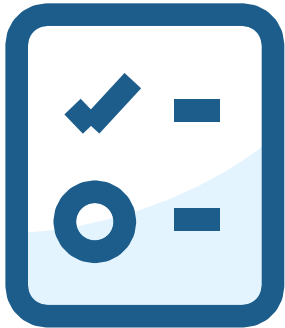


What outcome do we intend to achieve considering the mentioned dissemination and exploitation activity pertaining to this KER??

- 1 Distribution of promotional material to publicize the model
- 2 Creation of a theoretical framework for digital skills adopted by at least three other universities all over the EU.
- 3 Adoption of the digital skills training modules by at least three NGOs active in rural areas

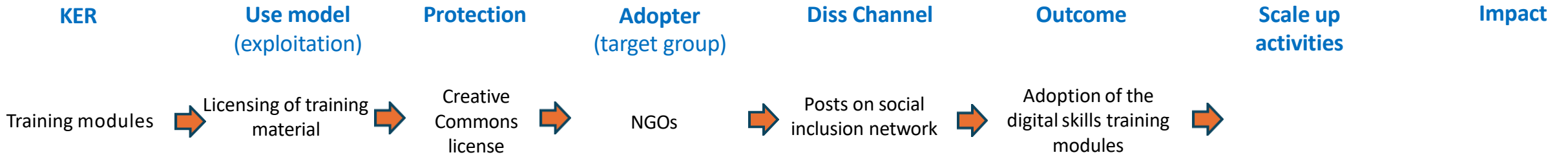
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What outcome do we intend to achieve considering the mentioned dissemination and exploitation activity pertaining to this KER??

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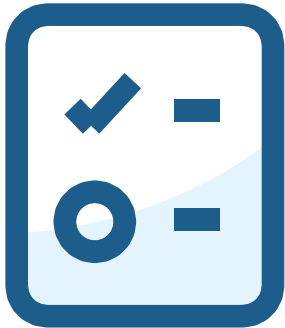


Which scenario would best enable the expected impact?

- 1 Project partners developing the model exclusively for a national context
- 2 Public agencies releasing reports on the social inclusion
- 3 NGOs establishing local and international partnerships to expand model adoption

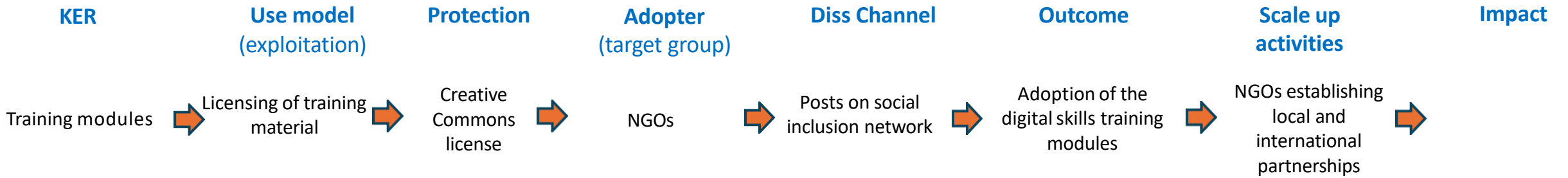
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Which scenario would best enable the expected impact?

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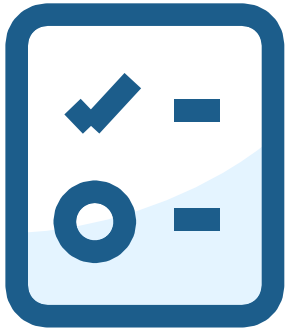


What impact can we expect?

- 1 A shift in focus from rural areas to urban areas with already advanced digital infrastructures
- 2 Increased reliance on international technology providers for rural community training.
- 3 Strengthening of rural social cohesion through the increase of the 5% of the employment rate of young population (<35)

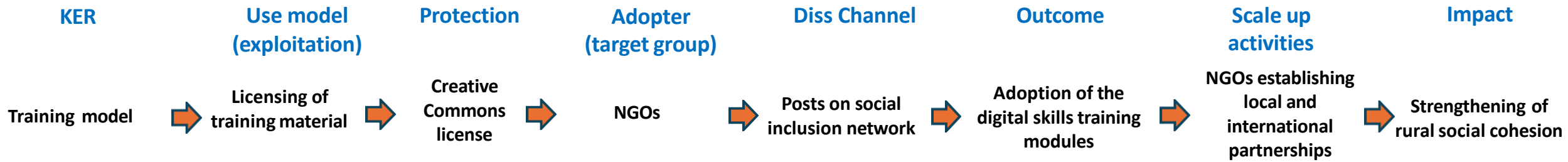
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What impact can we expect?

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Conceptual errors

- General **underestimation of the Impact** related aspects and their relevance;
- **Meaning** of “Impact”;
- Understanding the difference between **Dissemination/Communication/Exploitation**

Technical errors

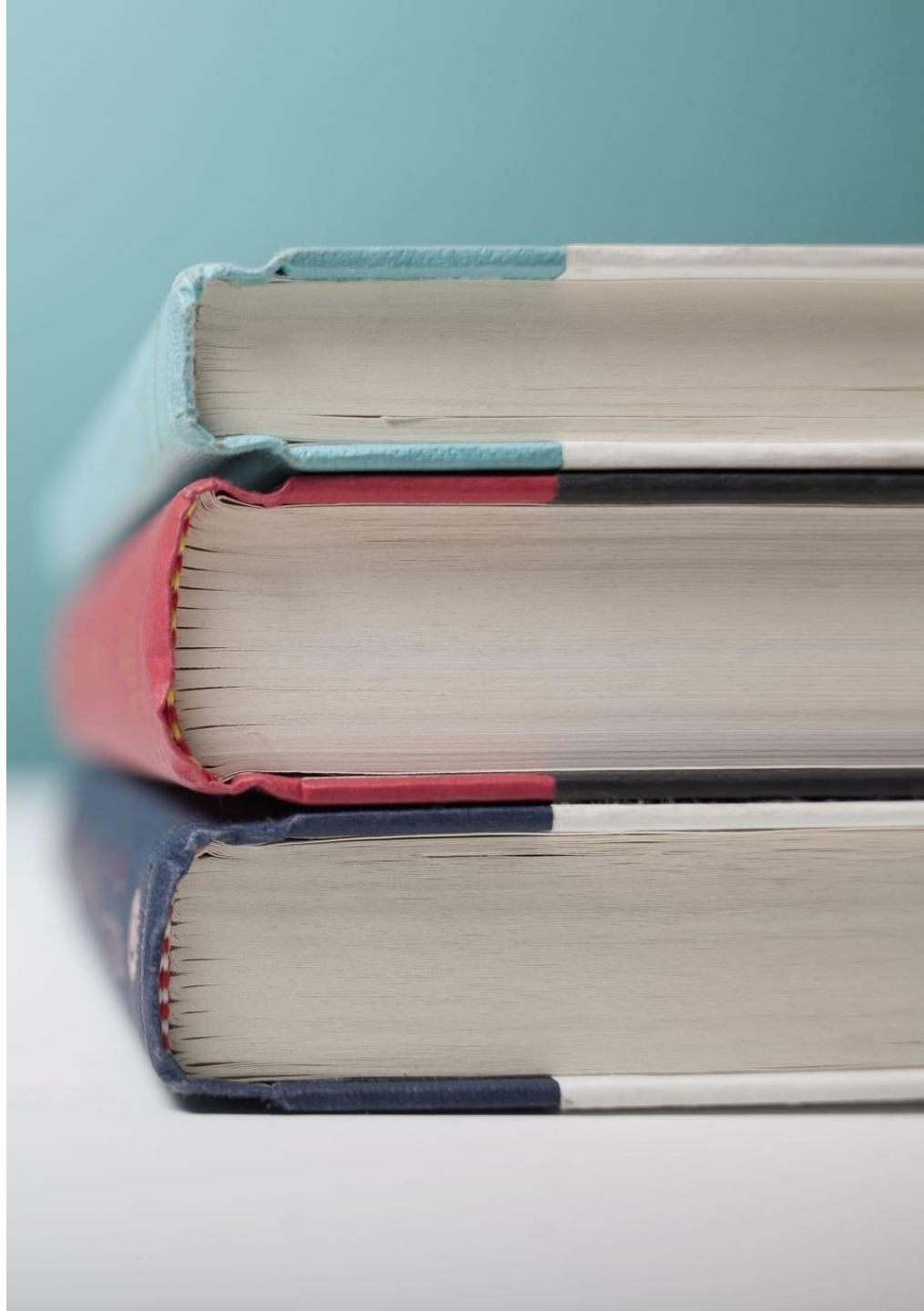
- Neglecting, or renouncing to analyse, **Impact indicators**;
- Neglecting **Stakeholders analysis**;
- Design of tailored **Dissemination Strategy**;
- **Exploitation pathway** is not considered or prepared;



Glossar

y

- **KER** = result of the research, which an entity intends to exploit
- **Outcome** = the effect generated by the exploitation and dissemination activities of the KER
- **Impact** = the benefit (transformation/change) enabled by the outcome
- **Problem Owner** = the person suffering from the problem to which the KER offers a solution
- **KER Owner** = who develops the solution through research
- **Adopter** = the problem owner who will adopt the solution
- **Early adopter** = among the adopters, who will be the first to adopt the solution
- **User** = the entity that will use the solution on which the KER is based
- **Beneficiary** = the final actor that will see a benefit



Thank you for your attention!

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www.meta-group.com

