

Andrea di Anselmo

President of META Group, Italy



Welcome to the Interactive Course on

Securing EU Research Funding by Communicating and Demonstrating Societal Impact

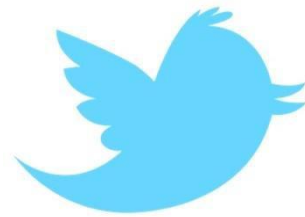
22-23 January 2025

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

Access to EU research funding by stimulating and
demonstrating Societal Impact
7-9 December 2022

DAY 1



#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:



Co-funded by
the European Union

- Understanding impact in Horizon Europe
- Impact pathway
- Zooming in – Outcome and impact
- Maximising impact
- Difference between Dissemination, Communication and Exploitation and how to formulate proper strategies for each Decisive duo
- Examples/templates of Dissemination & Exploitation strategy
- What to do and support services

Andrea Di Anselmo

META: 30+ years of experience in «Knowledge To Market»

BOOSTER

The DG RTD

Suit to support funded projects with
Exploitation and Dissemination
services – Leading partner

<https://www.horizonresultsbooster.eu/>

- **bringing knowledge to market**, helping researchers and entrepreneurs in using the results of their project and commercialising their ideas
- **training & coaching** on how to communicate and pitch research results
- **engaging** with a variety of **stakeholders** from Public agencies to early-stage investors across Europe
- **running European research-support services** as **Horizon Results Booster, IP Booster, ESIC, SSERR and CSSERR** framework contracts (DG RTD)

An initiative of the



Framework contractors of DG RTD since 2012

2.000+ research consortia supported in exploiting research results

More than 15.000 R&D projects participants coached and tutored



Object

Introducing impact and the elements that enable it

Clarifying connections between results, outcomes, exploitation, dissemination, and communication

Discussing and sharing experience



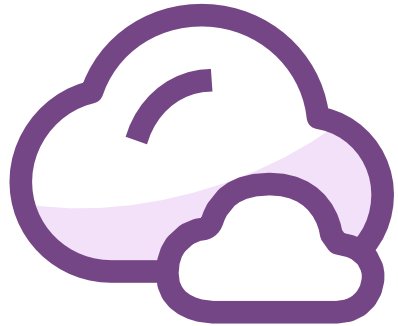


'Impact,' what do you find less clear?



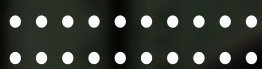
slido

Please download and install the Slido app on all computers you use



'Impact,' what do you find less clear?

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



From research to impact:
the challenge of turning an
innovation into benefits –
Horizon Europe

Innovation and **impact** are the
keys to realizing the social,
economic, and scientific **value of
public investment, transforming
it into benefits for society.**

This **transformation** is only
possible through the **use of
results** and is facilitated by
**exploitation and dissemination
activities.**





Transformative

Experience demonstrated that a R&D result can have a **transformative potential** if:

- it is **developed** in the view of **challenges/needs** to be solved
- it is **translated** into “**actionable**” results, key exploitable results - **KERs**
- it is **disseminated**, and finally
- **put in use** (direct or indirect)



Impact Key Concepts





Amazing **Results**

≠

Amazing **Impact**



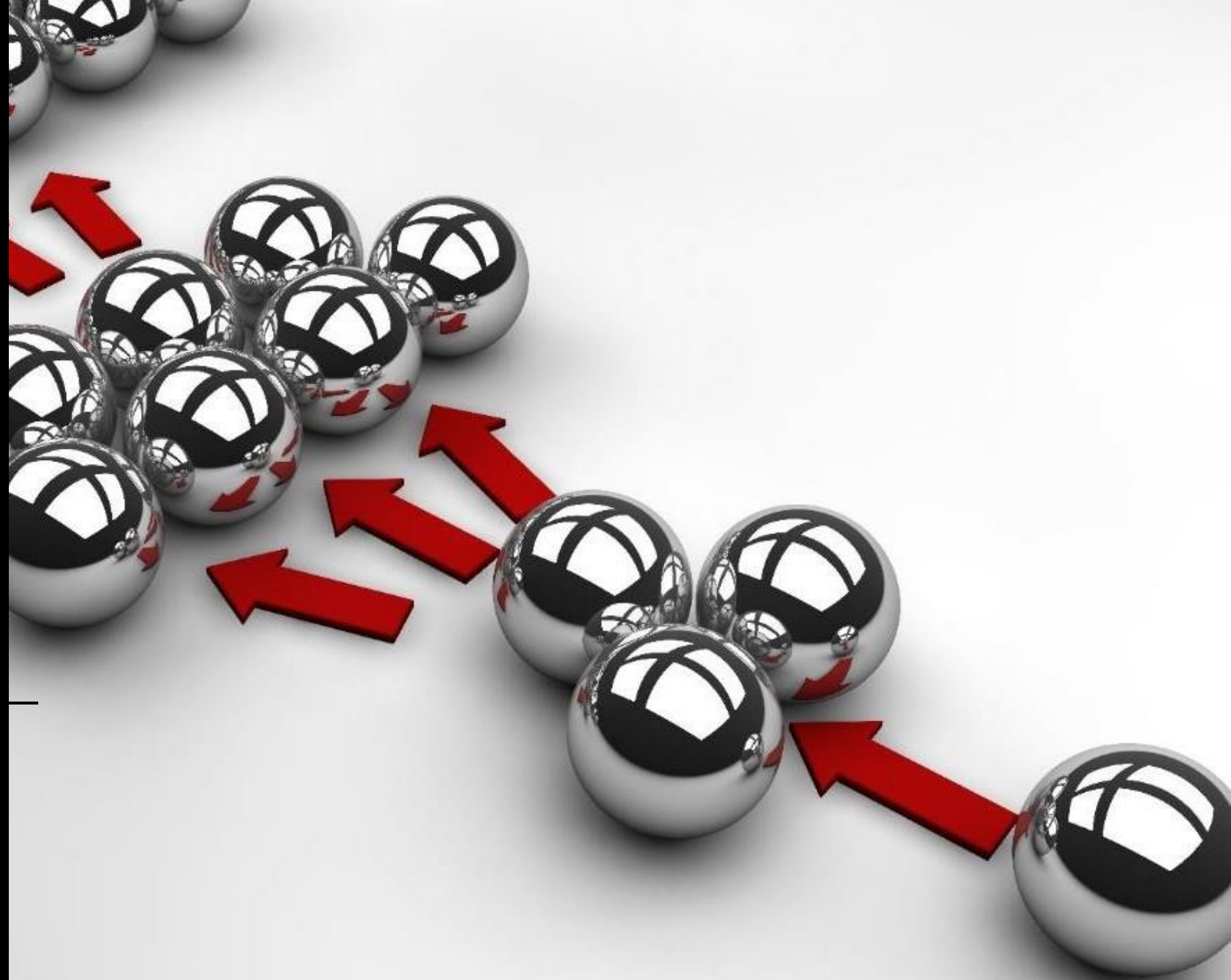


no use
no impact

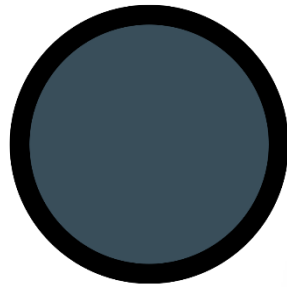


—

Impact:
The result of
a journey



Pathway: From the **KER** To **Impact**

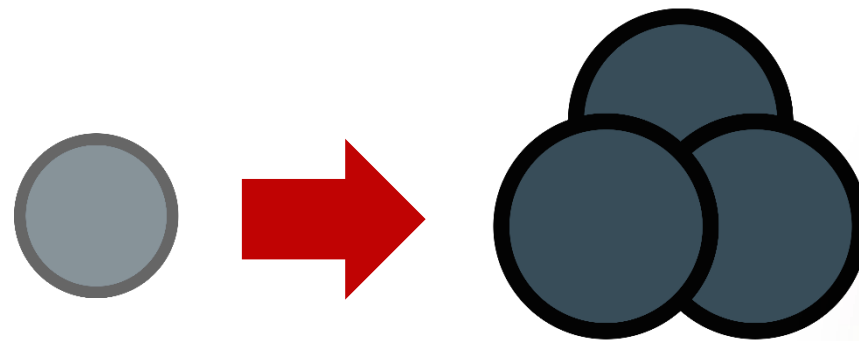


KER

The result of research activity (problem solution) that can be **used/adopted**, either by the developer or by others.

Pathway:

From the **KER** To **Impact**

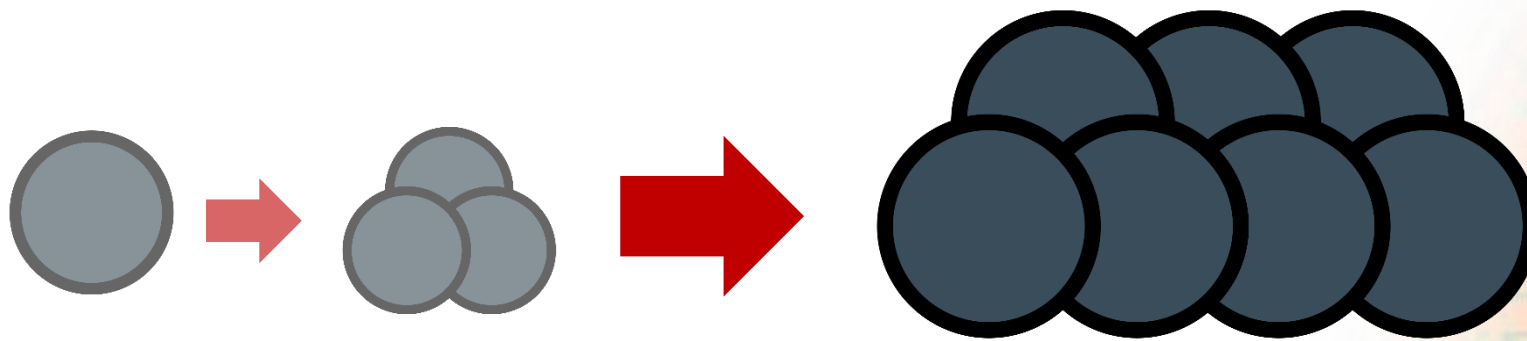


Outcome

Expected short-to-medium-term **effect** from the implementation of **dissemination** and **exploitation** activities (adoption of research result).

Pathway:

From the **KER** To **Impact**



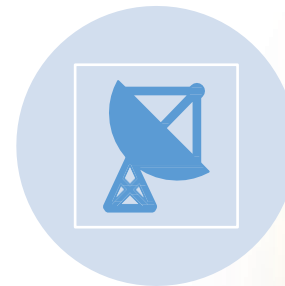
Impact

Long-term tangible benefit to society (including the environment), the economy, and science (enabled by the outcome)

Questions to be considered



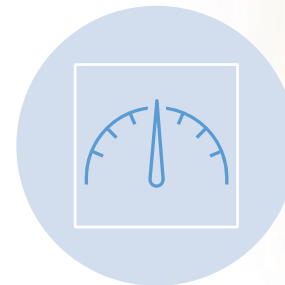
Why does this **specific research result** better solve territory/community/adopter problems?



What channels can I activate to **facilitate the adoption** of the proposed solution?



On what basis can we affirm the **effective adoption** of the solution?



How do we **measure** impact – what **indicators**?

The players

ADOPTERS



THE ONES READY TO «BUY» OUR SOLUTION AS FIRST

END-USERS CUSTOMERS



THE ONES WHO WILL USE THE SOLUTION

BENEFICIARIES



THOSE WHO BENEFIT FROM THE PRESENCE OF THE SOLUTION ON THE MARKET

They can be the same player! (e.g. for a baker, people buying bread are adopters, end-users and beneficiaries are the same time)

Questions?



Is IMPACT in SSH a mythological creature?



Impact areas - SSH



Health service agencies, professional associations and unions used the information in assessing work environments, and either making or advocating for change.

Utilisation de mes travaux sur l'Amérique latine par les agents du Ministère des affaires étrangères dans la préparation de la nouvelle stratégie du Canada face à la région.

The research is used to assist aboriginal rights movements.

The results inform therapeutic interventions in a variety of health and educational organizations.

A chapter of a book I published became the basis of major criminal law legislation in the UK.

Used as a basis for advocacy by early learning and child care NGOs.

I have brought music uncovered through that research to a wide public by editing and publishing it.

My research in development economics is sometimes used by researchers at the World Bank.

USE*
(examples)

** The output and impacts of social sciences and humanities research, Eric Archambault.*

SSH* examples - cont

WORKALO (2001-2004) - Creation of new occupational patterns for cultural minorities: The Gypsy Case” **generated effective partnerships** between researchers and other stakeholders in improving employability.

Their labour insertion was more successful in comparison to other courses, with an **80%** success rate, whereas these types of programme usually do not achieve more than a **20%** rate for labor market inclusion.

**State of the art in the Scientific, policy and social impact of SSH research and its evaluation, IMPACT-EV*



How to mobilise impact



Impact - outcome - results - use: the European paradigm



The **meteorite** is the result, the "**KER**", Key Exploitable Result.

The planet is the **target group** on which we want a transformation to take place (economic, social, etc.)

The effect obtained thanks to the USE of KERs is the "**outcome**"

The long-term "**benefit**" enabled by the **outcomes** of the adoption of the KER is the "**impact**"

The "benefit" is the **transformation** achieved thanks to the D&E activities, some time after the end of the Project.

The meteorite: not just a result, but a **Key Exploitable Result (KER)**

- It responds to the need of a well-defined group of **adopters**
- It represents a **better solution** compared to the state of the art
- It has been selected by partners for **use** and/or **market introduction**
- A product or process...
- A new service format...
- A demonstrator...
- A new policy...
- A new standard...
- A new training course...
- Input for a new project...
- ...

USE – It can be direct and/or indirect

Direct – from one of the partners:

- **Input** for further research (low TRL);
- **Develop** and **sell** a product/process (high TRL);
- **Provide** a service (consultancy – **contract research**);
- Use a result in a **standardization** activity;
- Stimulate new **policy**.

Indirect – by a third party:

- **Transfer of a result;**
- **Licensing.**

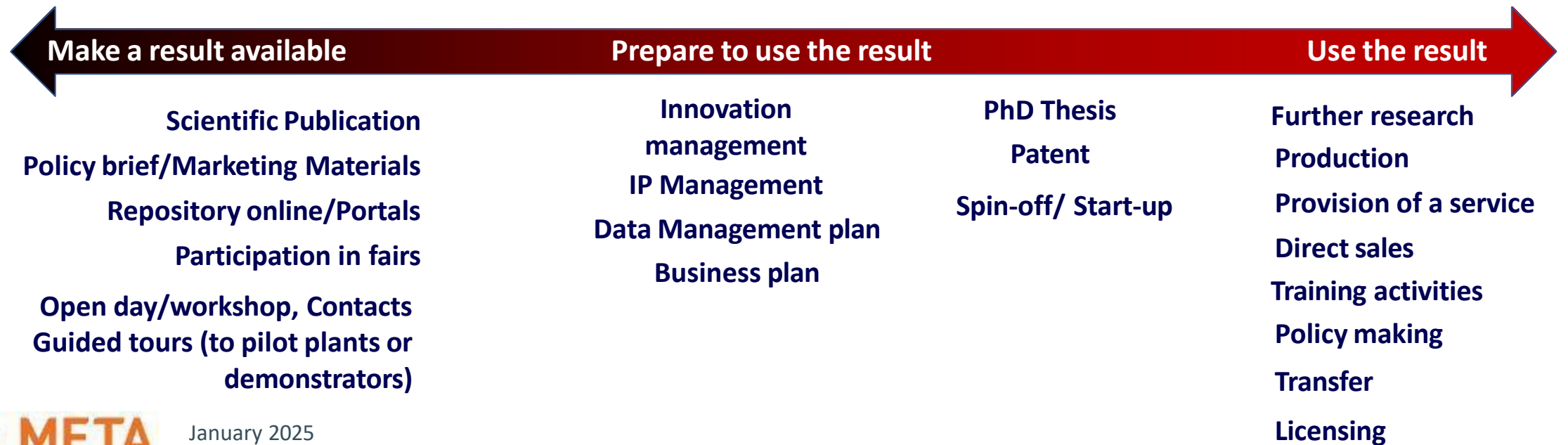


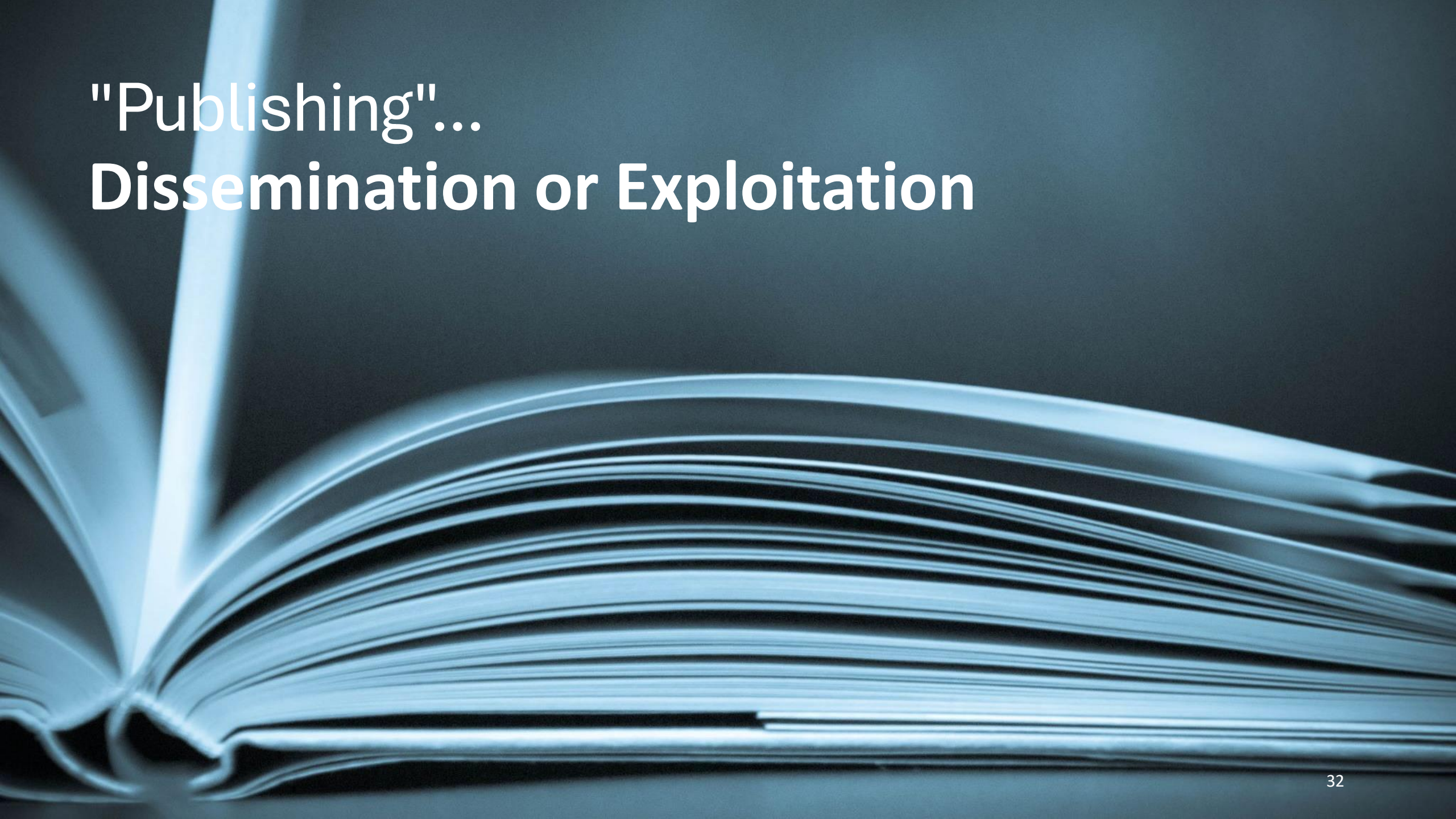
“This **transformation** is only possible thanks to an effective **use** of the results and is enabled by the implementation of **Exploitation** and **dissemination** activities”

Dissemination is not Exploitation...

Dissemination vs Exploitation

Dissemination	Exploitation
Describe and make available a result so that it can be used. Inform a potential target group of adopters of a ready-to-use result.	Use a result for scientific, social, and economic purposes.
Groups who could use the result.	Groups or individuals who make concrete use of the result.





"Publishing"...

Dissemination or Exploitation

Communication vs Dissemination

Communication	Dissemination
About the project and the future benefits enabled by the results.	Just results.
Multiple target audiences, outside the project "community" (including the general public).	Adopters who can use the result.



IN A NUTSHELL (FROM THE EC)

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.

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.)

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.



Objective



Focus



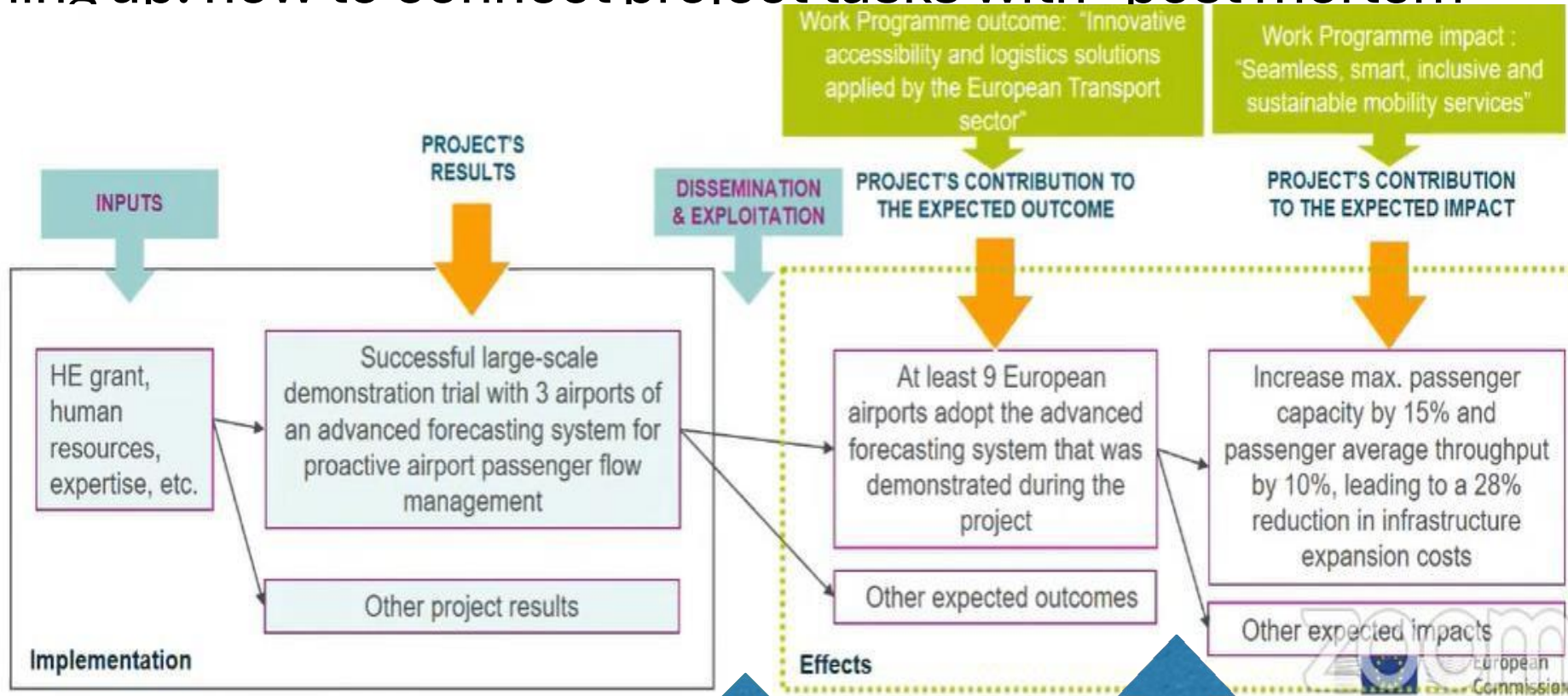
Target Audience



Questions?



Summing up: how to connect project tasks with “post mortem”



Source EC

D&E
bridge implementation
and effects

Outcomes
enable
expected impact

BOOSTER

Leading your R&I towards long term impact

tailored services provided **free-of-charge**, to **support you in every step of the way towards impact.**

Its **comprehensive services** encompass everything from go-to-market strategies and networking opportunities to intellectual assets management, public speaking coaching, and more.

Go to the website and apply from there

<https://www.horizonresultsbooster.eu/>



Booster services

1. Personalised Support



1.1. Entry-Level Consultation

< 2 months



1.2. Follow-Up Support via Single Point of Contact / Mentor

Min. 1 online meeting every 6 months

2. D&E Building Blocks



2.1. Dissemination Support

< 6 months



2.3. Go-To-Market Support

< 6 months

3. D&E Add-Ons



3.1. Networking

< 6 months



3.4. Coaching for Public Speaking

< 6 months



3.2. Portfolio Analysis

< 6 months



3.5. Audio-Visual Support

< 6 months



3.3. Intellectual Assets Management

< 6 months

Applicant(s)



**Single
organisation**



One project



**Group of
organisations**



**Group of
projects**



No use
No impact



End of session 1

Thank you!

a.dianselmo@meta-group.com

www.meta-group.com