Welcome to the Interactive Course on

Securing EU Funding by Communicating and Demonstrating Societal Impact

22 – 24 January, 2025

AESIS
NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF

LINO
Lithuanian RDI Liaison Office

RCL
Research Council of Lithuania

Co-funded by the European Union

DAY 3

#EUF22
@AESISNET

OVERVIEW OF THE COURSE

Wednesday, 22nd of January

Introductions by AESIS and LINO – Anika Duut van Goor and Tadas Tumėnas
Introduction to Societal Impact – Anika Duut van Goor
Maximizing Impact in EU Programs – Andrea di Anselmo
Dissemination and Exploitation – Andrea di Anselmo
Introduction to the Course Assignment

Thursday, 23rd of January

Beyond Academia: Maximizing Societal Impact – Rebecca Thompson
Demonstrating Impact – Rebecca Thompson
Grant Writing– Ritchie Head
Visit to the European Parliament & Course Dinner

Friday, 24th of January

Collaboration and Communication- Ritchie Head
Participant Presentations

Ritchie Head

Managing Director at Ceratium BV, United Kingdom

LINO Lithuanian RDI Liaison Office | RCL Research Council of Lithuania | Co-funded by the European Union

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ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

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COLLABORATION AND COMMUNICATION

- Ceratium I Amsterdam I Liverpool
- ritchie.head@ceratium.eu

Topics

- Transdisciplinary Research
- Forming Consortia
- Intersectorial — businesses and governments
- Building Strategy for Impact

COURSE ASSIGNMENT – CLARIFICATIONS (?)

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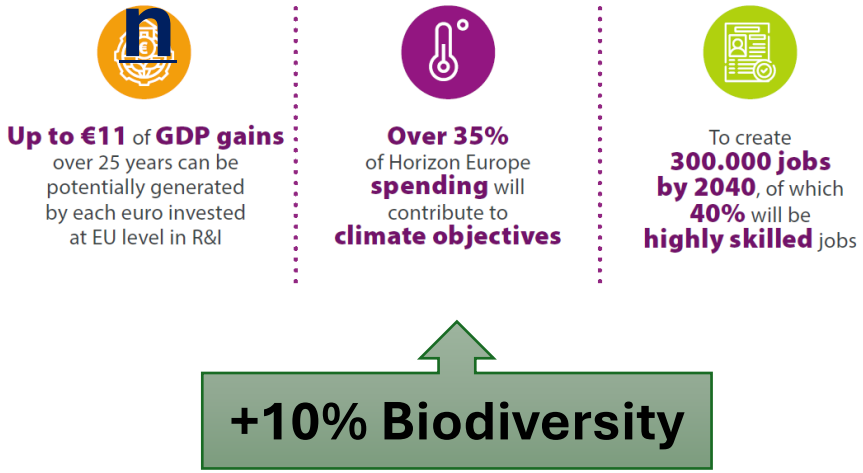
Transdisciplinary research

Policy Framework – Changing Europe

SUSTAINABLE DEVELOPMENT GOALS

#EUGreenDeal

#EUDigitisatio



Horizon Europe €95.5 Billion

✓Strengthens the impact of research and innovation

✓**@High level HE is about addressing Global Challenges**

- Climate Change
- UN Sustainable Development Goals (SDGs)
- Improve EUs competitiveness and economic growth
  - Post Covid-19 lockdown
  - Jobs & Industrial success
  - Health care
- Developing, supporting and implementing EU policies
- Strengthened European Research Area
  - creation and better diffusion of excellent knowledge and technologies
- Facilitates collaboration

European Research Area: key to Recovery Plans

- European resilience
  - greener / digitally empowered / collaborative
  - COVID-19 response
- Key players
  - EC – Member states – R&I stakeholders
- Novel joint efforts
  - citizens and science
  - communicate better
- Research and Innovation Ecosystem
  - Effectiveness, consistency and efficiency
- Multiple scales
  - REGIONAL with policy support
  - Open to the world – 2 WAY relationships

…Reinvigoration

…Role for SSH..role for you?

Transdisciplinary Research

- “A strategy that draws on research across different disciplines to create a holistic approach.”
- Typically research efforts focused on problems that cross disciplinary boundaries …”
  - Multidisciplinary research – applying approaches from different disciplines to the problem
  - Interdisciplinarity… combining research approaches from different disciplines and creating an integrated approach

Solving complex societal problems

Often needs a range of expertise and stakeholders

Horizon Europe - Award Criteria Excellence

- Clarity and pertinence of the project's objectives; and the extent to which they are ambitious, and go beyond the state-of-the-art.

- Soundness of the proposed methodology, including the underlying concepts, models, assumptions, inter-disciplinary approaches, appropriate consideration of the gender dimension in research and innovation content, and the quality and appropriateness of open science practices including engagement of citizens, civil society and end users, research data management.

Research or Innovation?
Technology Readiness Levels

EC Horizon Europe TRL descriptions	
TRL 9	Actual system proven in operational environment (competitive manufacturing in the case of KET*; or in space)
TRL 8	System complete and qualified
TRL 7	System prototype demonstration in operational environment
TRL 6	Technology demonstrated in a relevant environment*
TRL 5	Technology validated in a relevant environment *
TRL 4	Technology validated in lab
TRL 3	Experimental proof of concept
TRL 2	Technology concept formulated
TRL 1	Basic principles observed
	***industrially relevant** in case of key enabling technologies (KETs)

Innovation
close to market 70% grant funding (non-academic parties)

Research & Innovation
100% grant funding (higher risk)

TRLs are useful development pathways.

TRL 1 — Basic principles observed	*TRL 1 — Basic principles identified*
TRL 2 — Technology concept formulated	*TRL 2 — Crop improvement concept formulated*
TRL 3 — Experimental proof of concept	*TRL 3 — Experimental proof of concept*
TRL 4 — Technology validated in a lab	*TRL 4 — Improvement validated in a crop model*
TRL 5 — Technology validated in a relevant environment	*TRL 5 — Improvement validated in a field/glass house environment*
TRL6— Technology demonstrated in a relevant environment	*TRL6— Pre-breeding with improved traits in a relevant environment*
TRL 7 — — System prototype demonstration in an operational environment	*TRL 7 — — Improved prebreeding crop line demonstration in a grower/farm environment*
TRL 8 — System complete and qualified	*TRL 8 — Breeding in elite crop line achieved and qualified*
TRL 9 — Actual system proven in an operational environment	*TRL 9 —Elite crop line incorporating trait(s) proven in commercial growing environments*



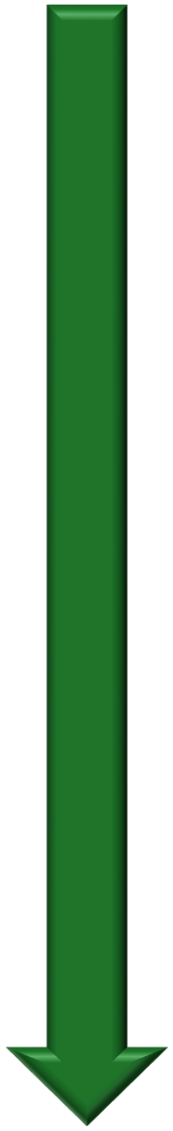
Adopt “levels” that suit the project :

SOCIETAL READINESS

POLICY READINESS

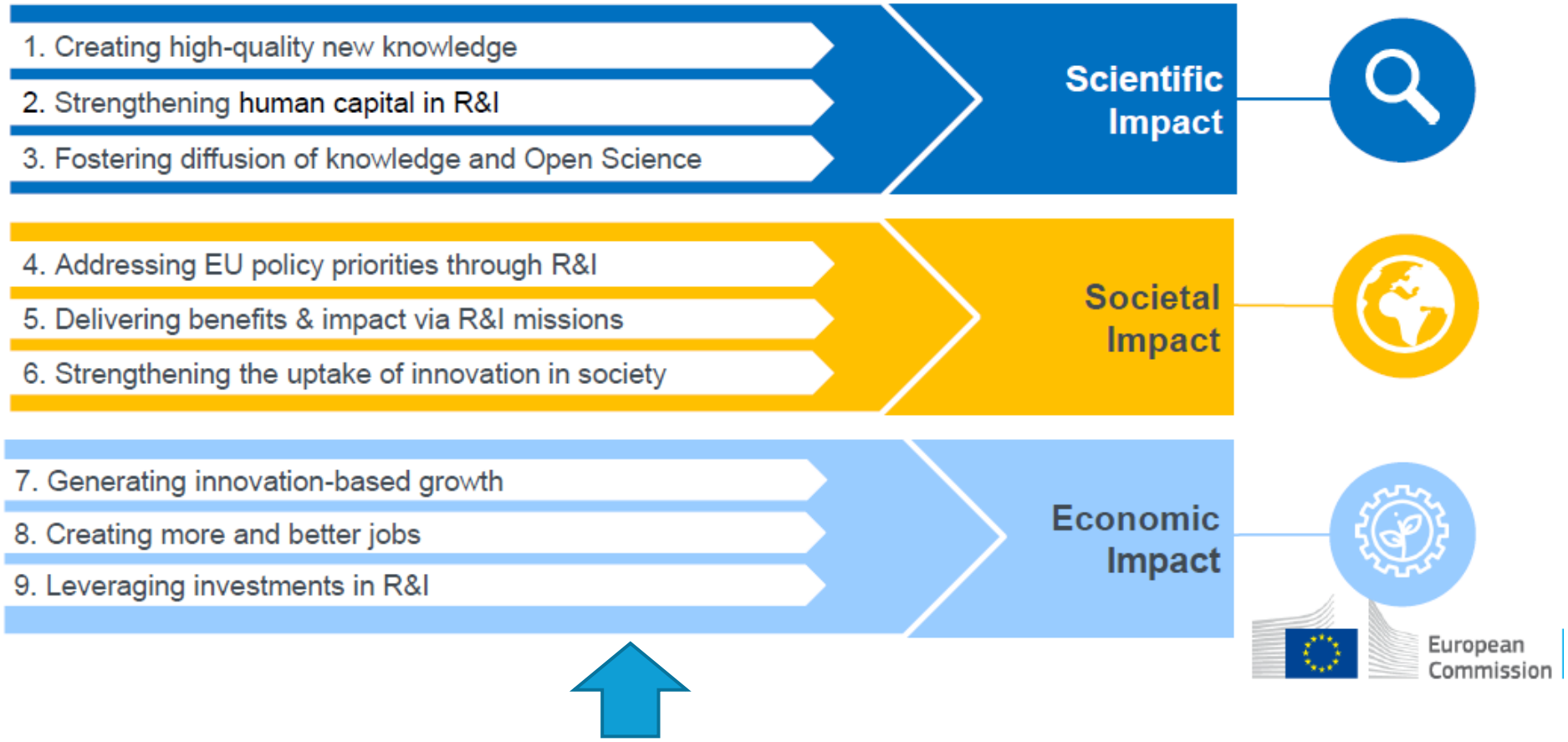
Policy Pathway (?)

DAFM Thematic Research Call 2021 (Ireland)



- PRL 1 – identifying problem and identifying policy readiness
- PRL 2 – formulation of problem, proposed solution(s) and potential impact, expected policy readiness; identifying relevant stakeholders for the project
- PRL 3 – initial testing of proposed solution(s) together with relevant stakeholders
- PRL 4 – problem validated through pilot testing in relevant environment to substantiate proposed impact and policy readiness
- PRL 5 – proposed solution(s) validated, now by relevant stakeholders in the area
- PRL 6 – solution(s) demonstrated in relevant environment and in co-operation with relevant stakeholders to gain initial feedback on potential impact
- PRL 7 – refinement of project and/or solution and, if needed, retesting in relevant environment with relevant stakeholders
- PRL 8 – proposed solution(s) as well as a plan for policy adaptation complete and qualified

3 Key Impact Pathways = Monitoring Approach



KEY IMPACT PATHWAY INDICATORS

Short (1+ years) | Medium (3+ years) | Long (5+ years)

CALL: HORIZON-CL2-2024-DEMOCRACY-01-04

The interrelation between social, cultural and political identities, as well as the sense of belonging, and democracies

- Provide a comprehensive analysis of the interrelations between social, cultural and political identities, the sense of belonging and identification with a group, and democracy, including in matters of political representation, participation and trust. This includes considering the intersecting, fluid and fragmented dimension of identities and their relation to the need to belong as well as values.
- Build on findings to **formulate policy recommendations** to address, prevent and correct negative trends, including piloting of strategies and frameworks to **prevent discrimination, marginalisation and alienation**. Insights on how to **contribute to encompassing identities** with **concrete policy recommendations** are **highly encouraged**.
- **Develop** critical insights into the ways in which processes of **social, cultural and political** participation can contribute to further fostering the sense of belonging/ownership to local, national and European democratic institutions and processes, or the diffusion of antagonistic identities or social norms.

Over to you

- What disciplines would you involve?
- Do you see any potential problems ?

Approaches and Disciplines “expected”

- Utilise participatory methods for research
- Involving academic and non-academic actors - community empowerment.
- Clustering and cooperation with other projects
- Social innovation activities to stimulate social change, new social practices, social ownership or market uptake.

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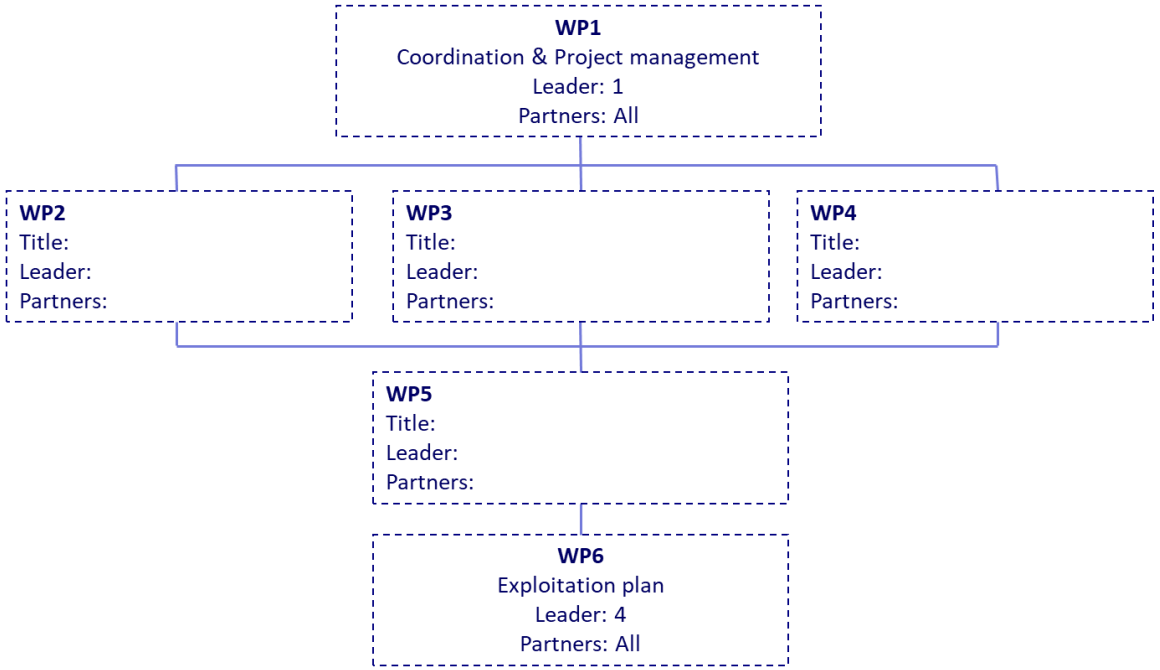
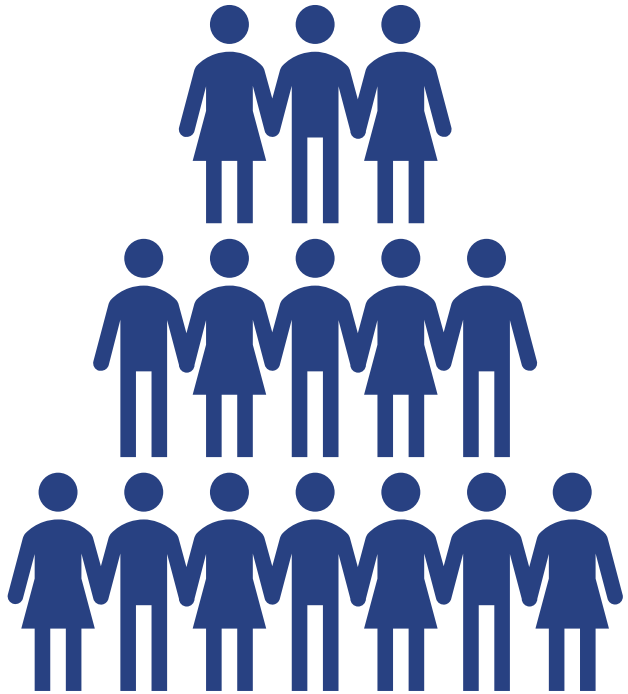
Forming Consortia

The project drives the team



The right partners to deliver impact

- Who can provide convincing links
  - to the next user of results
  - to the market
- Value Chain players
  - Innovators / early adopters / market actors / policy makers
  - Regulatory experts etc…
- Intermediaries (third sector/NGOs)
- Who can reach stakeholders/citizens
- Communication and exploitation strategies as drivers
  - Tailor the partners and/or *associates* to the



Over to you

- How do you find the partners you need?
- What changes as the consortium grows?

How to find partners

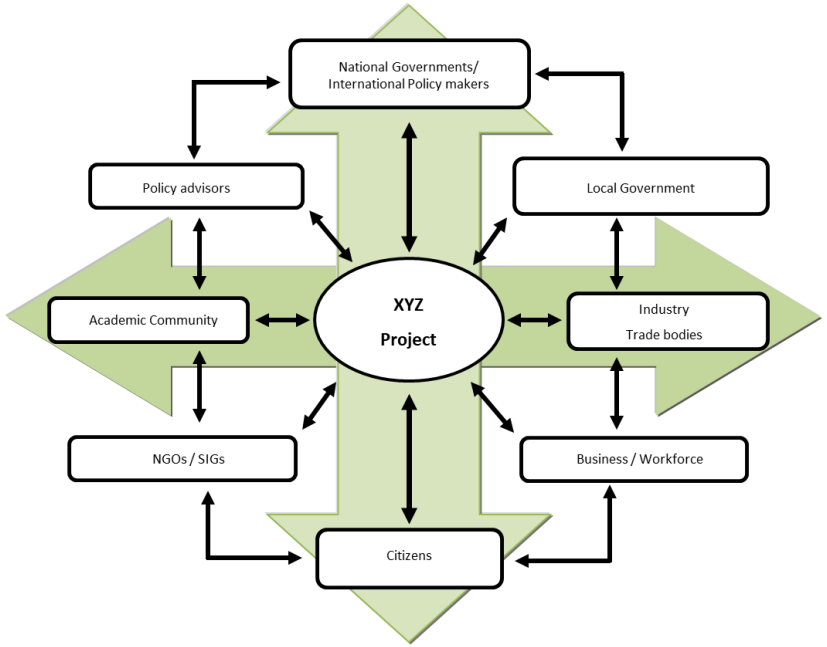
- **YOUR own networks**
  - **Strategic networking**
  - **“Personal” brand identify (?)**
- Collaboration in past projects
- **Professional networks**
- Collaboration in EU associations
- Events and Info-days
- Partner searches
- Network of Brussels offices etc
  - Advertise your needs – look for existing opportunities
  - Targeted 1 page proposal

Effective collaboration

Be realistic: is it working?

- Provide **complimentary** skill sets
- Treat collaboration strategically
  - Align interests
  - WIN-WIN projects
- Relationships matter:
  - don’t underestimate the personalities
- Effective Communication:
  - ongoing – open – 2 way
- Clear expectations and ambition understood by ALL
- Democracy …in small doses <u>but someone needs to lead</u>
- Agreement on writing roles and responsibilities

Things to keep in mind



- **Make sure you have <u>all</u> the right skills & expertise**
- **Openness to Collaboration**
- **Different work cultures**
- **AGREEMENTS –> needs driven**

✓ Memorandum of Understanding

✓ Non-Disclosure/Confidentiality Agreements (NDA/CDA)

✓ Grant Agreement

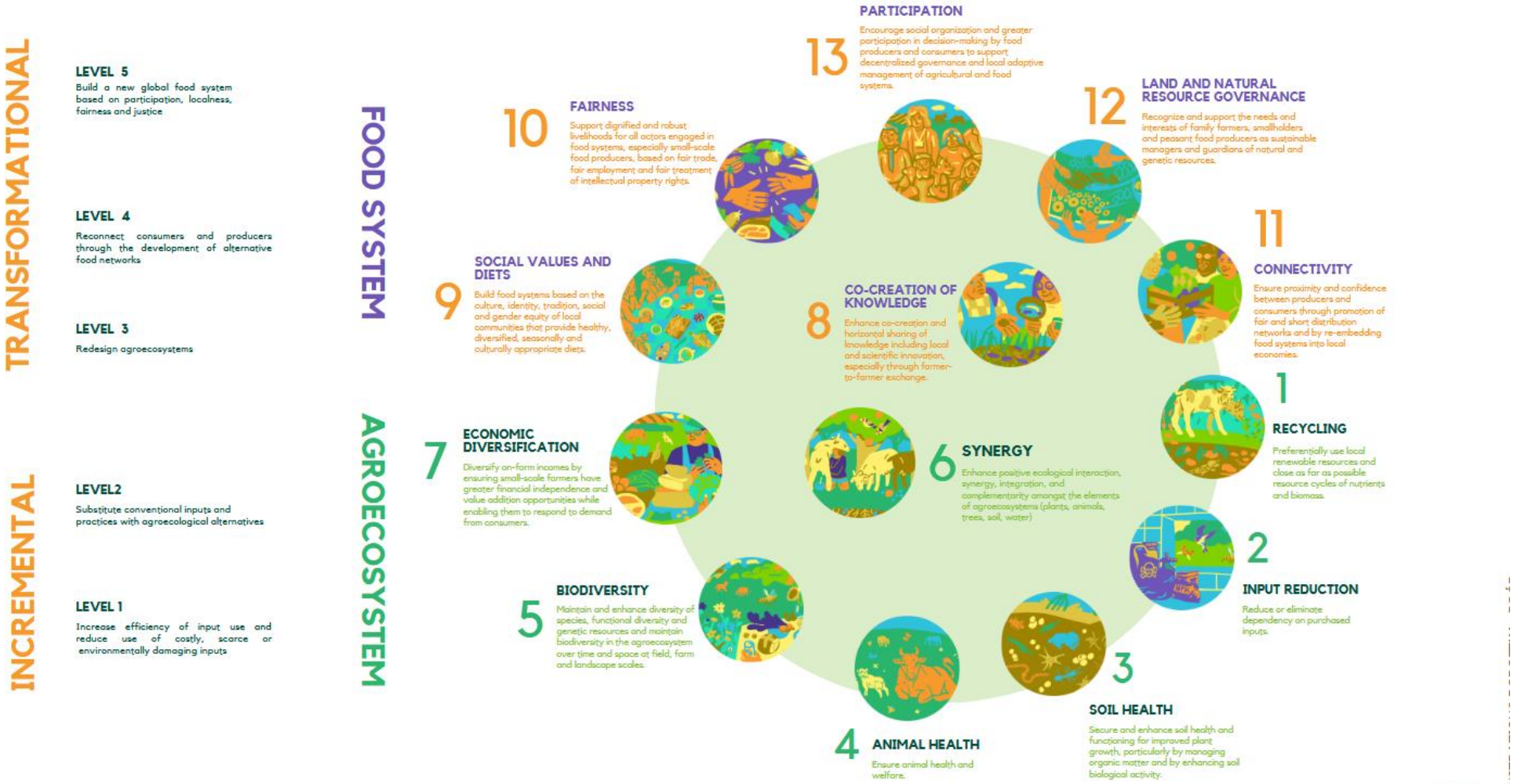
✓ Consortium Agreements

✓ IP Licence Agreement

IPR Helpdesk
Your Research/TTO Office

Diverse Challenges - Example: Agroecology

Sustainable food production – economic I environmental l societal



SOURCE: HLPE (2019)FIVE LEVELS OF TRANSITION TOWARDS SUSTAINABLE FOOD SYSTEMS AND RELATED PRINCIPLES OF AGROECOLOGY

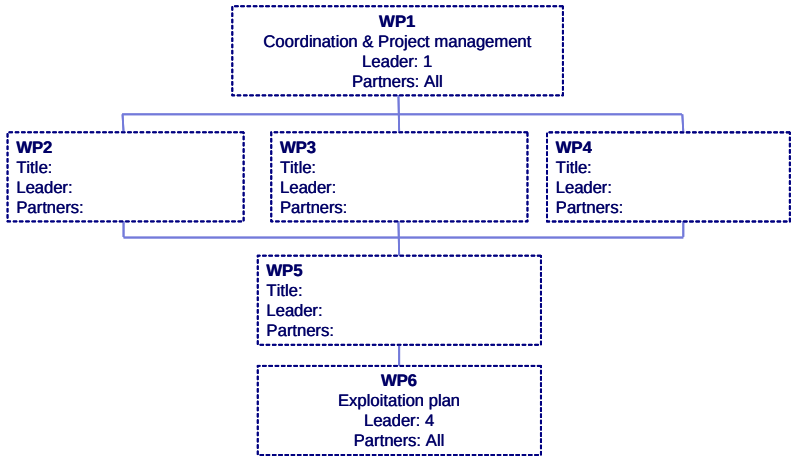
AGROECOLOGY EUROPE

Separate Agendas - Herding cats?

- Effective management
- Take time to build relationships
- Inclusive and engaging culture

Describing the consortium and partners

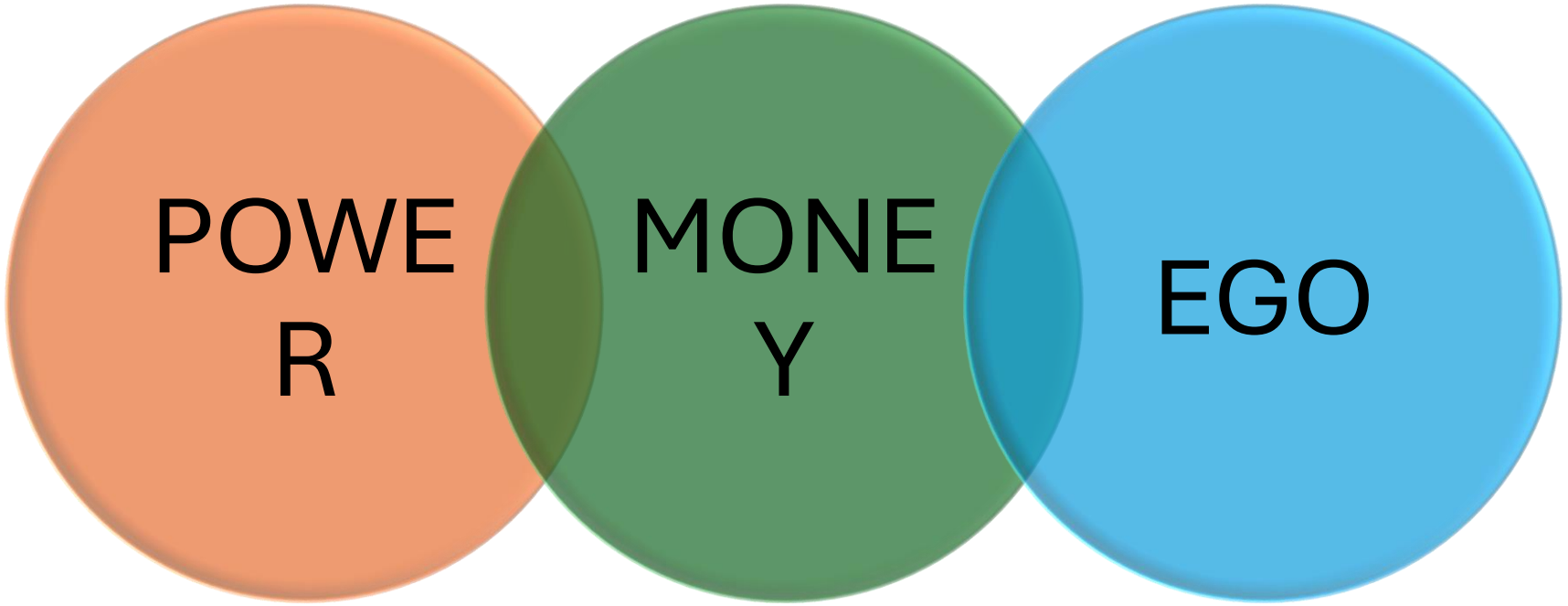
Consortium Partners



Build on different proposal sections – do not repeat

- How is the consortium designed to deliver the WP tasks?
  - Disciplines and interdisciplinary strengths
  - **Every partner should have a distinct role**
  - How are your experts addressing the transversal issues?
  - Affiliated entities contributions
  - Access to infrastructures, experts and capacity
  - Value Chain and industry (other cross-sector actors)
- Other countries and international organisations

Intersectorial — businesses, governments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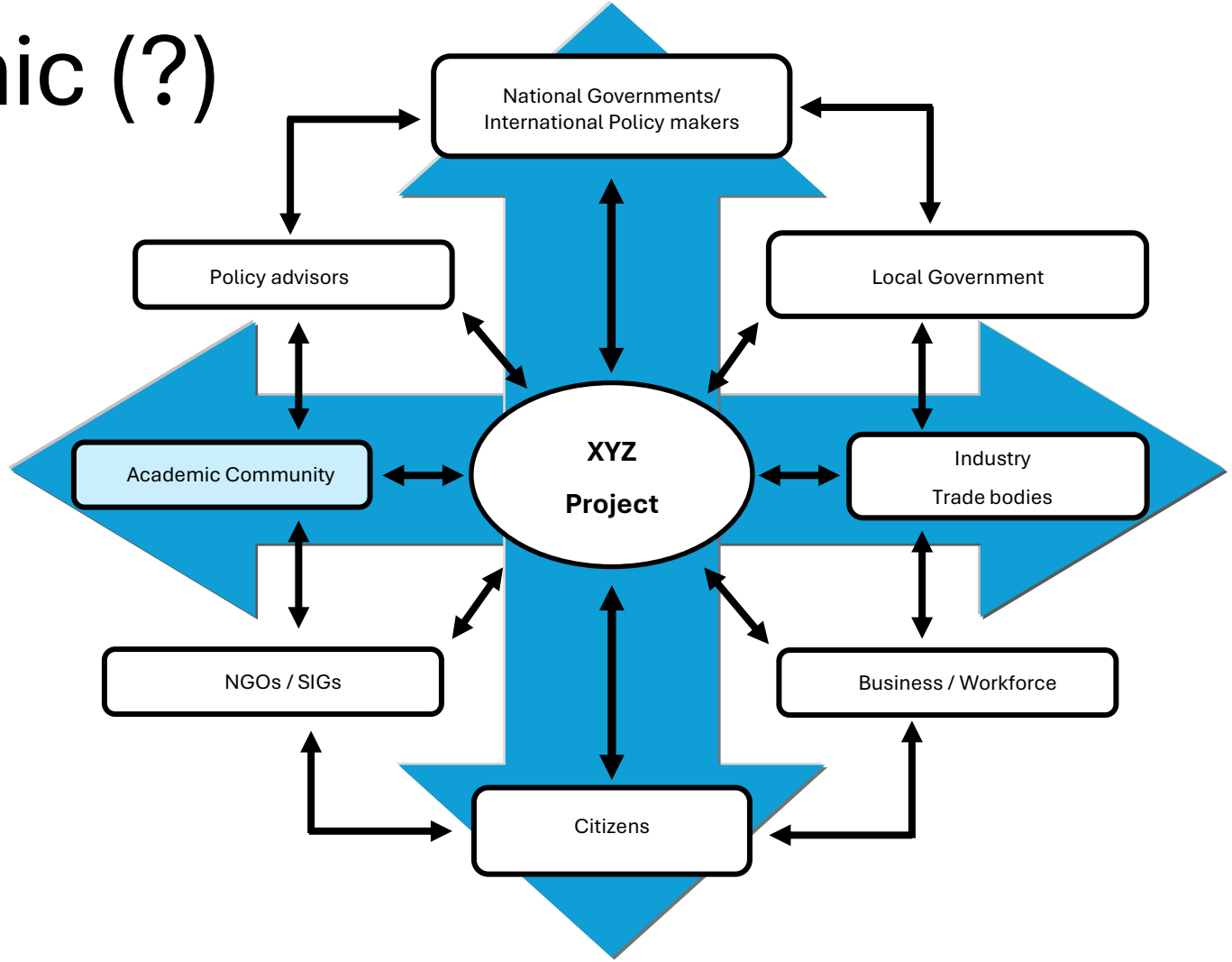
Y
EGO

Beyond the academic (?)

- Recognise where the experts are
- Open the door!
- Use the expertise across the consortium – even at proposal stage



Over to you

CREATING IMPACT THROUGH RESEARCH

- What are your EXPECTATIONS /EXPERIENCE of working with:
  - Business
  - Government
  - Others (Non Governmental Organizations / Civic Society)

Business - Different Thinking. Does it work? Can I sell it?

- Very diverse with diverse cultures
- Operate in the market – different challenges and expectations
- Look for innovation
- Different businesses enthusiasm varies
- Strategies can change
- Timescales matter

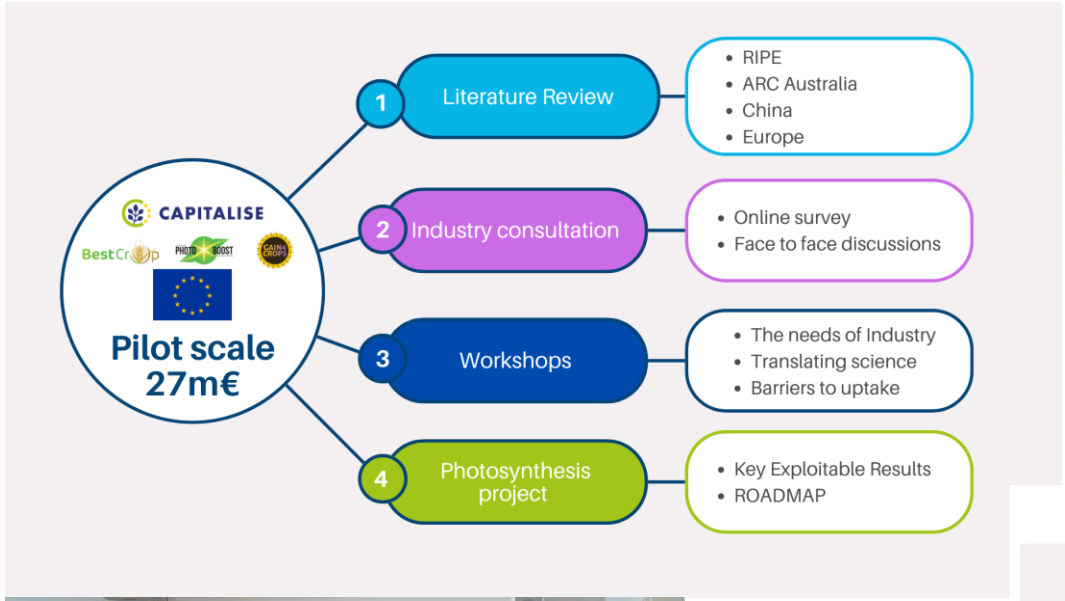
GROUP EXPERIENCE & INTERESTS

Government - Different Thinking.

- Regional – National – **European** – Global
- Understand how policy makers want to engage
- Political by nature
- Understanding the priorities and how research fits
- Evidence based policy making
- Look for innovation – mor enuanced
- Many interests to be aware of
- Woking with policy…like walking through “treacle” (?)

GROUP EXPERIENCE & INTERESTS

Case study: Research Roadmap for Crop Research



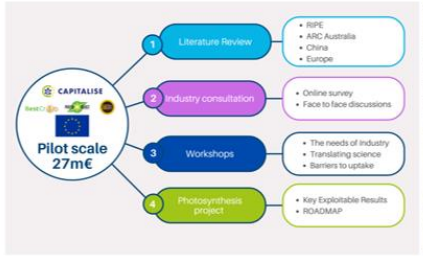
CAPITALISE

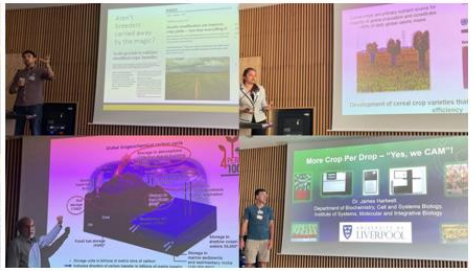
Survey : Priority Setting for a Crop Improvement Research Roadmap

CAPITALISE is an EU H2020 funded project that aims to improve the efficiency of photosynthesis by at least 10% in crop plants to produce higher yielding future proofed crops that can be grown and used in the EU.

70 respondents

20 people from 8 countries representing 11 types of stakeholder





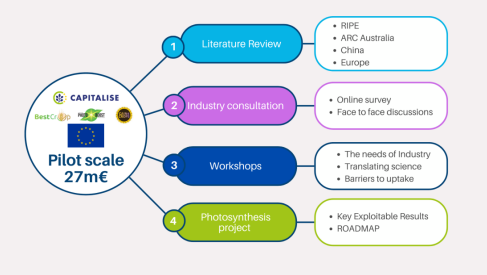
Co-organised with French Groupment de Rechereche

Translational Photosynthesis: Prospecting for Carbon Fixation in Crop Improvement (Cadarache)

50+ expert academics and industry representatives

- State of the art in translating photosynthesis
- Carbon storage and sequestration
- Discussions of pertinent themes required for translation
- A roadmapping day brainstorming translational science.

T8.4 Stakeholder workshops, events and consultations for Roadmap Priority Setting



Short Term Topic suggestions for Horizon Europe Cluster 6

Building on recent progress in EU projects, follow-on funding in future Cluster 6 work programmes is recommended to advance promising results. Proposed 2026-2027 topics align with the CropBooster Roadmap (CropBooster-P, Grant 817690) and the EPSO Working Group Photosynthesis, Abiotic Stress, Input Use Efficiency.Budgets should build on the earlier calls to reflect costs of inflation.

Photosynthetic resilience of crops in a changing climate (RIA TRL2-4)

Photosynthesis and its connection with plant development, yield, source/sink dynamics and respiration should be key considerations of plant breeding. This needs to be carried out in increasingly challenging field conditions with multiple limitations. This calls for the development of a selection of genetic variants associated with enhanced photosynthetic performance using fine-mapping, validating these variants in elite inbred and heterotic backgrounds and developing diagnostic markers. Use of model-guided germplasm improvement should simultaneously enhance model performance and speed up the development of improved accessions.

1. Non-destructive phenotyping of photosynthesis in response to stress (RIA TRL3-6)

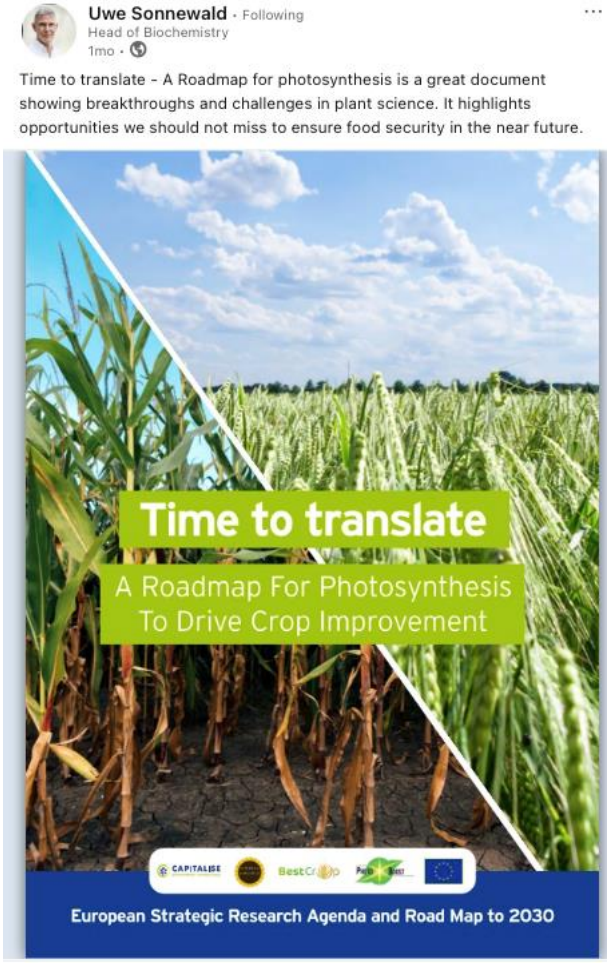
for phenotyping of photosynthetic efficiency in plants whether in controlled and instrumented environments or in the field. Additionally, tools for data acquisition, storage, access, and modelling are needed. These spatio-temporal studies are crucial for providing data for model design and plant ideotype research.

2. Improved nitrogen fixation for increased photosynthetic CO_2 assimilation (RIA TRL3-6)

To sustainably enhance agricultural productivity, it is important to improve both photosynthesis and nitrogen fixation. This approach would boost the productivity of existing nitrogen-fixing crops by providing them with more energy for nitrogen fixation and more carbon for root biomass alongside and more carbon for above ground growth and more nitrogen for photosynthesis. By leveraging increases in nitrogen fixation and photosynthesis, we can establish a foundation for high-yielding and sustainable agriculture.

3. Redesigning photosynthesis for crops of the future (RIA TRL4-6)

Recent advances in protein engineering allow the design of new-to-nature enzyme activities that outperform existing enzymes in terms of kinetic properties, selectivity and, when combined into novel metabolic pathways, substrate conversion efficiency. The transfer of new-to-nature and/or new-to-crop pathways into



KEY MESSAGES

Climate change is driving abiotic stresses that negatively impacts crop health and yields, reducing primary production and threatening food, feed and energy security. New climate resilient crops are urgently needed.

- ✔ Crop development is a long term investment taking 10-15 years and requiring a strategic approach. Time is of the essence. Research on relevant germplasm, improved genetic resources, tools, models and an innovative culture that embraces biotechnological advances are critical to accelerate the required improvements to crops.
- ✔ Public private partnership represent the best option to develop the tools and knowledge base to deliver a new generation of resilient sustainable climate adapted crops that address the emerging threats to primary production for food and the bioeconomy.
- ✔ Low level and declining public investment in crop breeding programmes needs to be reversed. Crop research needs a reinvigorated strategic programme, at the European level, to implement longer term (5+ years) well-funded (€8M+) collaborative research and innovation projects creating enabling environments to drive translational crop research.
- ✔ Photosynthesis is a complex process but has many underexploited traits with significant potential to improve crop yield and resilience to climate change. Recent scientific advances have demonstrated significant improvements in crop productivity through improving photosynthesis efficiency.
- ✔ Translation of Key Exploitable Results represents a priority research area. Collaborative working is needed between industry and the science base to overcome market failure in developing photosynthesis driven climate resilient crops.
- ✔ An enabling regulatory environment to support NGTs should be a short-term priority to accelerate the broader application of biotechnology. This will compliment conventional crop improvement pathways to develop some new plant varieties faster, and in a more precise manner to exploit promising traits and approaches.
- ✔ In parallel, environmental risk assessments should be undertaken, and literacy programmes developed and implemented, to educate citizens about NGTs and making informed risk assessments.
- ✔ Barriers to translating public research to industry need to be better understood and addressed. Life Cycle Analysis represents an important tool to address the socioeconomic costs, risks and benefits of the proposed approaches and will form a basis for commercial decision making. Issues regarding IP and the Nagoya protocol need to be resolved for maximal use of research outputs by Industry.

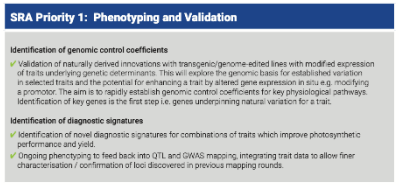
GAIN4 CROPS

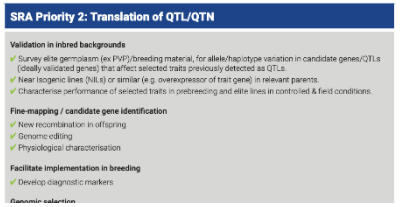
PHOTO BOOST

BestCrop

Breeders
Growers
Society

Strategic Research Agenda priority areas





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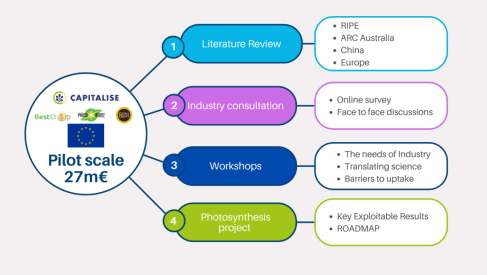

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"Time to translate – A roadmap for photosynthesis, is a great document showing breakthroughs and challenges to plant science. It highlights opportunities we should not miss to ensure food security in the near future"

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GAIN4 CROPS
PHOTO BOOST
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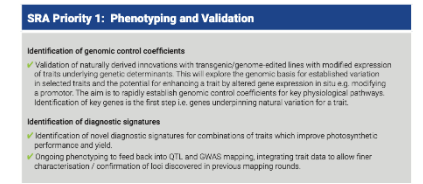
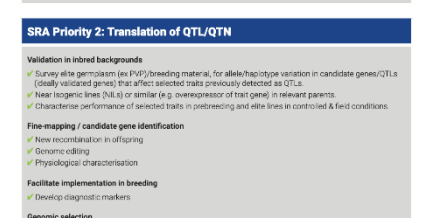

SRA Priority 1: Phenotyping and Validation

Identification of genomic control coefficients
- ✔ Validation of naturally derived innovations with transgenic/genome-edited lines with modified expression of traits underlying genetic determinants. This will explore the genomic basis for established variation in selected traits and the potential for enhancing a trait by altered gene expression in situ e.g. modifying a promotor. The aim is to rapidly establish genomic control coefficients for key physiological pathways. Identification of key genes is the first step i.e. genes underpinning natural variation for a trait.

Identification of diagnostic signatures
- ✔ Identification of novel diagnostic signatures for combinations of traits which improve photosynthetic performance and yield.
- ✔ Ongoing phenotyping to feed back into QTL and GWAS mapping, integrating trait data to allow finer characterisation / confirmation of loci discovered in previous mapping rounds.


SRA Priority 2: Translation of QTL/QTN

Validation in inbred backgrounds
- ✔ Survey elite germplasm (ex PVP)/breeding material, for allele/haplotype variation in candidate genes/QTLs (ideally validated genes) that affect selected traits previously detected as QTLs.
- ✔ Near isogenic lines (NILs) or similar (e.g. overexpressor of trait gene) in relevant parents.
- ✔ Characterise performance of selected traits in prebreeding and elite lines in controlled & field conditions.

Fine-mapping / candidate gene identification
- ✔ New recombination in offspring
- ✔ Genome editing
- ✔ Physiological characterisation

Facilitate implementation in breeding
- ✔ Develop diagnostic markers

Commission – Opened the door!

Policy Officers DG- RTD
Mara Sgroi DG Sante
Biobased Systems
DG AGRI agreed to arrange online meeting

- ✓Raised our agenda
- ✓Highlighted funding issue
- ✓Public Awareness
  - ❖Le Monde (this week)
- ✓3 future research topics being promoted
- ✓Deeper industry engagement
- ✓Academic “consensus”

✓JUST THE START?

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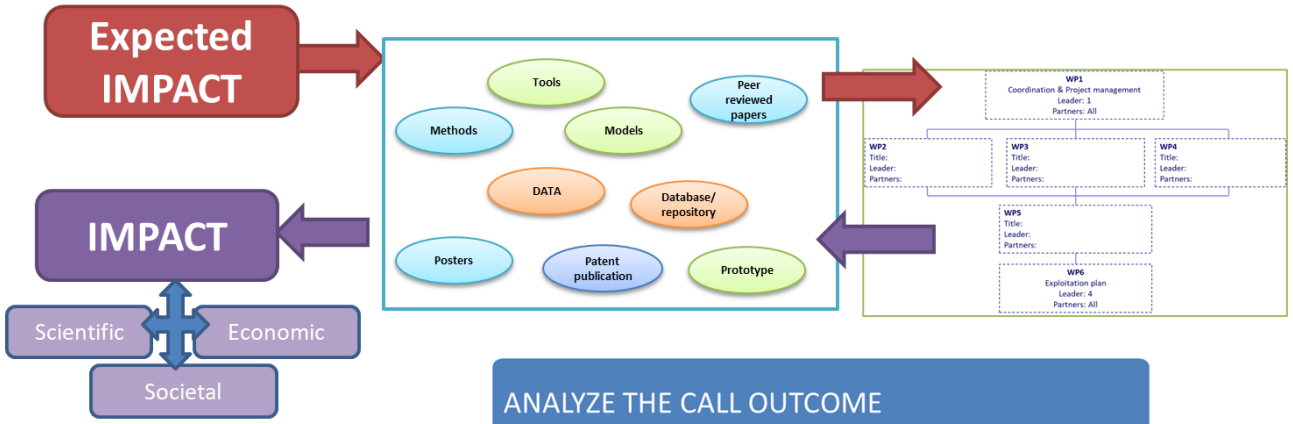
HELPING SCIENCE HAPPEN

Building Strategy for Impact

Reverse-Engineer Projects

.....You need a plan to reach the destination (impact)



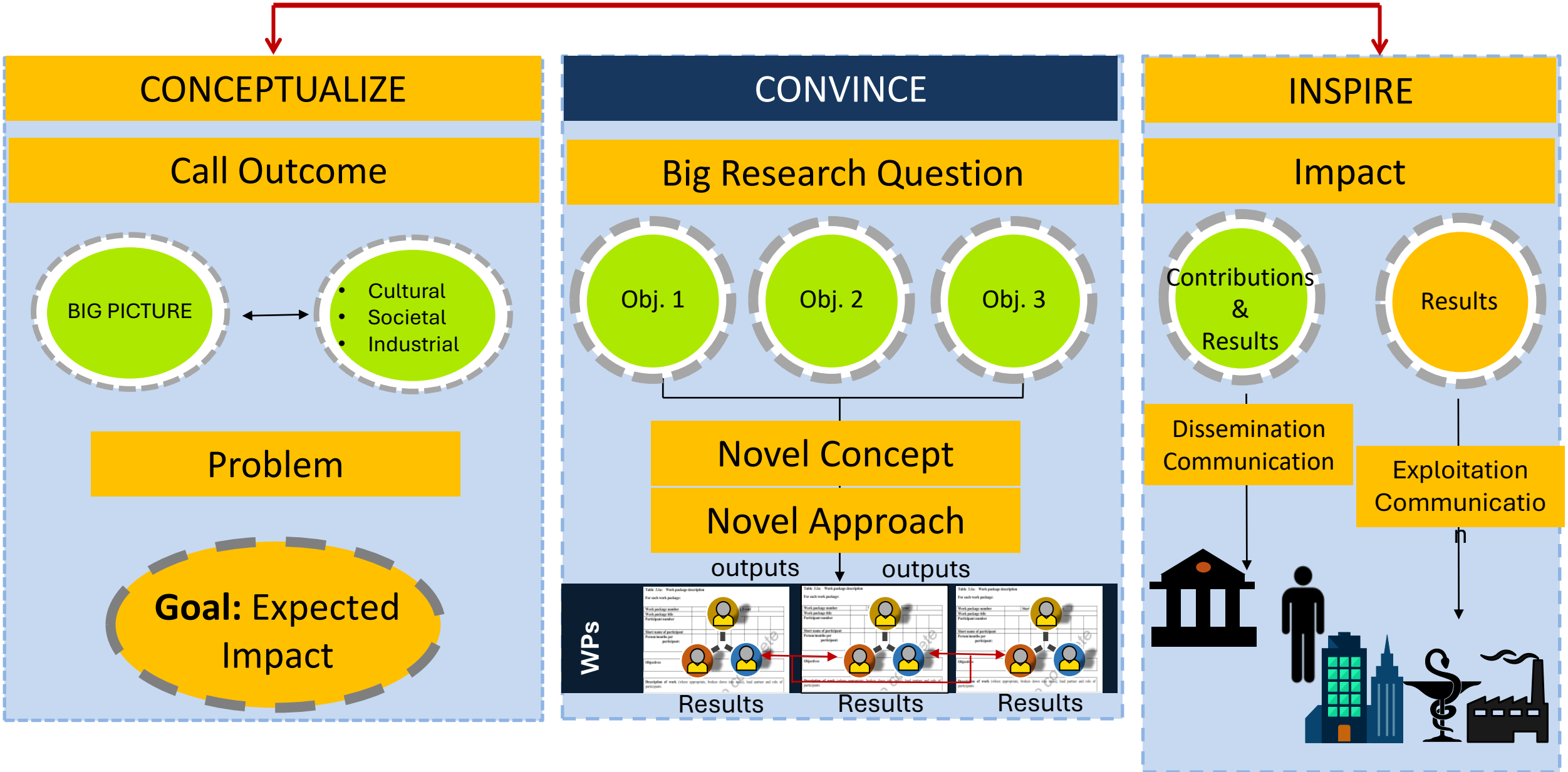
ANALYZE THE CALL OUTCOME

ANALYZE THE CALL SCOPE

HOW DOES THIS CONTRIBUTE TO DESTINATION EXPECTED IMPACT

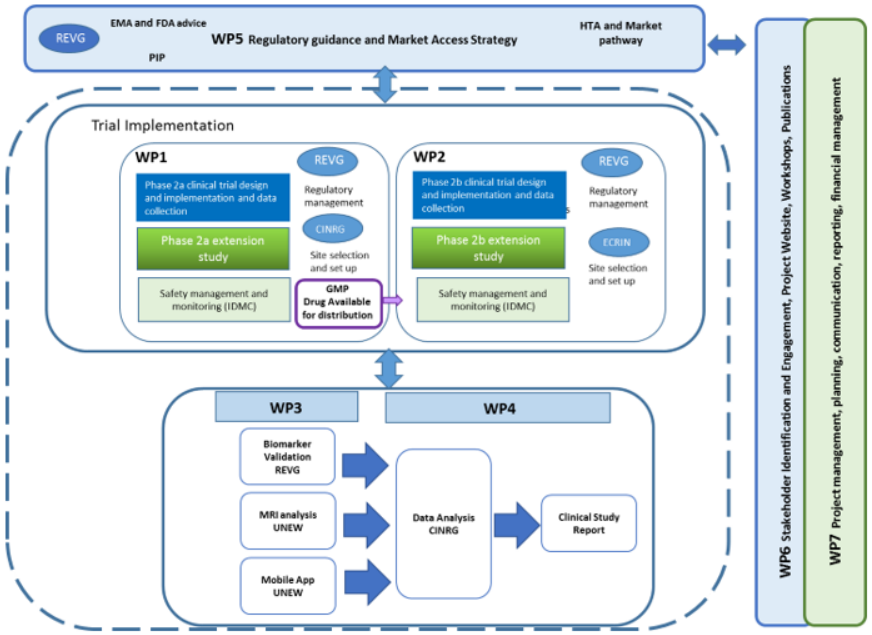
AND YOU NEED THE TEAM TO DELIVER

Research and Innovation Grants – Developing the narrative



Soundness of the proposed research

Research methodology



Including

- Clear research need
- Highlight the problem to be solved
- Underlying concepts, models, assumptions
- Inter-disciplinary approaches
- Quality and appropriateness of open science practices including engagement of citizens, civil society and end-users
- Research data management

Team Approach to Writing …and to doing!

Coordinator & Core Team

Theme Leaders

WP Leaders

Consortium Partners

Strategy Co-Design

Co-Write & Refine Proposal

Collate and Assess Partner Info

Agreements (?) MoU / Cas etc

Activities → Results → Research outputs → Research outcomes - MT use → Impacts – LT societal effect

The one page proposal – a useful tool…BUT…target to you audience

Topic	Planning vision document	Partner search document
Call OUTPUT	Engaging description of what the focus will be	Results of interest Target to who is needed
Conceptualize	What is THE core PROBLEM Rationale European not National level approach? Novel Idea? Timeliness	Engage partner – why important ? Highlight specific areas of interest to the target partner Why them? Why this consortium?
Big Question	Why is this *The* question What are the specific questions/objectives Why do we need each other to address these	Big Picture Outcome (scientific) Specific impact : Societal, Cultural, Economic, etc
How?	How is the work clustered and why interdisciplinary • Headline summary of WPs	What role is envisaged
Results & impact	What are the expected results? Who will use them results? How are to transfer the results? What will be changed by project impact?	Highlight results of interest Align impact to partners interests/mission

Example:
Identifying Partners Valorisation routes

ODAK
Orphan Drug for Acanthamoeba Keratitis

ODAK is a european FP7 project for the pharmaceutical development of an orphan drug for the rare ocular disease Acanthamoeba Keratitis.

NEW (DRUG) PRODUCT (CO-1 & Hospital)	IMPROVED CLINICAL PRACTICE (CO-1 & Hospital)	NEW SERVICES (All)	NEW RESEARCH PROJECTS University	POLICY MAKING (ALL)
•Strong Orphan drug position •Clinical trials results •EMA for Market Authorisation •Discussion with Payers •New Manufacturing •Routes into clinic •Staged market roll-out •Trial sites •Existing markets •EU •ROW with partners •Financing plans	•Retrospective study results •New Guidelines •Disease awareness raising •Key Thought leaders involved •Clinical input from trial sites •Dissemination linked to take-up e.g. Publication •Global reach	•Better understanding of disease, better understanding of PHMB, consider additional products •Experience in infectious diseases expands offered expertise •MP - links to new clinical sites and manufacturing expertise, linked to product offers •New tests under development to expand service offer and consultancy	•Advancing SOTA •New links to R&D community •Insights guiding new project ideas •ODAK provides a platform to build and lobby from •Publications	•New drug contributes to IRDiRC programme •New information to support activities of • patient and trade groupings •Knowledge to support healthcare decision makers •Briefing documents •Presentations and workshops •Other engagement activities

✓ **EC Primary target**

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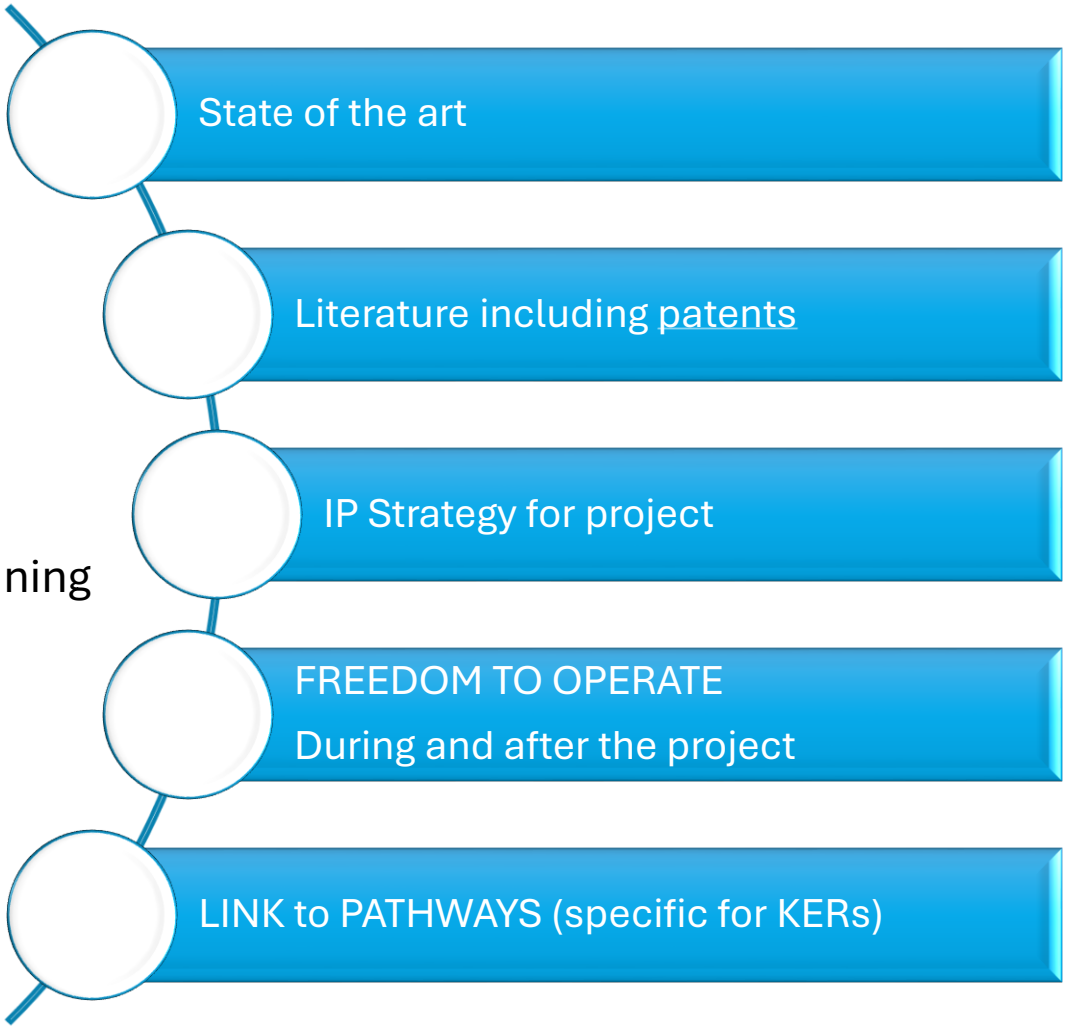
What to exploit → IP management → Next steps → Who to work with → What timescales → Financing → Expected outcome

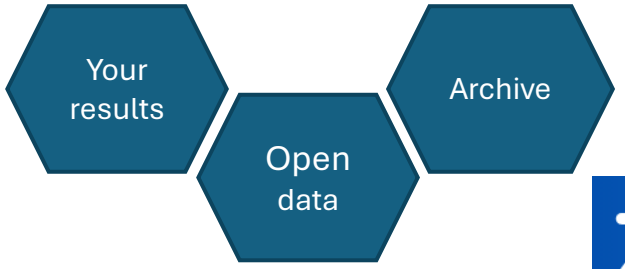
Results and IP: Who is in control? .....You are – aren't you!?

- Your organisation should control your IP
  - Background (side-ground) and foreground
- Consortium partners decide how to manage Project IP
  - What results are important
  - Who owns the rights
  - Who needs to exploit/disseminate the results
  - What access to Background (side ground) is required (compulsory)
- Understand the importance of IP from the beginning
  - What to protect and how? Patents/trade secrets/etc
- Awareness of basic partner expectations and issues to aid planning
  - Ensure (ALL) partners respect confidentiality and IP access
  - Free access to IP for project implementation
  - Access under free or fair and reasonable grounds post project
- IP provisions in Grant agreement and Consortium Agreements
  - *Ensure your plans are inline with ECGA commitments*
- Use help available
  - TTO
  - IPR helpdesk https://www.iprhelpdesk.eu/
  - Consortium Agreement templates (DESCA model etc)



Collaborate …Publish… collaborate publish… publish…..

Think…protect…..publish …



GitHub

EUROPEAN OPEN SCIENCE CLOUD

zenodo

OpenAIRE

Encourage Use of Results such as:

any research or technical information, invention, design, process frameworks, method;

any concepts, samples, reports, data, know-how, works-in-progress, designs, drawings, photographs, development tools, specifications, software programs, source code, databases, policy tools;

Be positive ……. But be careful!

Challenge Led: From inception to completion

Your Ideas

Research & Innovation Needs = PROPOSAL

Product/Service

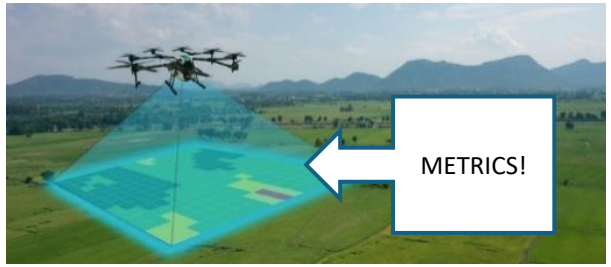
Funding Needs

- **Shape research strategy** — Foresight, horizon scanning fit into landscape
- **Find partners** — European/International networks, brokerage, initial due diligence
- **Identify funding** — Grants, Venture Philanthropy, Loans, develop proposal plans
- **Write proposals** — Clear concepts, creative approach, strong rationale
- **Valorisation** — IP strategies, business planning, communication, dissemination
- **Manage projects** — Contracting, planning, budgets monitoring, reporting,

DATA to convince

PEOPLE To Deliver

RESULTS Driving Change



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Final Thoughts

HE Road Map and **YOUR** Action Plan

- Successful teams plan for a portfolio of projects
- Focus on opportunities as soon as possible
- Prepare to Adapt to the Work Programme
- Check your Network
  - Who is missing
- Exploit existing platforms to build momentum
- Think in terms of 1 - 2 – 5+ years

IS LOBBYING AN OPTION?

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Thank you. Questions.