



*Welcome to the international course on*

# **Access to EU research funding by stimulating and demonstrating societal impact**

**7-11 December, hosted online from The Hague**

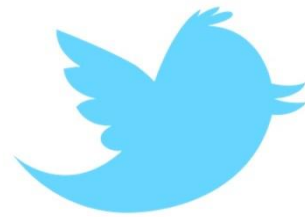
## **AESIS**

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE



Access to EU research funding through societal impact  
7-11 December 2020

# DAY 1



#EUF2020  
@AESISNET

# THE TEAM

**Anika Duut van Goor** – Director

**Louis Roijmans** – Project Manager

**Lonneke Tielrooij** – Conference manager

**Jelmer Gerritsen** – Project Manager

**Yael Heidanus** – Conference Manager

# ZOOM

## Video lay-out:

- Active speaker
- Gallery view
- Shared screen
- Pin video

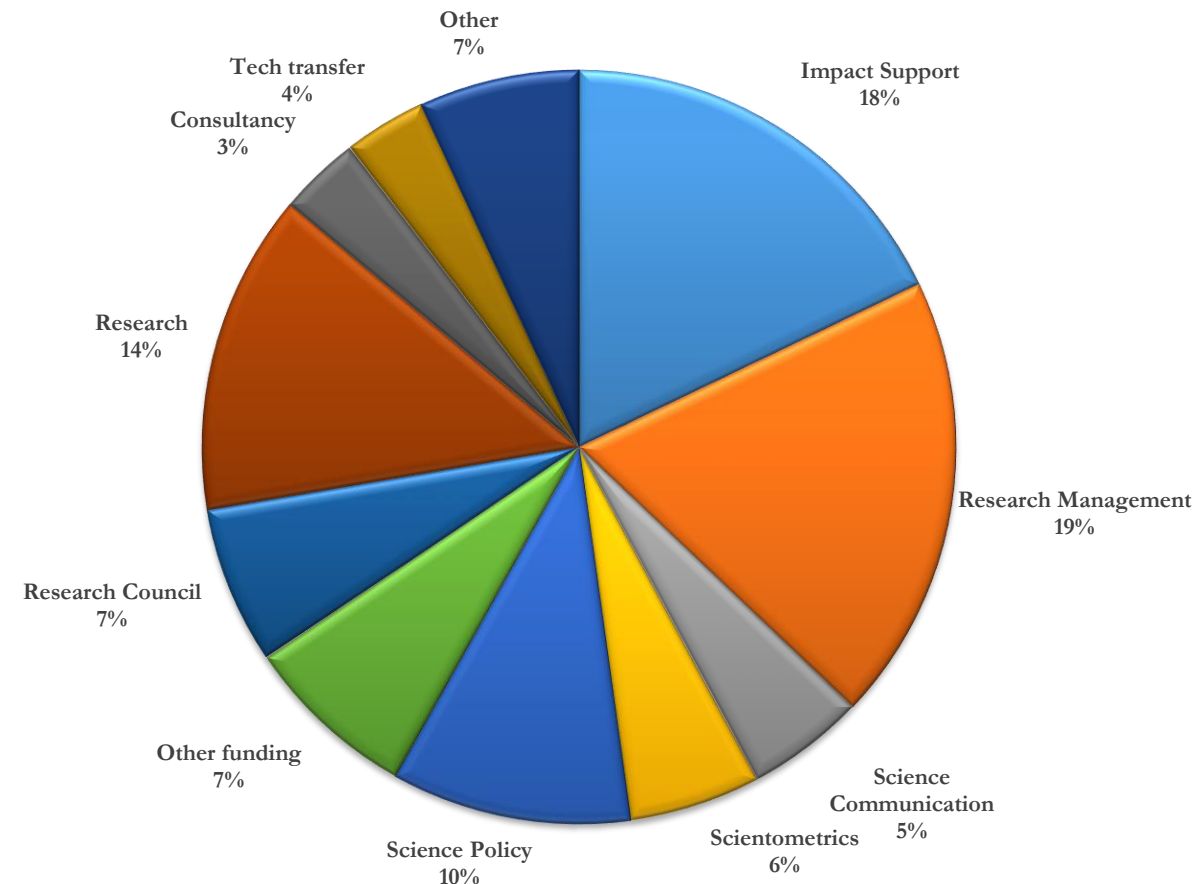
## Tools:

- (Un)mute
- Chat box
- Break out rooms

## OVERVIEW OF AESIS

The AESIS network was founded in 2015 with the aim of creating an international, open community for various types of professionals working on stimulating and demonstrating the impact of science on economy, culture and well-being.

Distribution of fields of work



## OVERVIEW OF AESIS

The AESIS network was founded in 2015 with the aim of creating an international, open community for various types of professionals working on stimulating and demonstrating the impact of science on economy, culture and well-being.

Demonstrating and Stimulating  
Impact of Science on Society

Sharing expertise and best-practices  
internationally

Finding common ground between  
stakeholders



# Who are you?

12 Countries

20 Female

7 Male

15 New faces

Research Management

Funding

Impact Support

R&D Advise

Consultancy

# Getting to know each other...

- Where do you stand in the science eco-system?
- Why are you here and what would you like to take away?
- Why is the topic of this course important (to you)?



# Access to EU research funding through societal impact

7-11 December 2020

## OVERVIEW OF THE COURSE



**Monday 7 December – Welcome and introduction to EU research funding through impact**  
**Anika Duut van Goor, Jan Andersen & Daniëlle de Boer**

**Tuesday 8 December – Methods for impact assessment and developing an EU research strategy**  
**Simon Kerridge and Daniëlle de Boer**

**Wednesday 9 December – Building collaborations between Universities and Universities of Applied Sciences and building an impact infrastructure**  
**Bruno van Koeckhoven and Esther de Smet**

**Thursday 10 September – Understanding the changing EU R&I landscape and Strengthening cross-border research collaborations**  
**Otto Bruun and Brigita Serafinavičiūtė**

**Friday 11 December – Horizon Europe grant writing and closing**  
**Cecile ten Kate and Yvonne Vermonden**  
Case study presentations

## OVERVIEW OF THE PROGRAMME



### Anika Duut van Goor & Jan Andersen

Opening of the course

General introduction participants

### Anika Duut van Goor

What is (your) impact?

How does your organisation approach impact?

### Jan Andersen

Where is impact leading us

A perspective of the changing framework of “impact”

New implications pointing to the future

### Danielle de Boer

Impact in the EU funding context

From the previous frameworks to Horizon Europe

# Break

*We will be back at 10.00 (GMT+1)*

## Setting the scene

- What is (your) Societal Impact
- How does an/your organisation approach impact

## Definitions of impact

How do you define societal impact?

Break out groups

5 minutes

No cheating!

## Definitions of impact

An effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia

*REF*

Research impact is the contribution that research makes to the economy, society, environment or culture, beyond the contribution to academic research

## Definitions of impact

### **Reach**

→ Beyond academia

→ Regional, National, International

### **Demonstrable**

→ Long term impact (fundamental research)

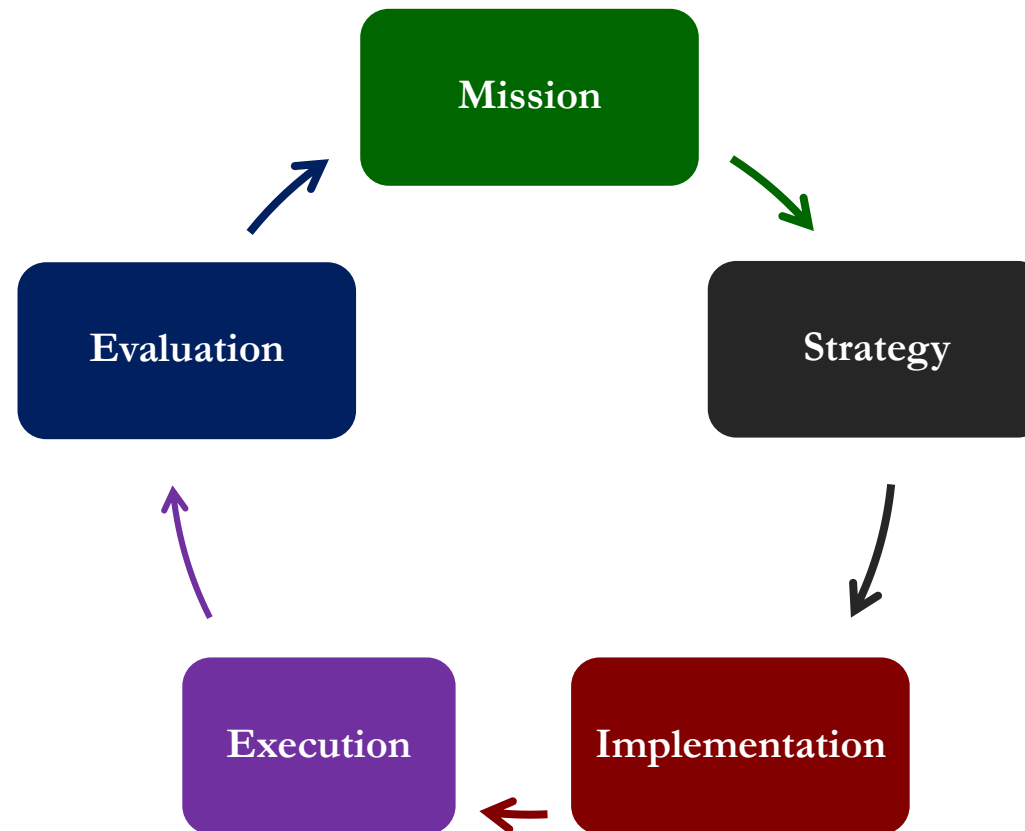
→ Indirect impact (interdisciplinary)

→ When impact is “avoiding change”

### **Interaction**

→ It is not a one-way street

## Setting the Scene





## Setting the Scene

### Mission

- What is the current mission?
- In relation to other (competing) regional, national & international players?
- How does current performance compare to the mission of your institution, as a whole and perhaps for separate departments?
- What are strength and weaknesses?

## Missions

*Delivering knowledge to solve societal challenges*

*Contributing in an active and committed way to a better society for tomorrow*

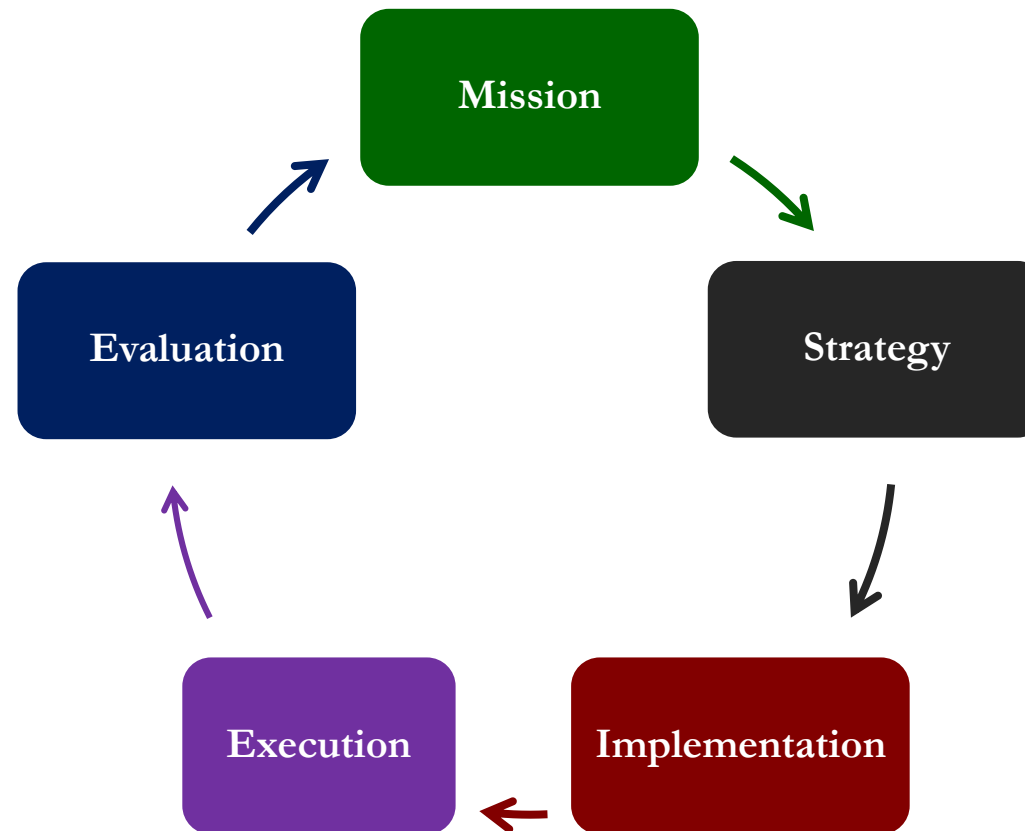
*Breakthrough research will lead to a better quality of life, economic growth and sustainable societal well-being*

*We join in the academic and public debate, and seek answers to economic and social issues*

*Taking the knowledge produced to the benefit and well-being of all and contribute to the establishment of an informed society*

*Delivering relevant research, with a focus on blue and green growth, innovation and entrepreneurship, and welfare, health and education*

## Setting the Scene



## Setting the Scene

### Strategy

#### Internal infrastructure

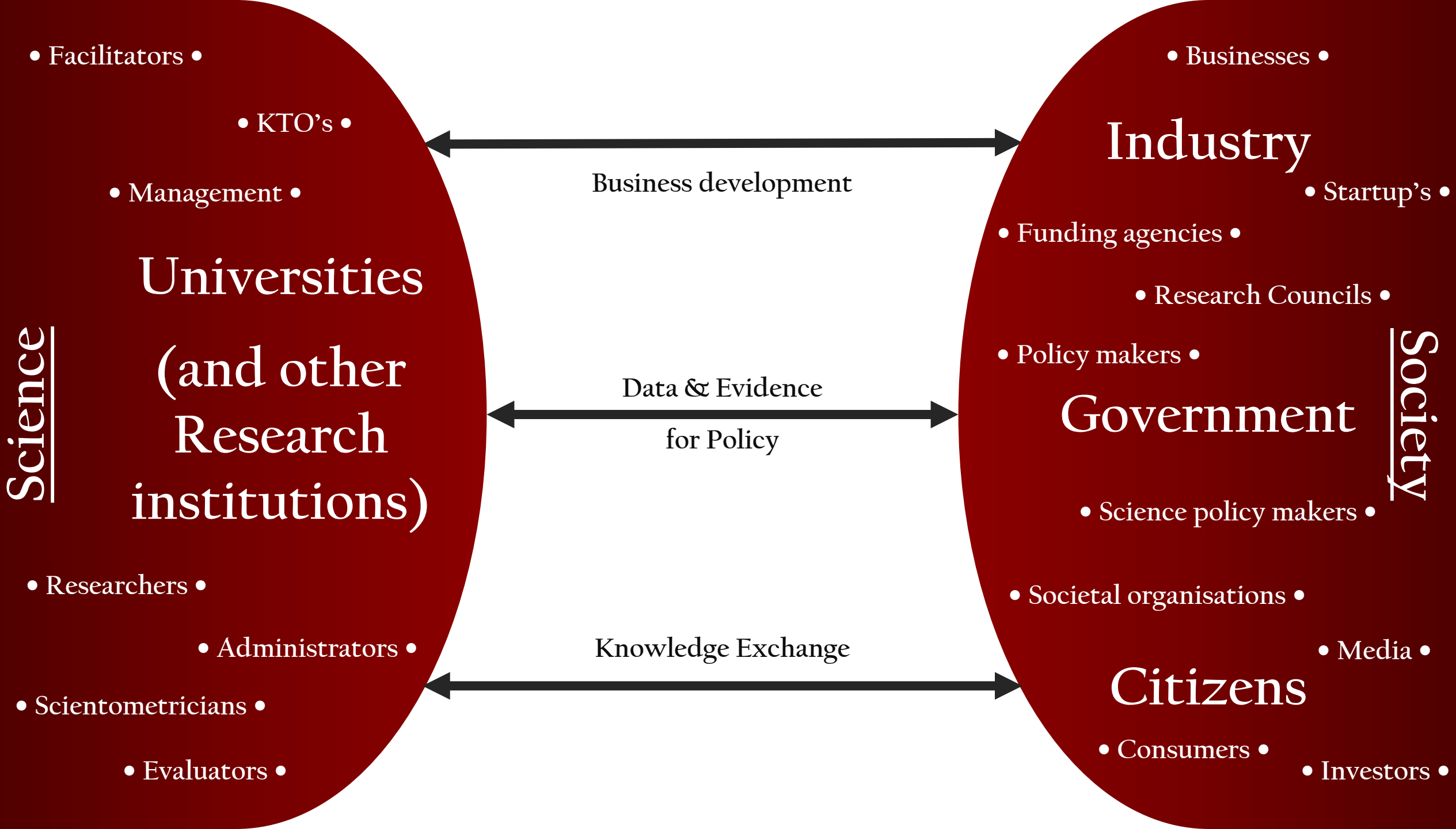
- What skills are available and where?
- What facilities are available?
- What incentives are being used?
- How can internal/interdisciplinary collaboration be strengthened to increase excellence and impact?



# Setting the Scene

Strategy

External infrastructure





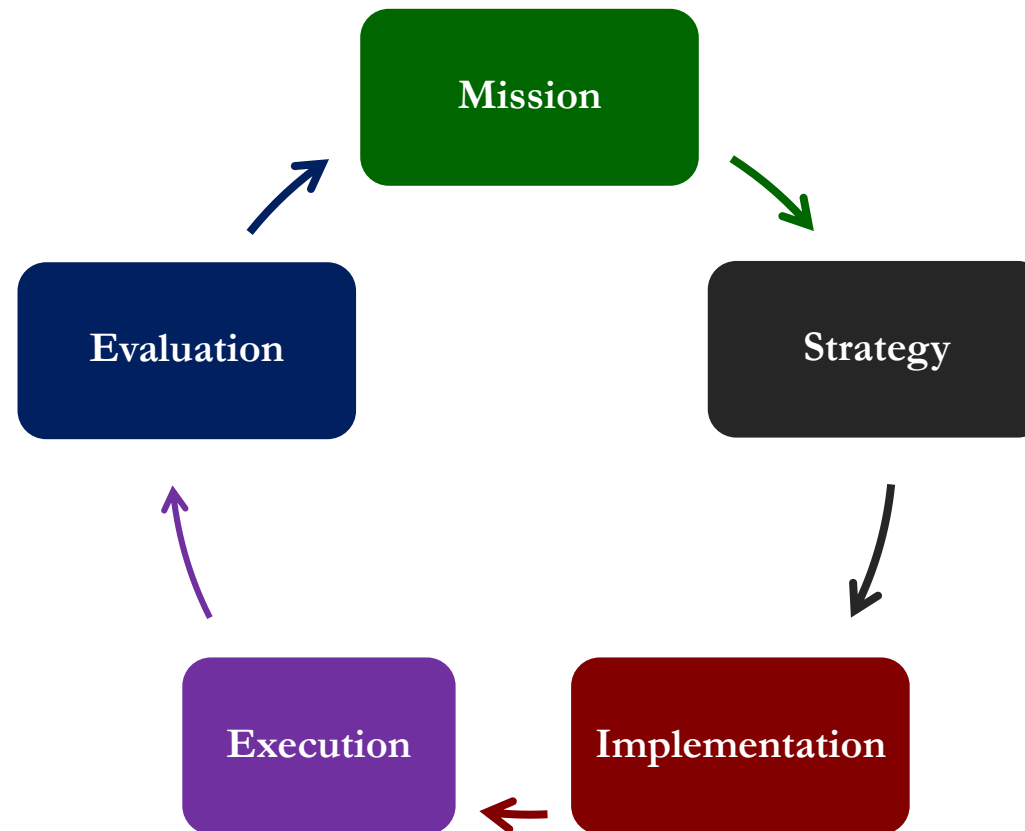
## Setting the Scene

Strategy

### External infrastructure

- Which relevant players in and outside academic world are there? Which relations already exist?
- Which format should the types of relations have?
- What is the value for others to work with you and what are the stakeholders' concerns and aspirations?

## Setting the Scene





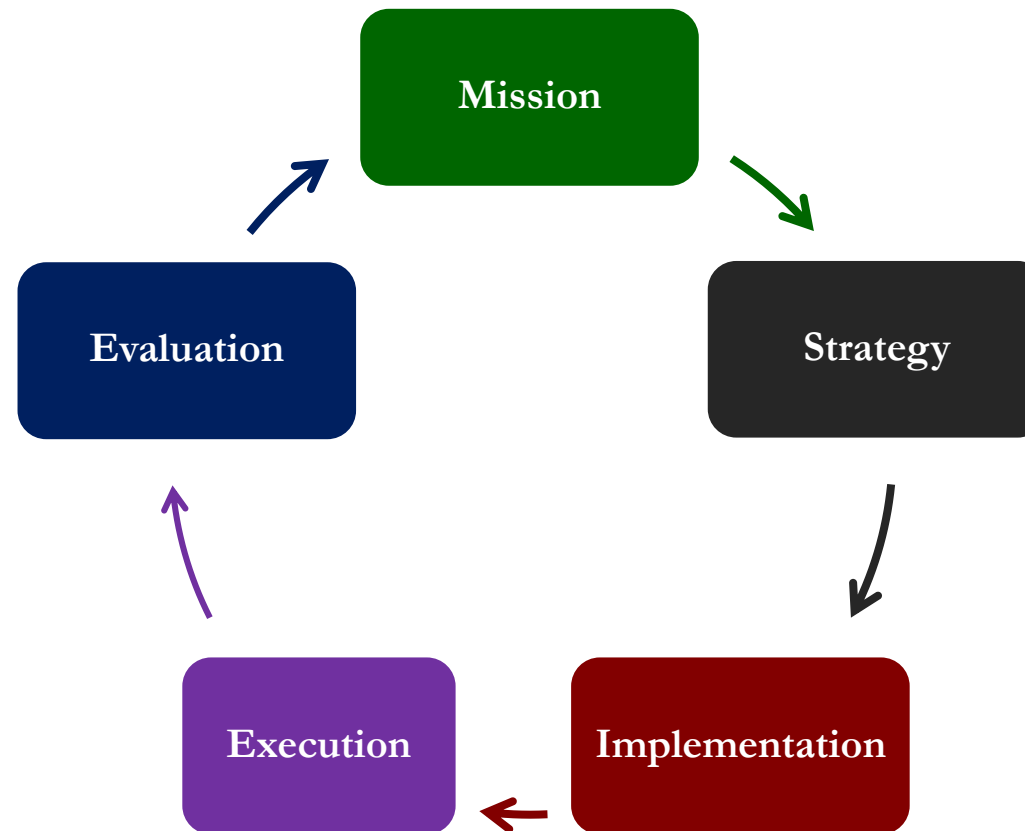


## Making a change

### Implementation

- Where should you start? What are the priorities and reasonable timelines?
- Who needs to be on board to get started? Colleagues
- How can room, time and capacity be created?

## Setting the Scene





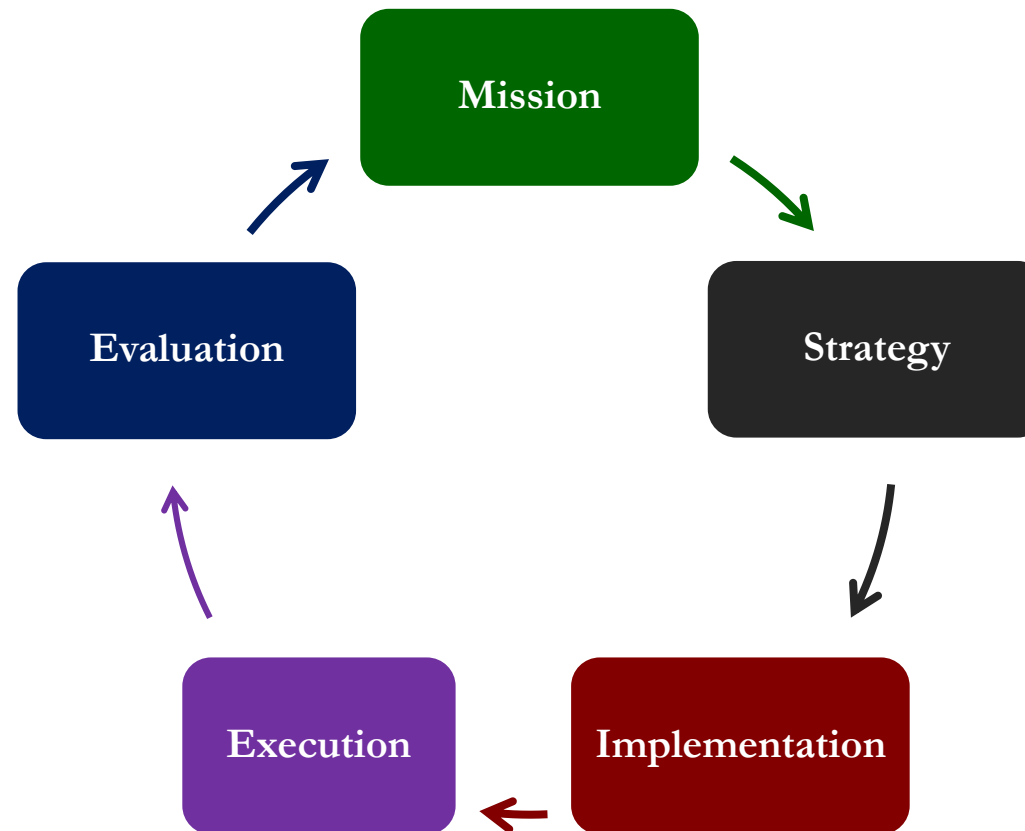
## Making a change

### Execution

- A whole lot of work
- Important for this course:

## Funding

## Making a change





## Was it successful?

### Evaluation

Collecting data takes time...

- But collecting data is extremely relevant in general for succeeding in your mission, strategy and execution
- Making this data visible can also increase motivation (internally) and attractiveness (externally)

## Setting the scene

- What is (your) Societal Impact
- How does an/your organisation approach impact

## Now make a change

- Listen to the experts
- Discuss amongst your peers
- Tell us what you are going to do

## CASE STUDY EXERCISE

**Come up with a proposal to improve the success rate of grant-applications through a focus on societal impact**

*Everyone presents their plan in a (powerpoint) presentation of 5 minutes on Friday 7 December, followed by a brief Q&A*



# Break

*We will be back at 11.10 (GMT+1)*



Access to EU research funding through societal impact  
7-11 December 2020

# Jan Andersen

Course Co-Coordinator

*Head of Research Office, Faculty of Business and Social Sciences,  
University of Southern Denmark*

# Access to EU research funding by stimulating and demonstrating societal impact

## AESIS

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE



## Where is impact leading us?

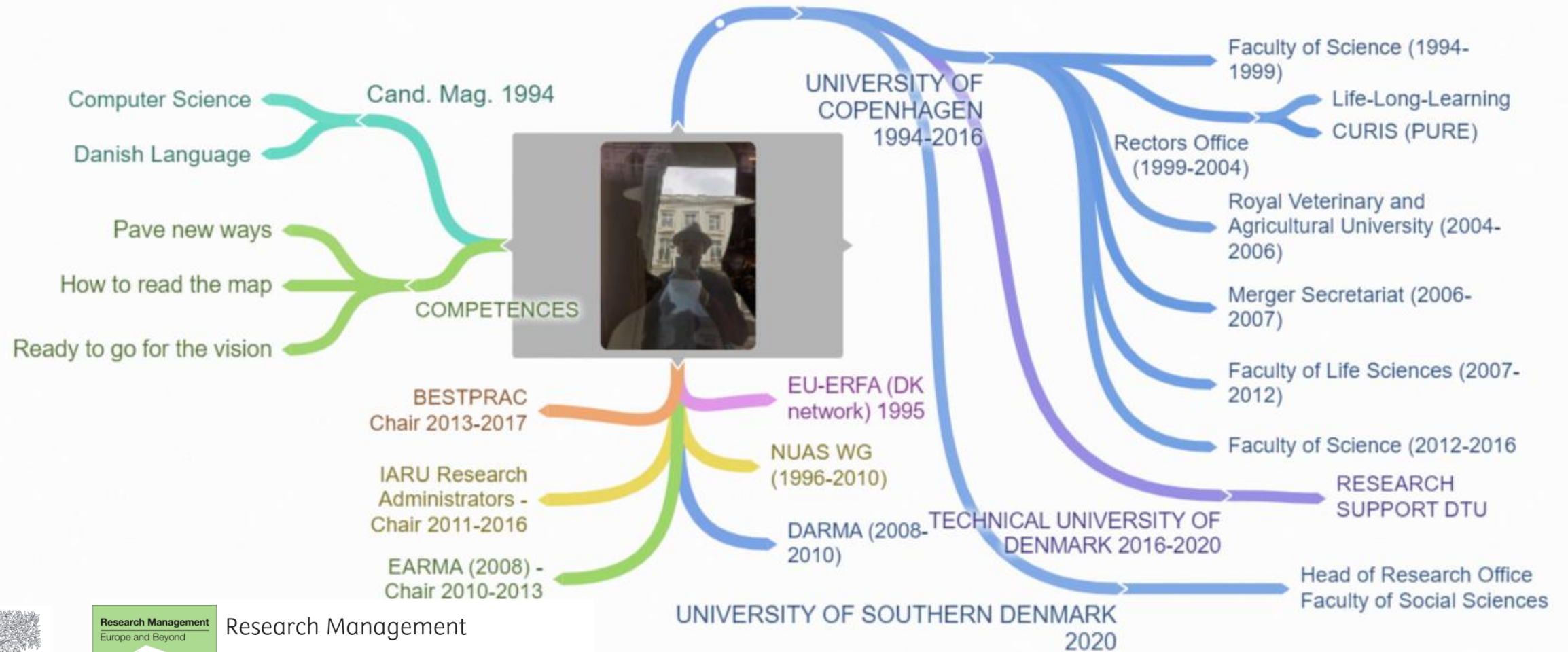
A perspective of the changing framework of “impact” and new implications pointing to the future

Three perspectives of Impact

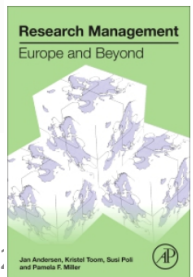
- Funder
- Researcher
- Society

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# JAN ANDERSEN



ELSEVIER



Research Management

1st Edition

Europe and Beyond

☆☆☆☆☆ Write a review

Authors: Jan Andersen, Kristel Toom, Susi Poli, Pamela F. Miller

eBook ISBN: 9780128052082

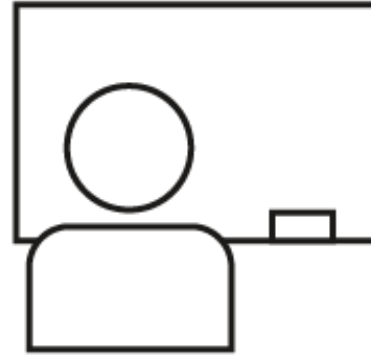
Paperback ISBN: 9780128050590

# University of Southern Denmark



**3766**

employees (full-time equivalents)

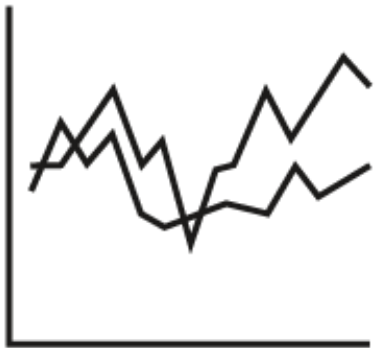


**27,659**

students

2018 figures

Key figures



**DKK 3.2**

billion in revenue



**6**

cities

# Where is impact leading us?

A perspective of the changing framework of “impact”  
and new implications pointing to the future



## Why did impact become important?

Barcelona: European Council's objective to raise overall R&D investment to 3% of GDP by 2010 (March 2000)

European Research Area

## Where are we now?

Research Exercise Framework – United Kingdom (1986 RAE)

-> Bibliometrics -> academic value of research -> Impact

FP7 (2007-2013) -> Benefitting Society

-> Economic Growth

-> Wellbeing of citizens



**2/3**  
**of EU productivity growth**  
over the last decades  
has been **driven by R&I investments**



**up to €11**  
**of GDP gains**  
over 25 years can be  
potentially generated by  
each euro invested at  
EU level in R&I



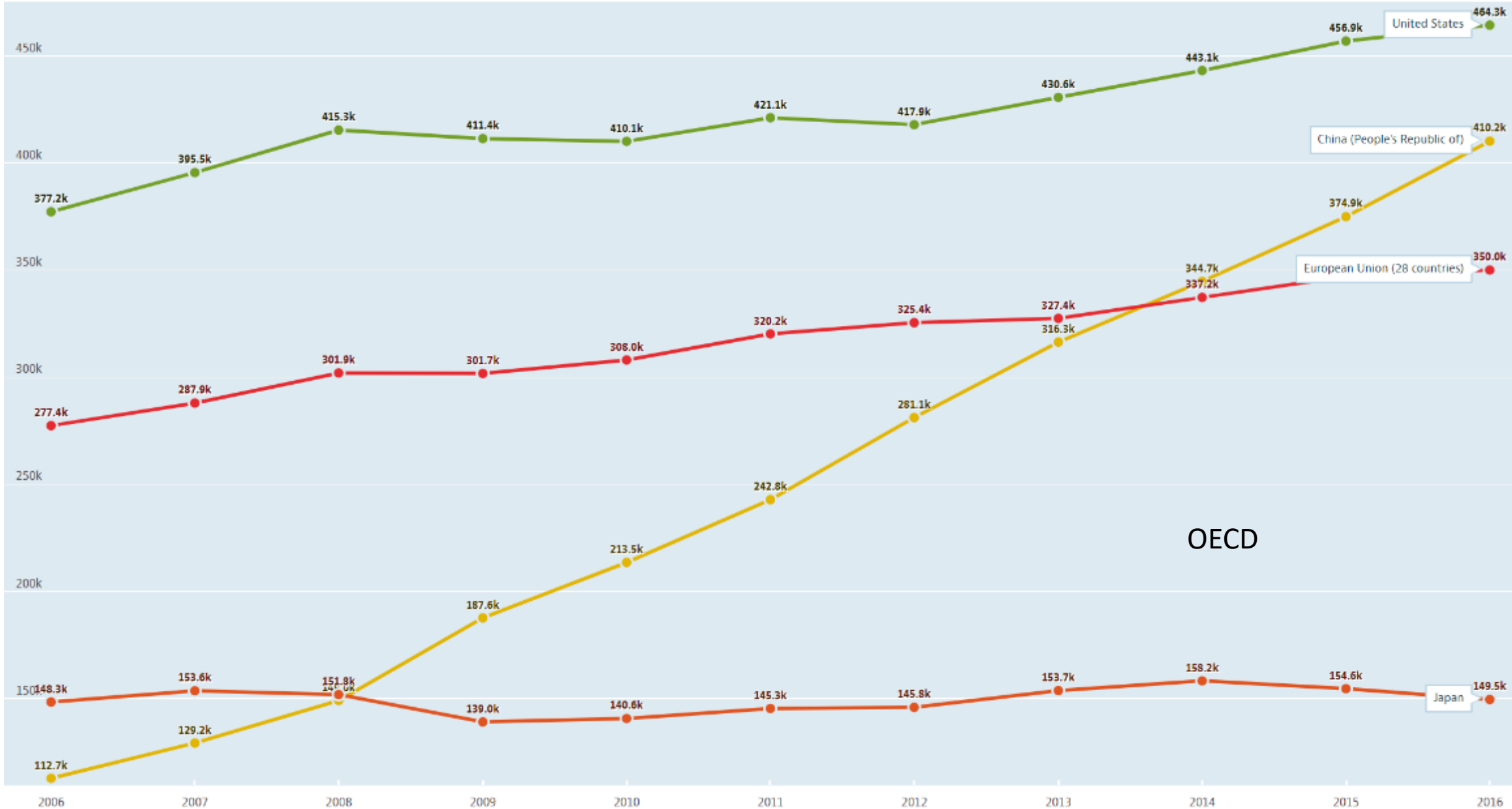
**€400-600 billion**  
by 2030 is the  
**estimated GDP gain** from  
Horizon 2020

**Europe must invest in research and innovation to keep its scientific and technological leadership**

Gross domestic spending on R&D Total, Million US dollars, 2006 – 2016



Development in funding of R&D

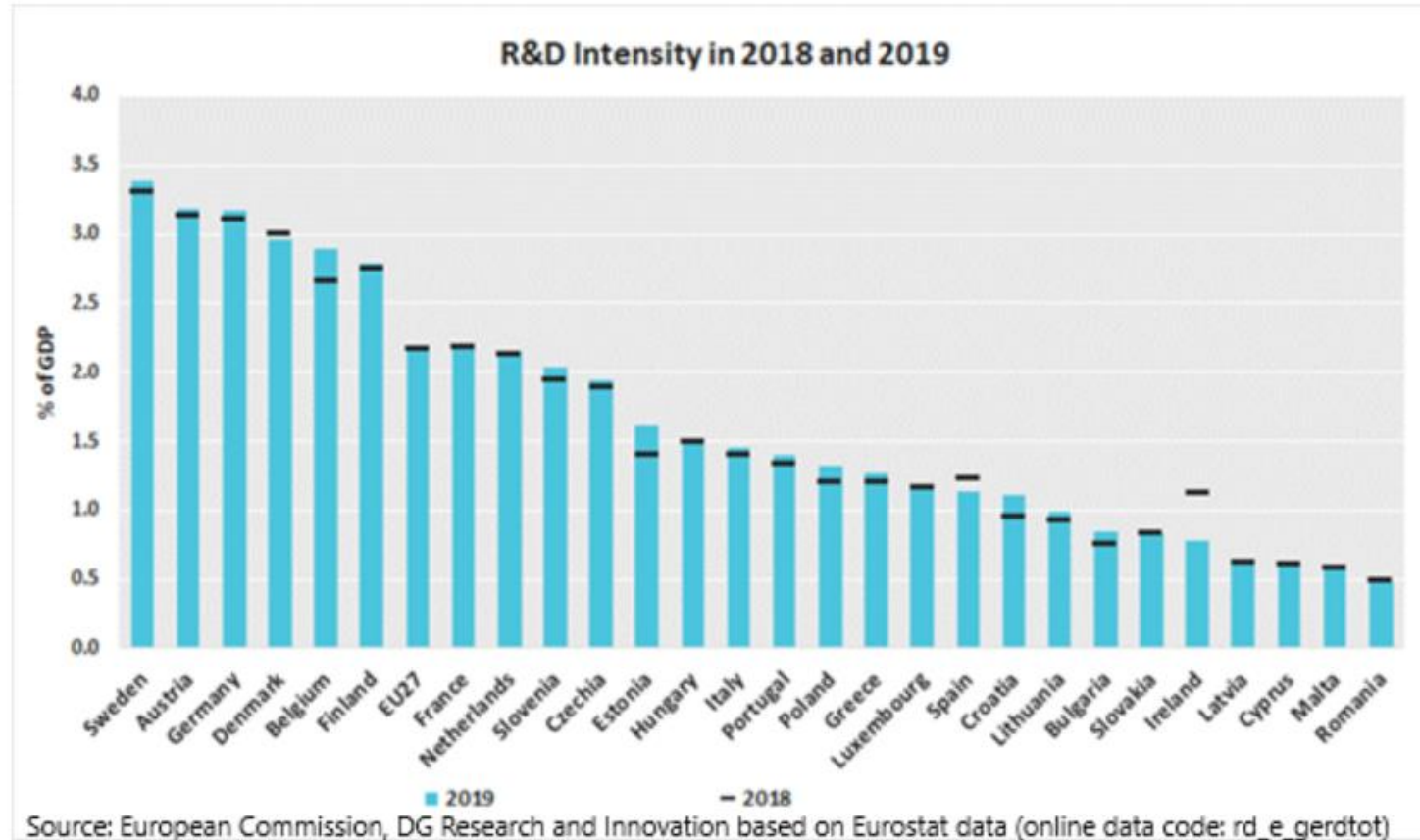


OECD



# Research spending increased in seventeen EU member states last year

By Goda Naujokaitytė



Public and private spending on research increased in seventeen EU member states in 2019, according to the latest Eurostat data.

<https://sciencebusiness.net/news-byte/research-spending-increased-seventeen-eu-member-states-last-year>

# What's next?

Horizon 2020: 77 B€

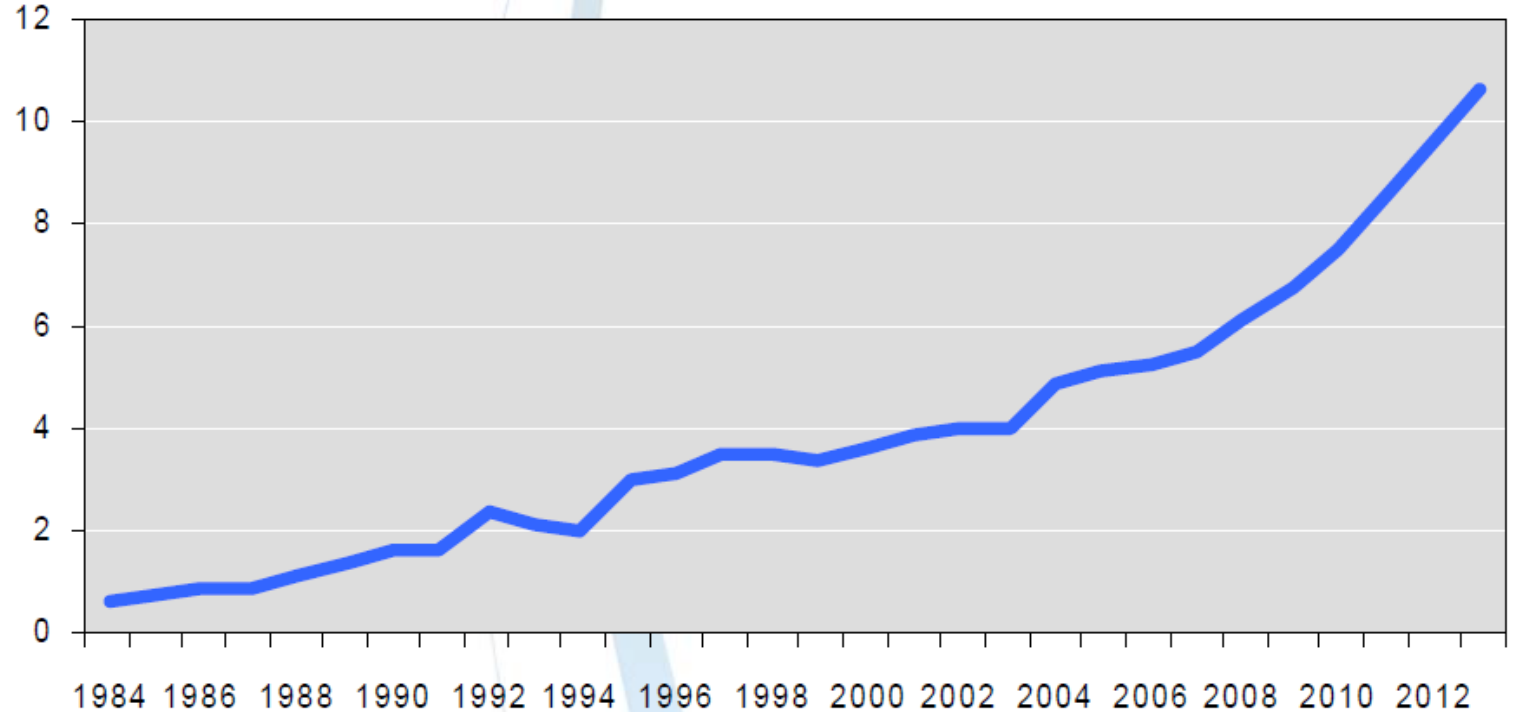
Horizon Europe: 80,9 B€

Missions

## EU Research Framework Programmes Annual Budgets between 1984 and 2013



€billion



NB: budgets in current prices. Source: Annual Report 2003, plus FP7 revised proposal

# Missions

Compete for  
budget

## Missions will

- be bold, inspirational and widely relevant to society
- be clearly framed: targeted, measurable and time-bound
- **establish impact-driven but realistic goals**
- mobilise resources
- link activities across different disciplines and different types of research and innovation
- drive a systemic change and transform landscapes rather than fix problems in existing ones
- **make it easier for citizens to understand the value of investments in research and innovation**

## Areas where there will be missions

- cancer
- adaptation to climate change including societal transformation
- healthy oceans, seas coastal and inland waters
- climate-neutral and smart cities
- soil health and food

# CONCLUSION:

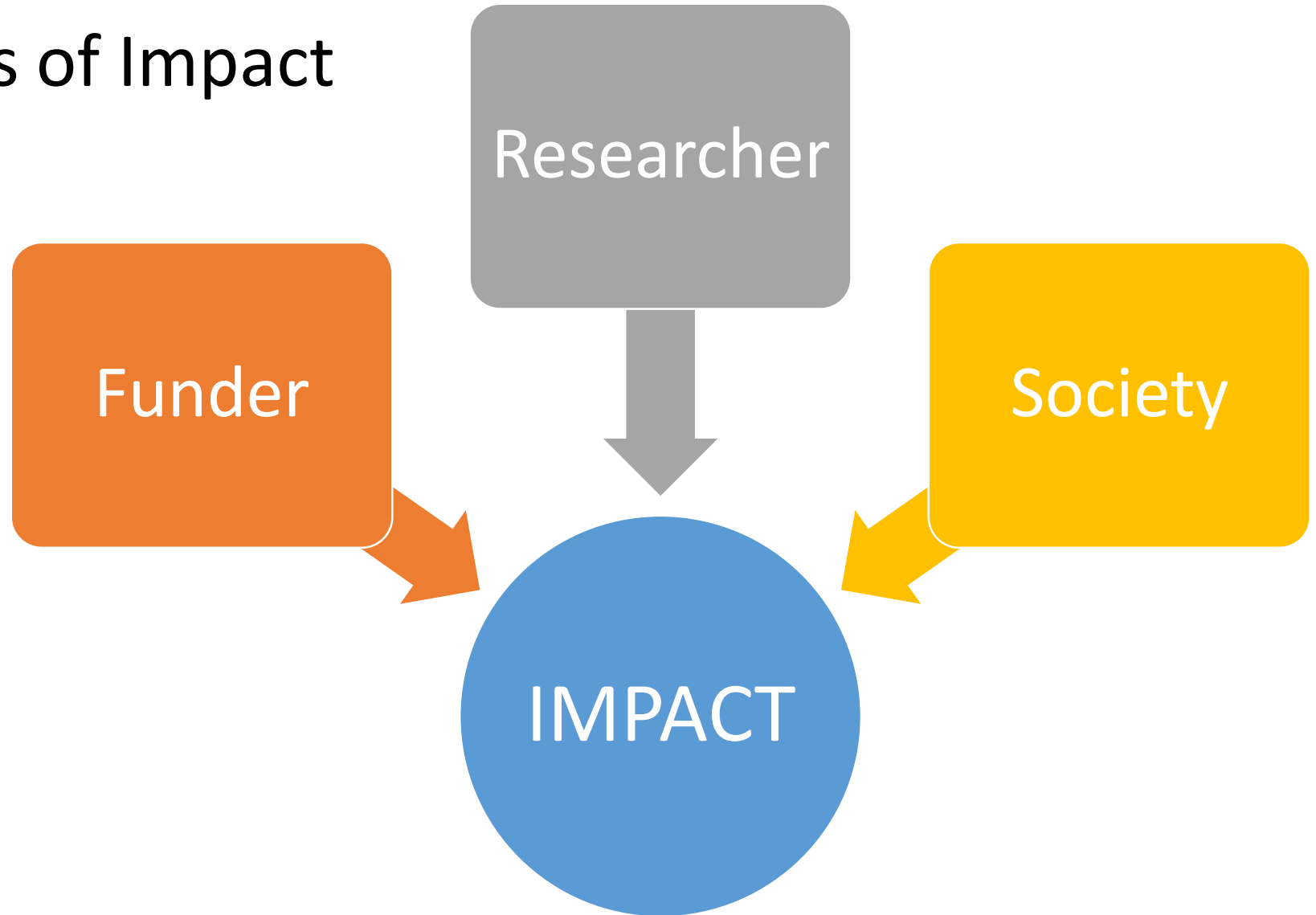
TAX PAYERS MONEY

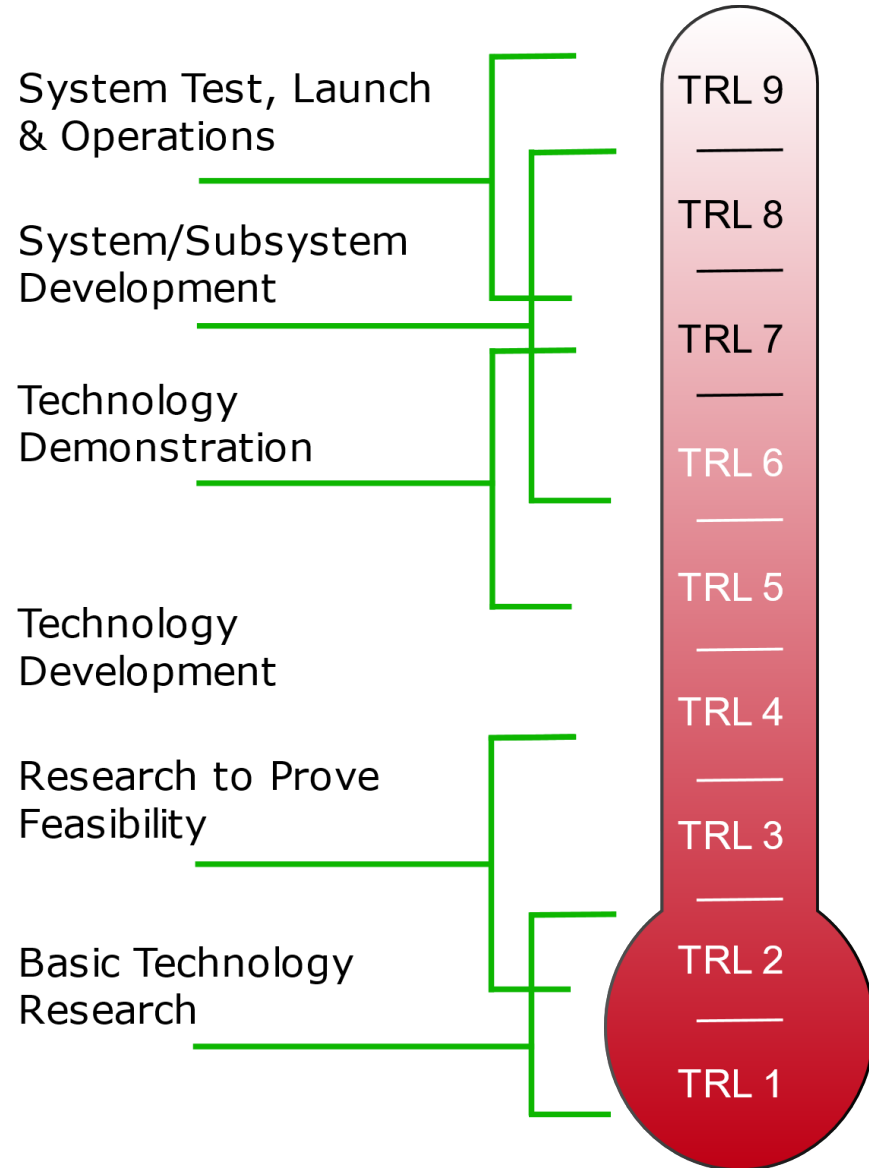
COMPETING NEEDS

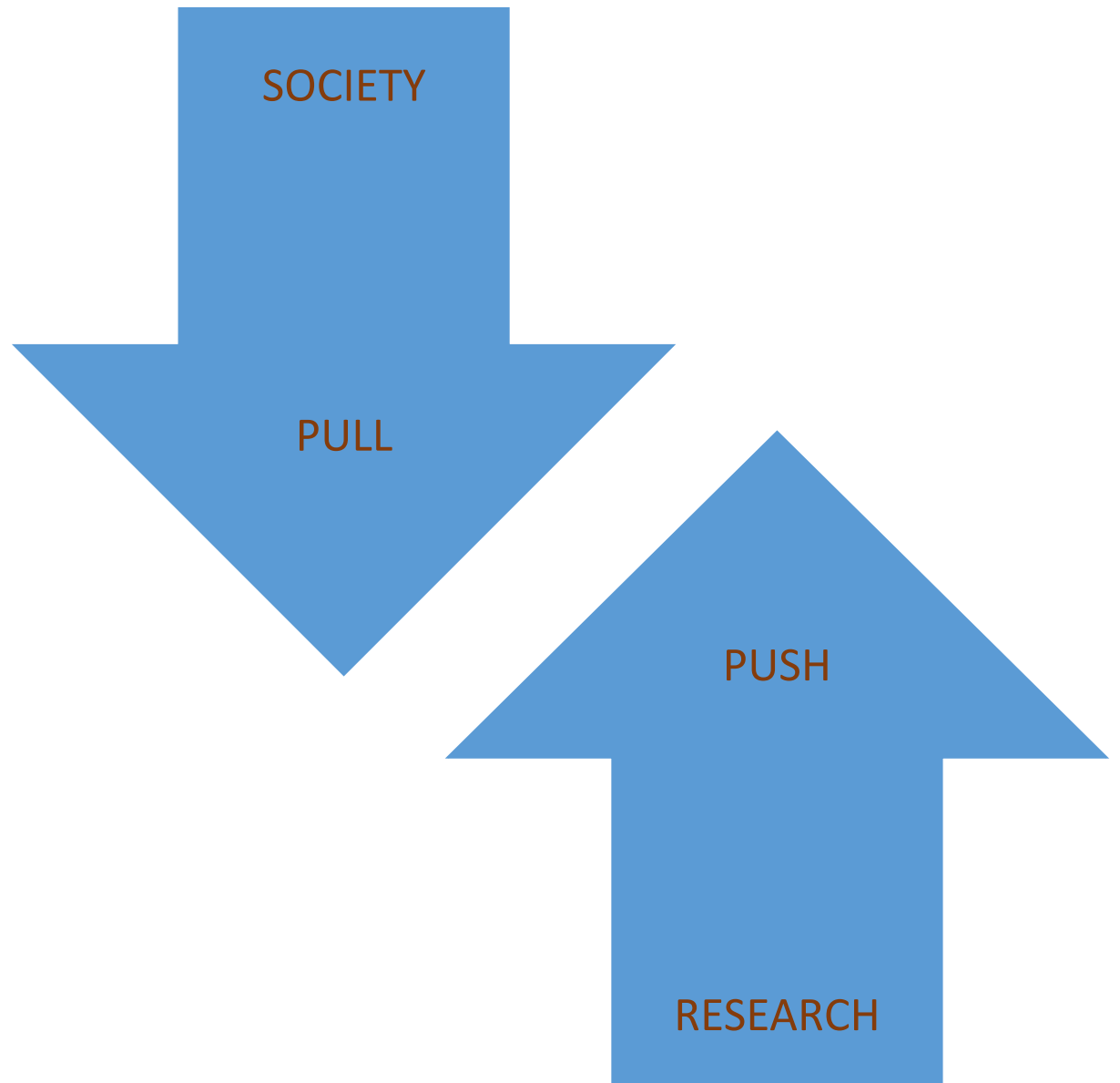
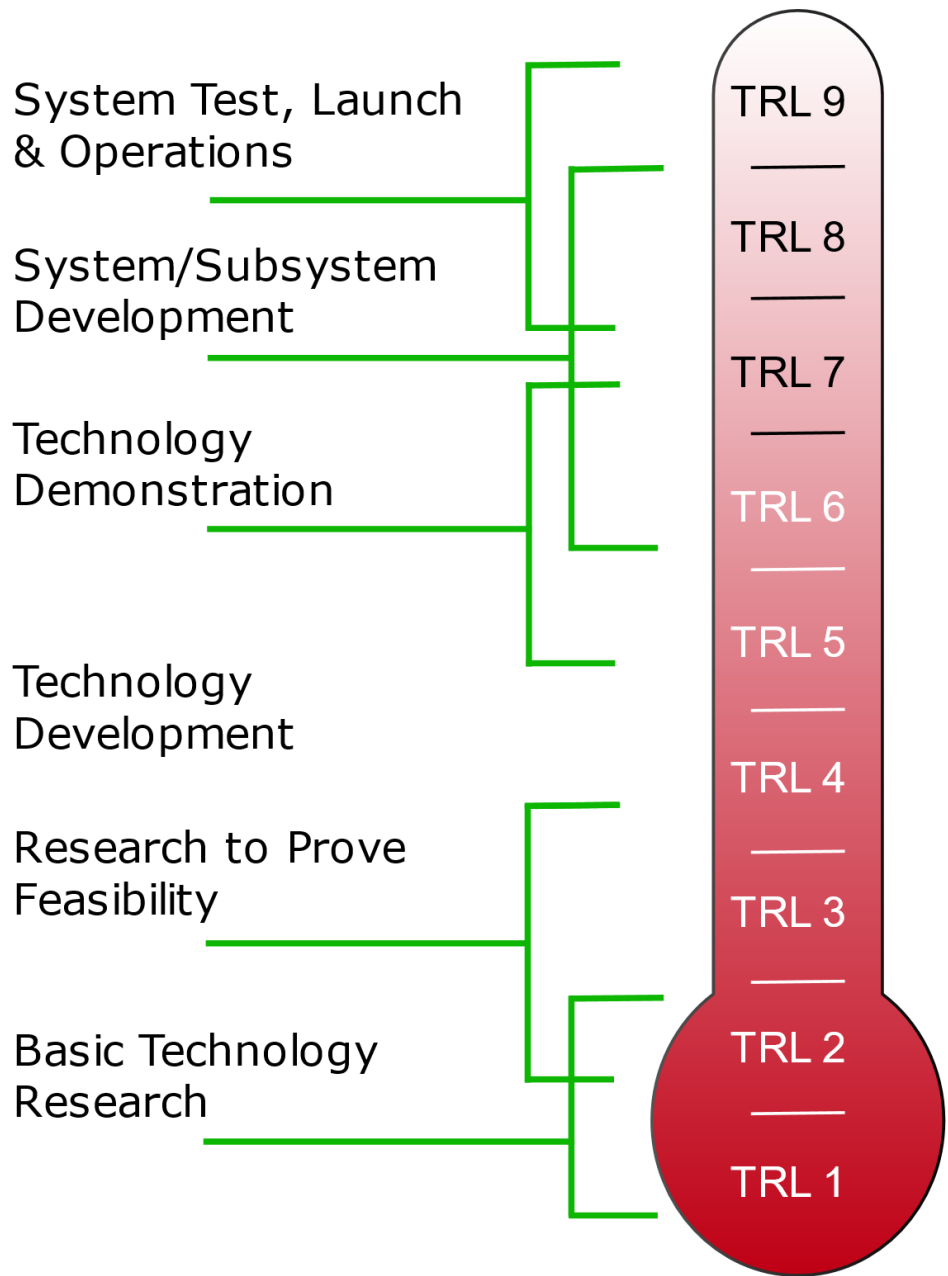
POLITICS

MINISTERS OF FINANCE

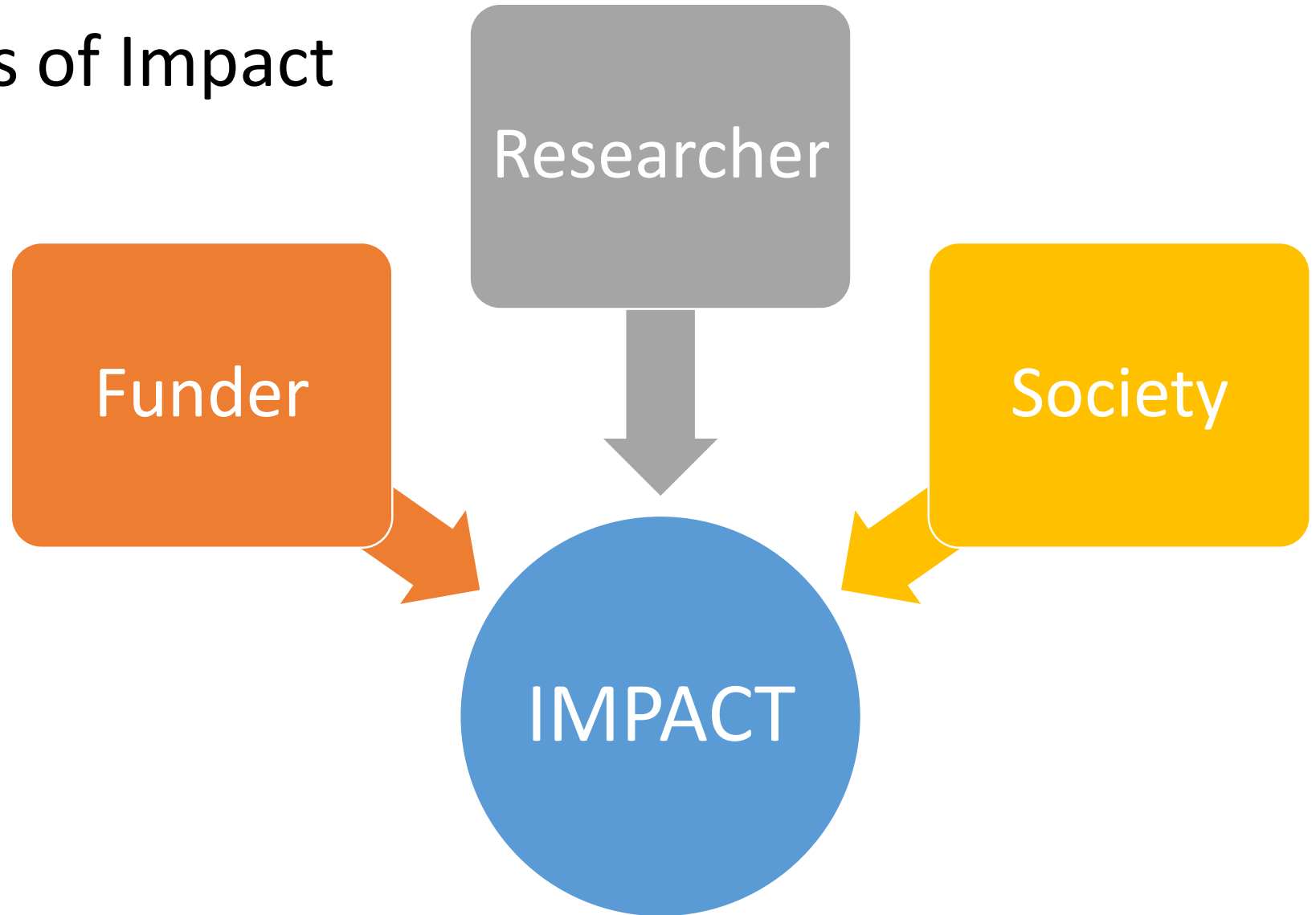
# Three perspectives of Impact







# Three perspectives of Impact





# Break

*We will be back at 12.10 (GMT+1)*



Access to EU research funding through societal impact  
7-11 December 2020

# Daniëlle de Boer

*Director European Affairs and Innovation  
at Innofius BVBA*

# INNOFIUS

*Thinking differently about Impact (AESIS course)*

*creating competitive EU-proposal*

Danielle de Boer

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<https://www.linkedin.com/in/danielledeboer/>



## MISSIONS

# Mission-Oriented Research & Innovation in the European Union

A problem-solving approach to fuel innovation-led growth

by Mariana MAZZUCATO

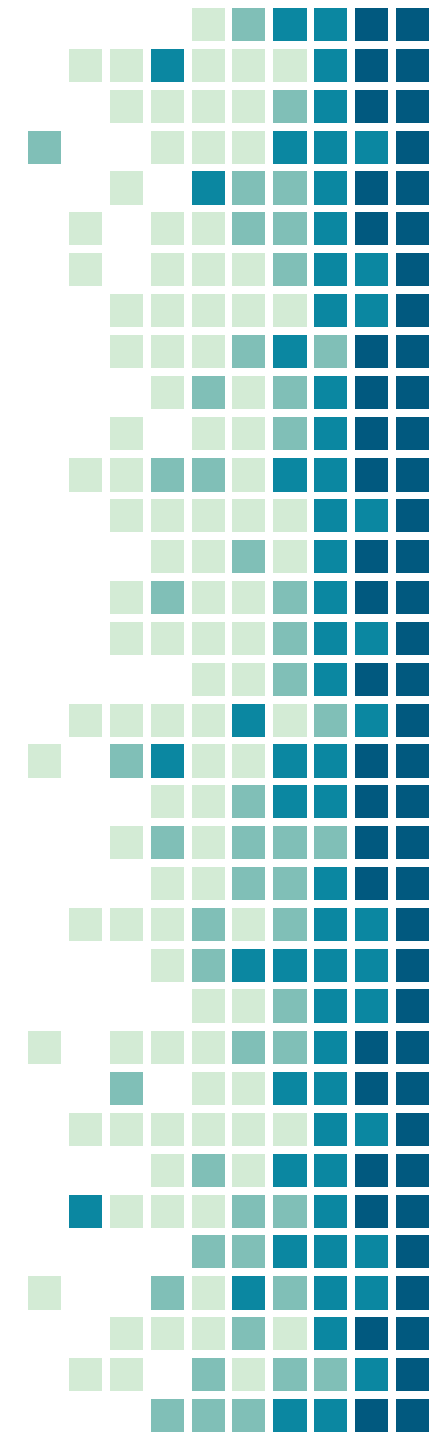


## GOVERNING MISSIONS

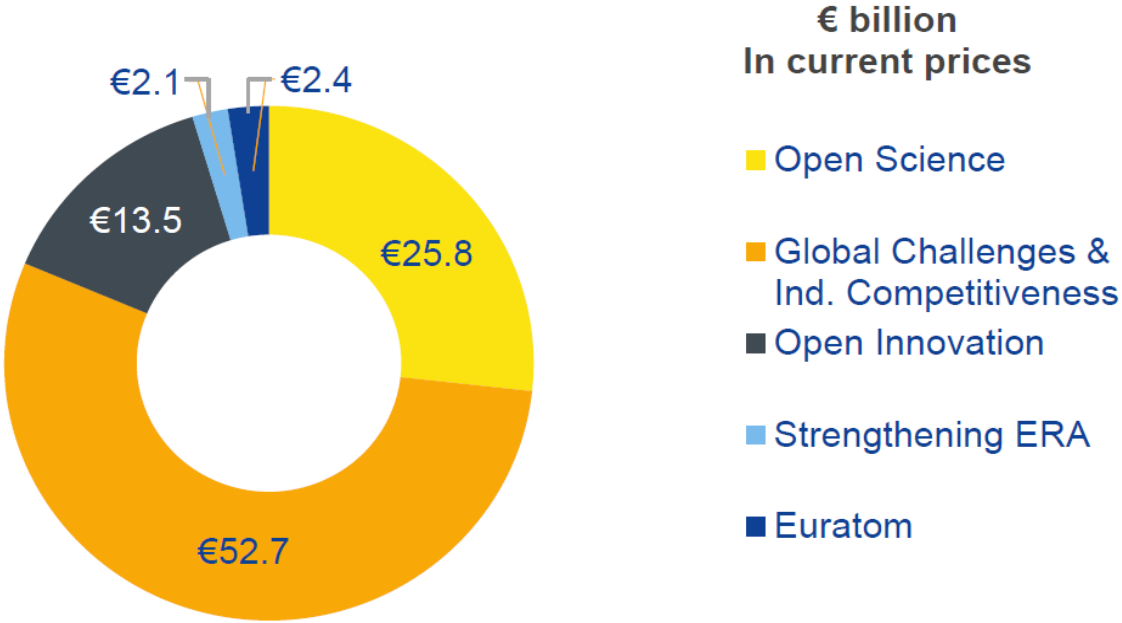
# Governing Missions in the European Union

by Mariana MAZZUCATO

Independent Expert Report



# Budget: €100 billion\* (2021-2027)



\* This envelope includes EUR 3.5 billion allocated under the InvestEU Fund.

v. 25 June 2018



1. Creating high-quality new knowledge
2. Strengthening human capital in R&I
3. Fostering diffusion of knowledge and Open Science

### Scientific Impact



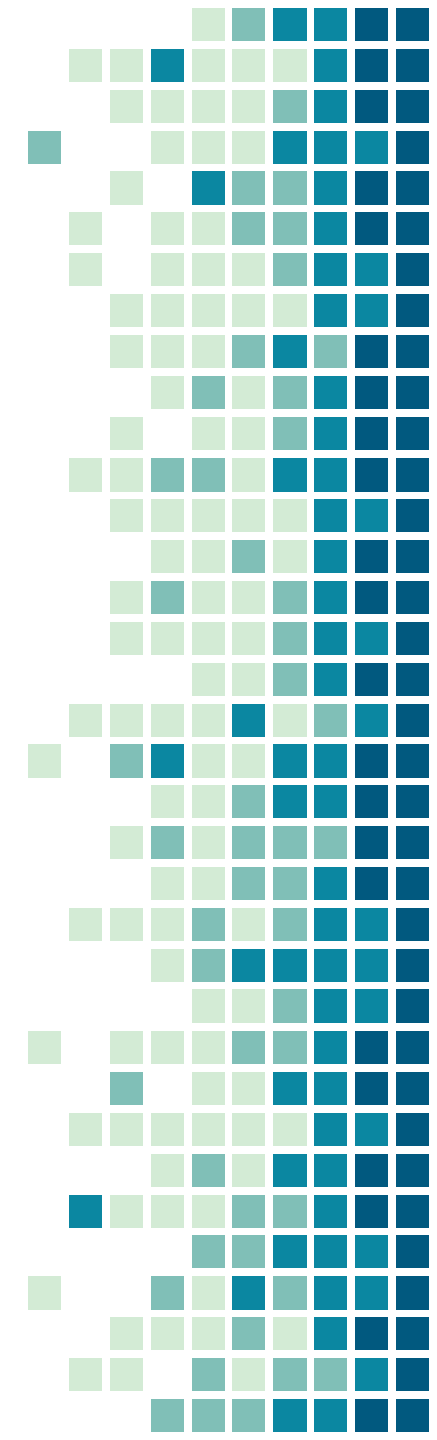
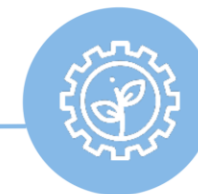
4. Addressing EU policy priorities through R&I
5. Delivering benefits & impact via R&I missions
6. Strengthening the uptake of innovation in society

### Societal Impact

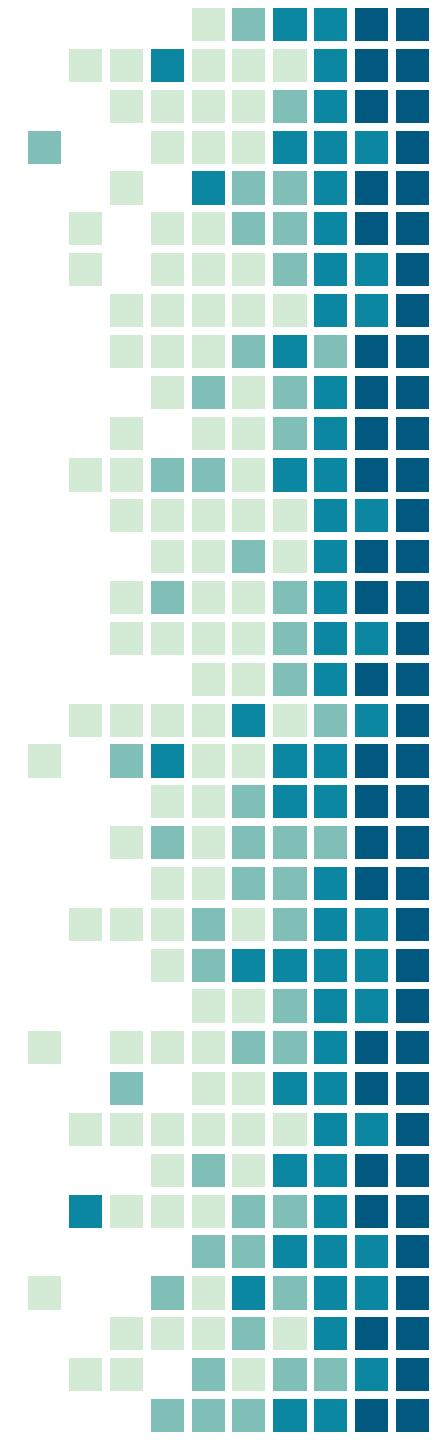


7. Generating innovation-based growth
8. Creating more and better jobs
9. Leveraging investments in R&I

### Economic Impact

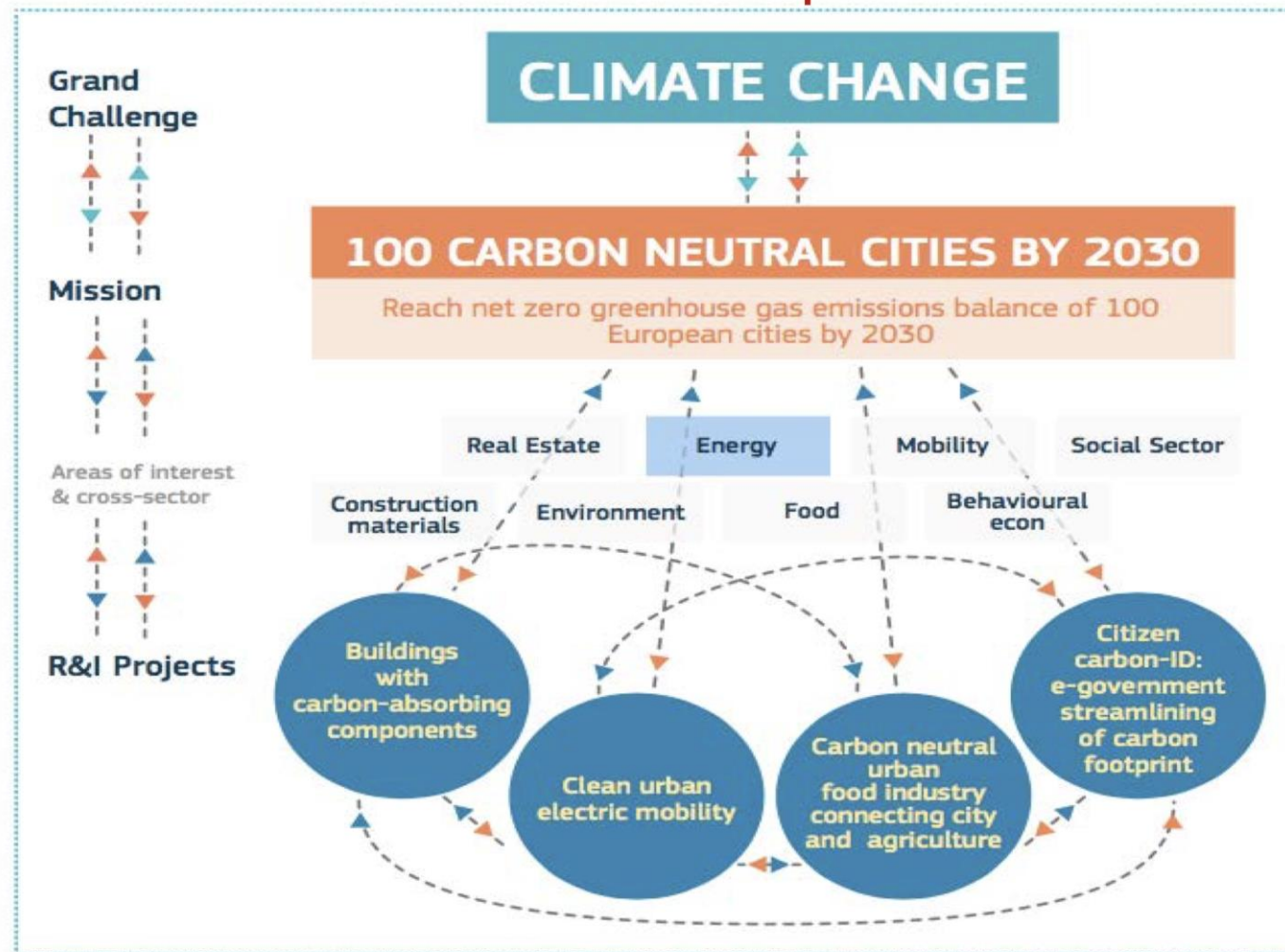


# Sustainable Development Goals



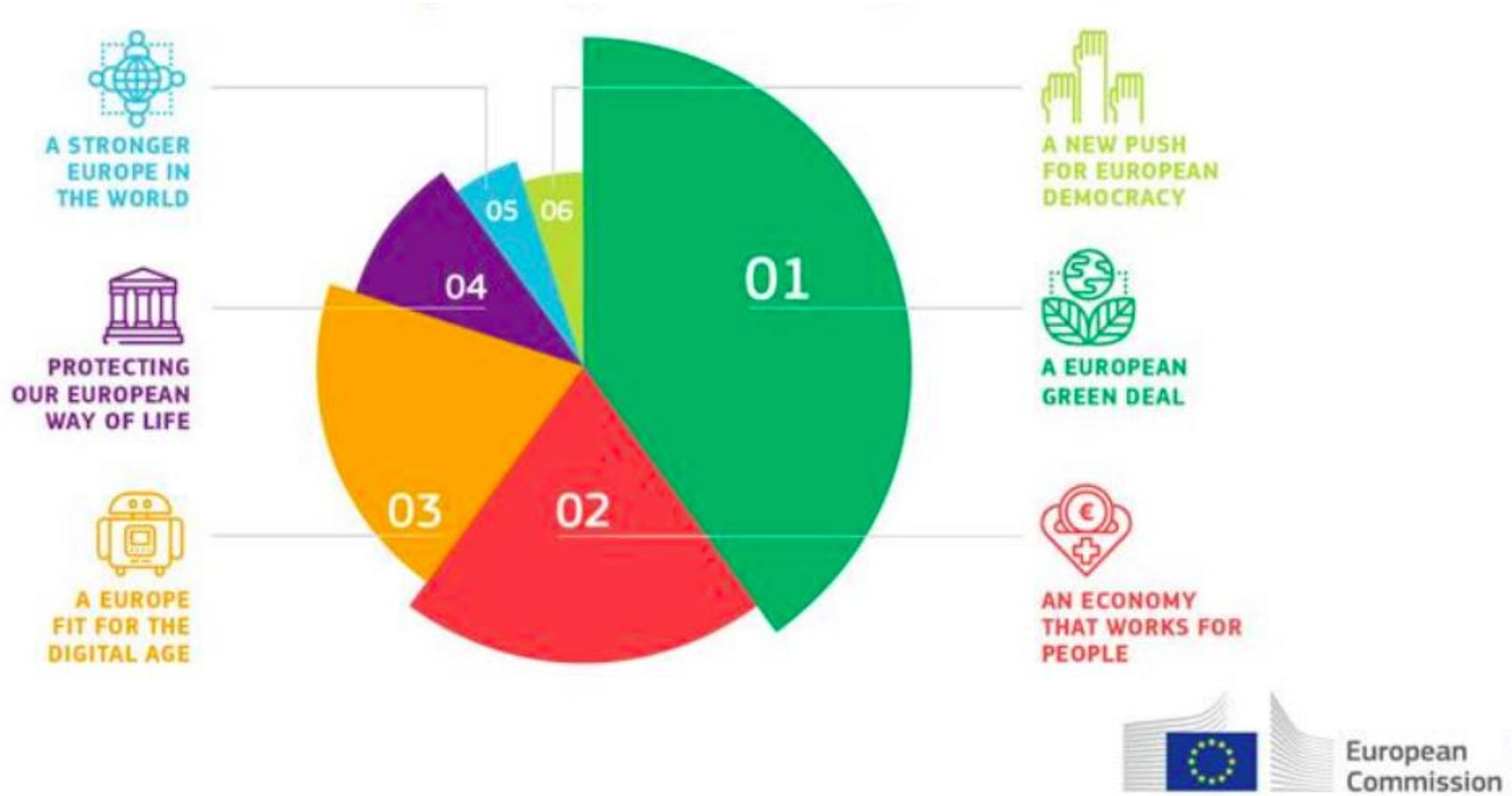
 <p>1. EINDE AAN ARMOEDE</p>	 <p>2. EINDE AAN HONGER</p>	 <p>3. GEZONDHEID EN WELZIJN</p>	 <p>4. GOED ONDERWIJS</p>	 <p>5. VROUWEN EN MANNEN GELIJK</p>	 <p>6. SCHOON DRINKWATER EN GOEDE SANITAIRE VOORZIENINGEN</p>
 <p>7. DUURZAME EN BETAALBARE ENERGIE</p>	 <p>8. FATSOENLIJKE BANEN EN ECONOMISCHE GROEI</p>	 <p>9. INNOVATIE EN DUURZAME INFRASTRUCTUUR</p>	 <p>10. MINDER ONGELIJKHEID</p>	 <p>11. VEILIGE EN DUURZAME STEDEN</p>	 <p>12. DUURZAME CONSUMPTIE EN PRODUCTIE</p>
 <p>13. KLIMAATVERANDERING AANPAKKEN</p>	 <p>14. BESCHERMING VAN ZEEËN EN OCEANEN</p>	 <p>15. HERSTEL ECOSYSTEMEN EN BEHOUD BIODIVERSITEIT</p>	 <p>16. VREDE, VEILIGHEID EN RECHTVAARDIGHEID</p>	 <p>17. PARTNERSCHAPPEN VOOR DE DOELEN</p>	

# Desired impact = set up missions





# Desired impact = budget



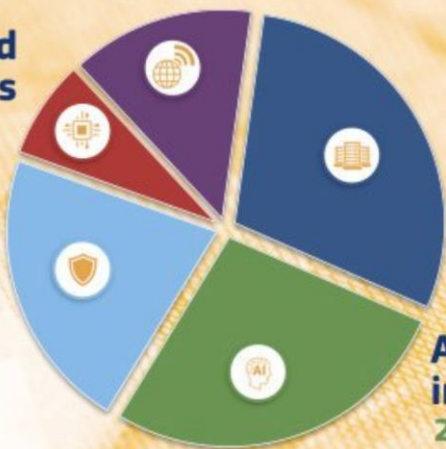
# Digital Europe Programme

## Investing in the future: Digital Europe Programme

**Interoperability &  
Digital transformation**  
1.3 € billion

**€ 9.2 billion  
in total**

**Advanced  
digital skills**  
0.7 € billion



**High performance  
computing**  
2.7 € billion

**Artificial  
intelligence**  
2.5 € billion

**Cybersecurity  
& trust**  
2 € billion

## Investing in the future: Digital Europe Programme

**€1.3 billion for Deployment, use of  
digital capacities & interoperability**



Provide more **interoperable**  
public services



Bring digital technologies  
to **public sector** and  
areas of public interest



Support digital & related  
**technologies** for industry  
& SMEs



Offer **tests** and **pilots**  
to public administrations

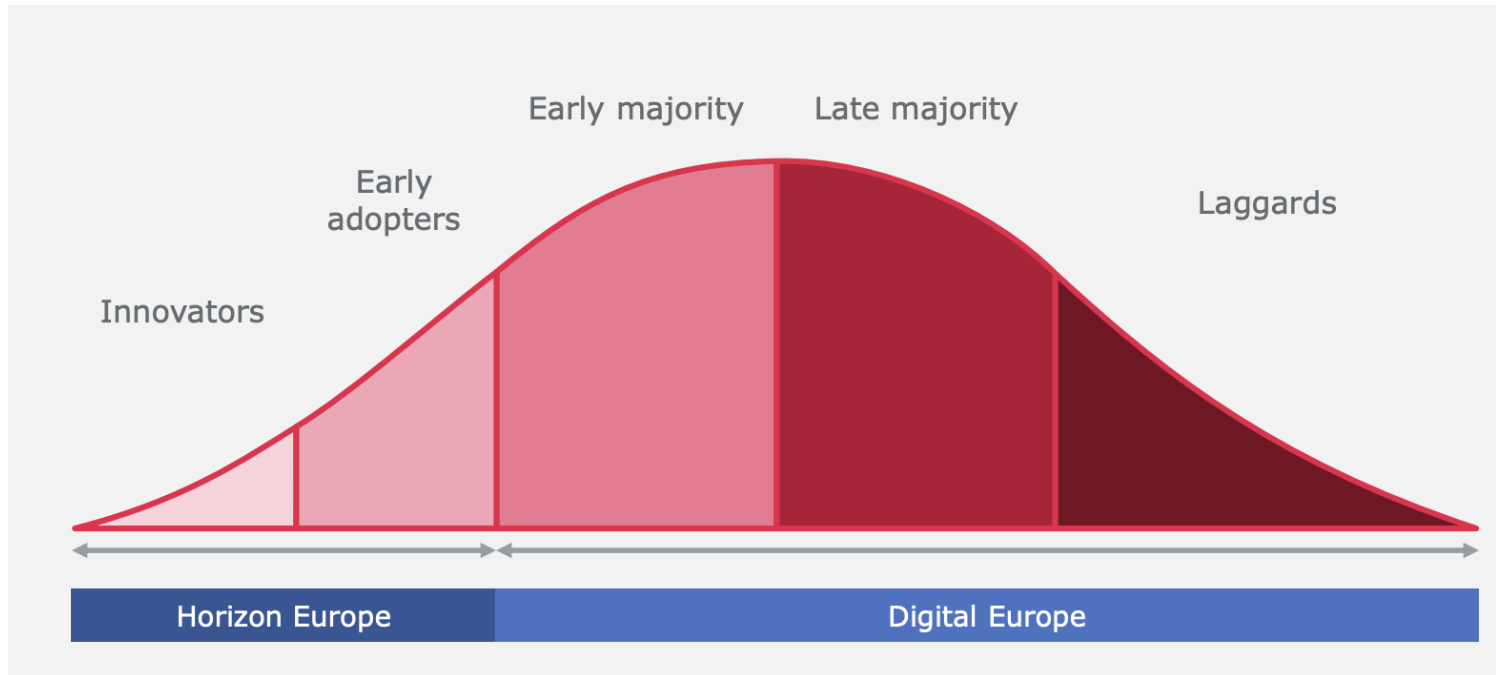


Support and follow  
latest **tech developments**



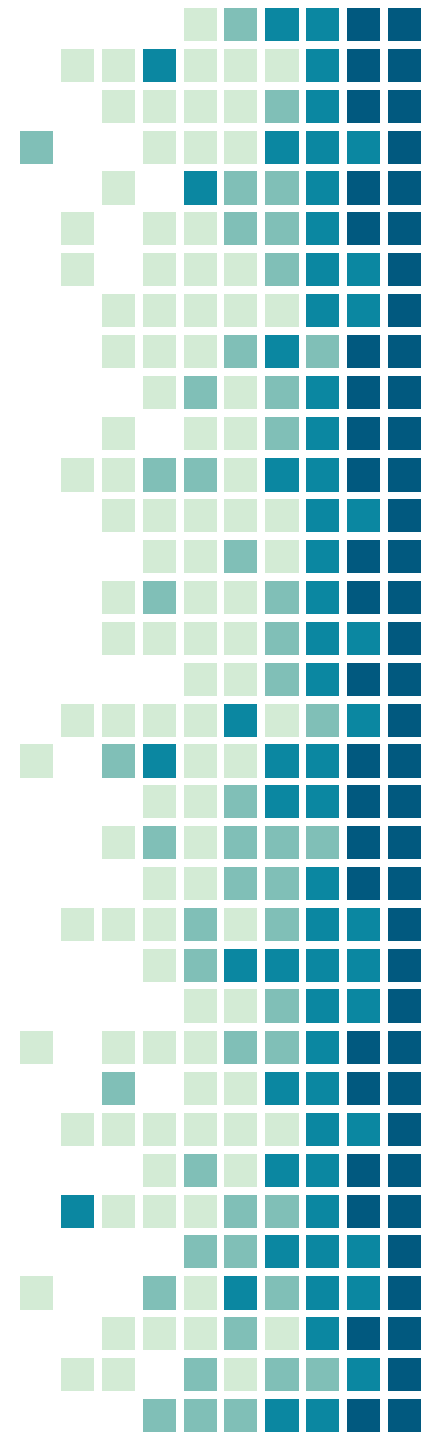
Build up and strengthen  
the network of **Digital  
Innovation Hubs**

# Digital Europe Program

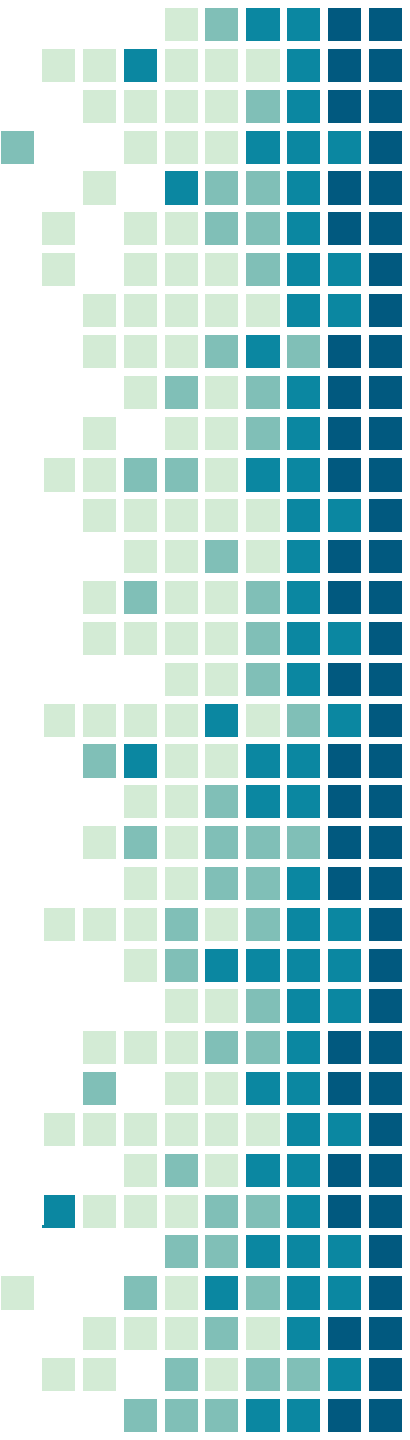
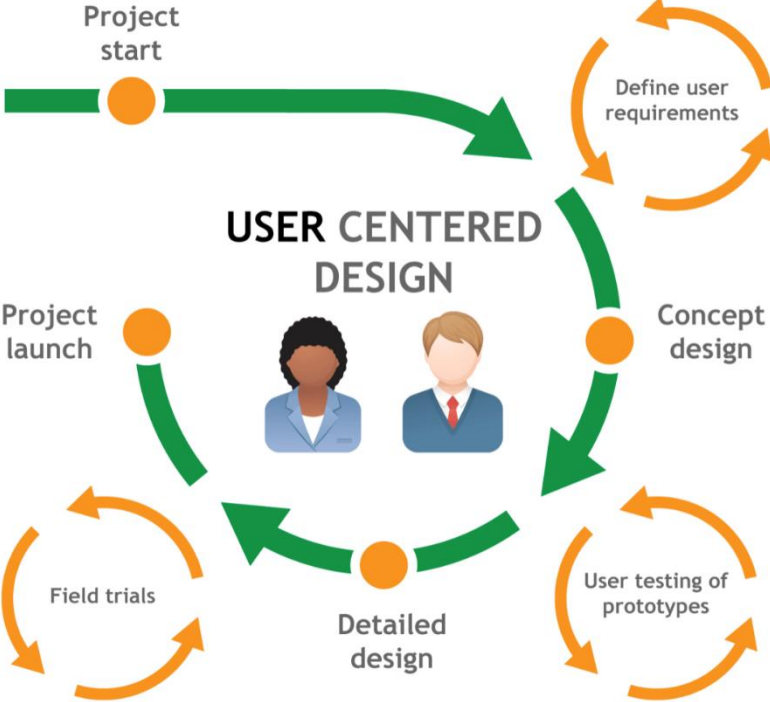
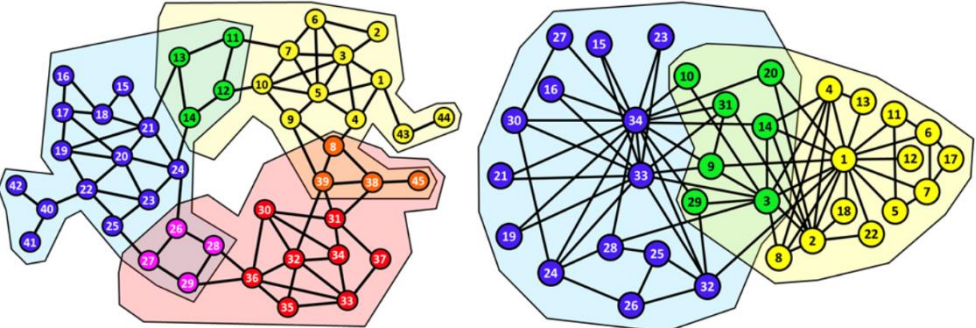
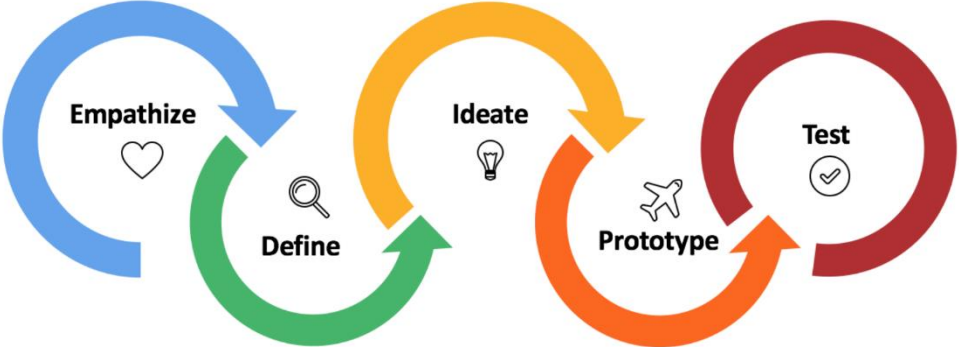


Horizon Europe focuses on innovative SMEs that develop new products.

Digital Europe must promote the widespread adoption of digital technologies



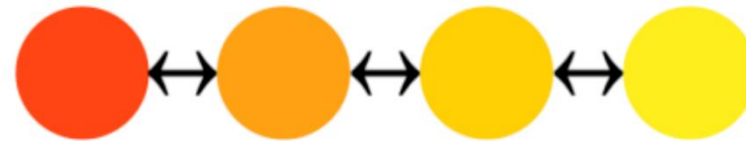
# Impact through Ecosystem perspective



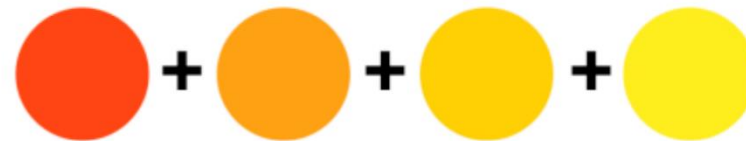
# Disciplinary boundary crosser RU main change needed



**Trans-Disciplinary - Higher Level Synthesis**



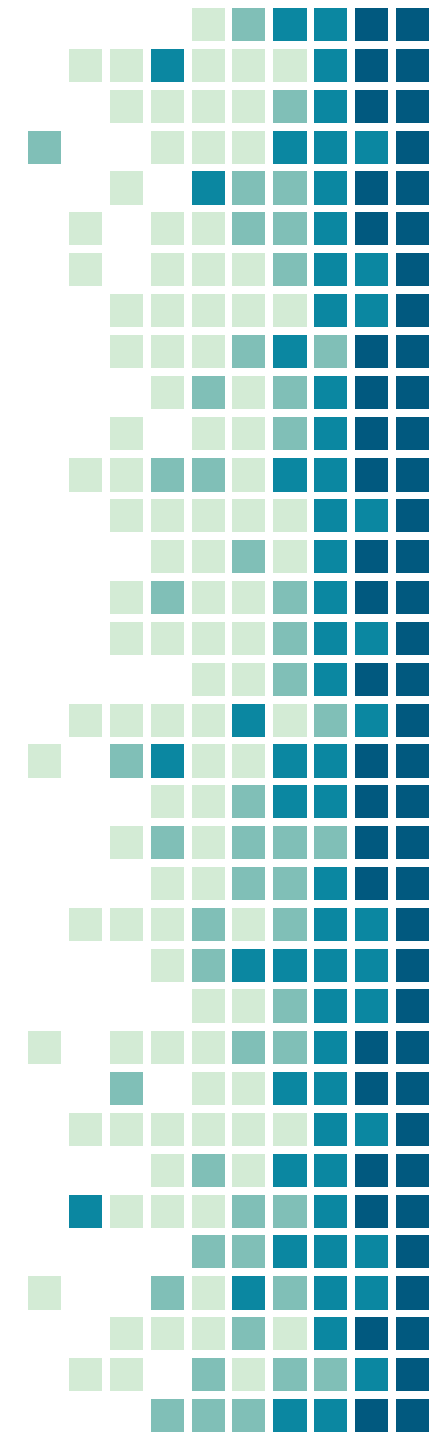
**Inter-Disciplinary - Interactive**



**Multi-Disciplinary - Additive**



**Disciplinary - Silos**



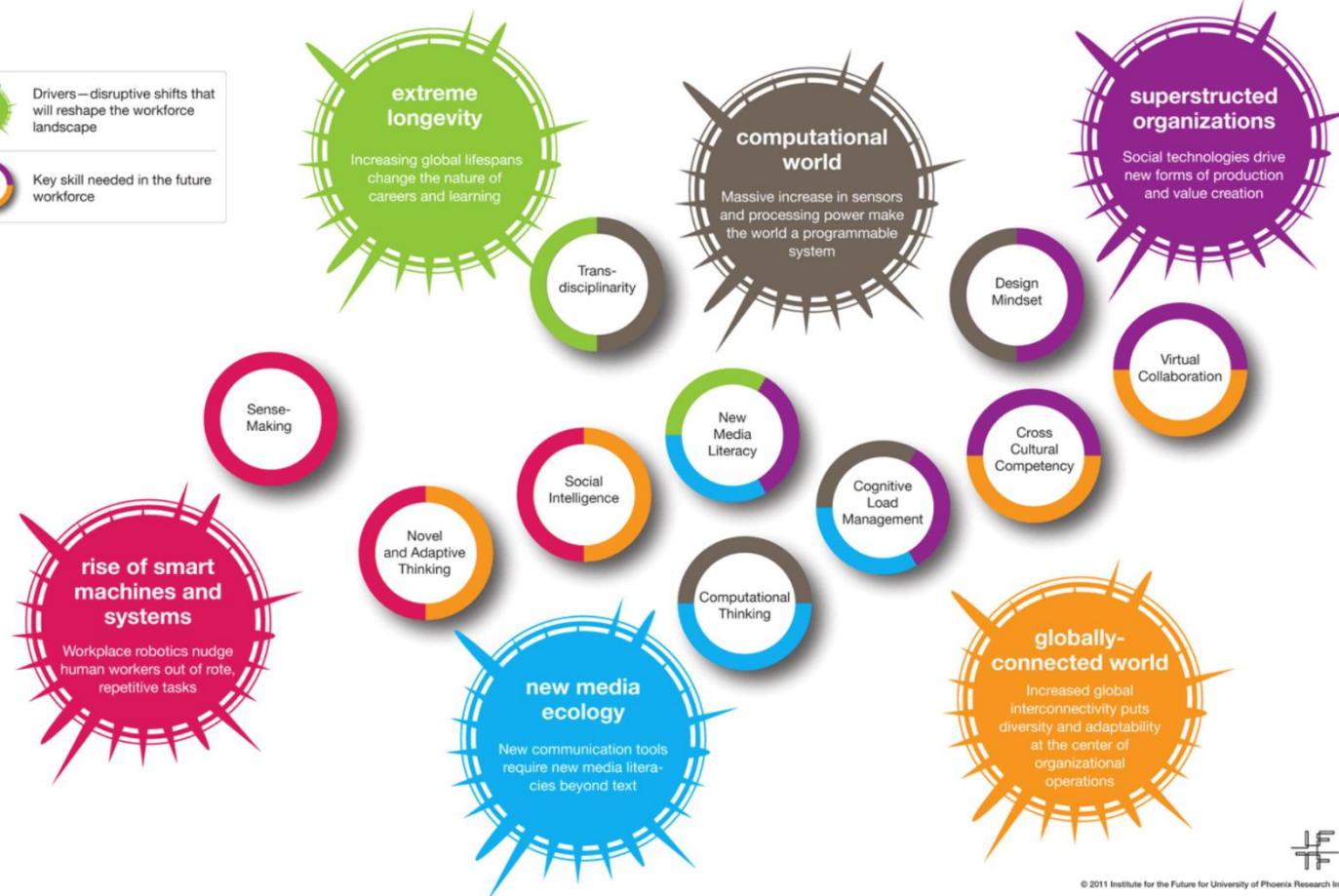
# Skills for Impact in EU

## Future Work Skills 2020

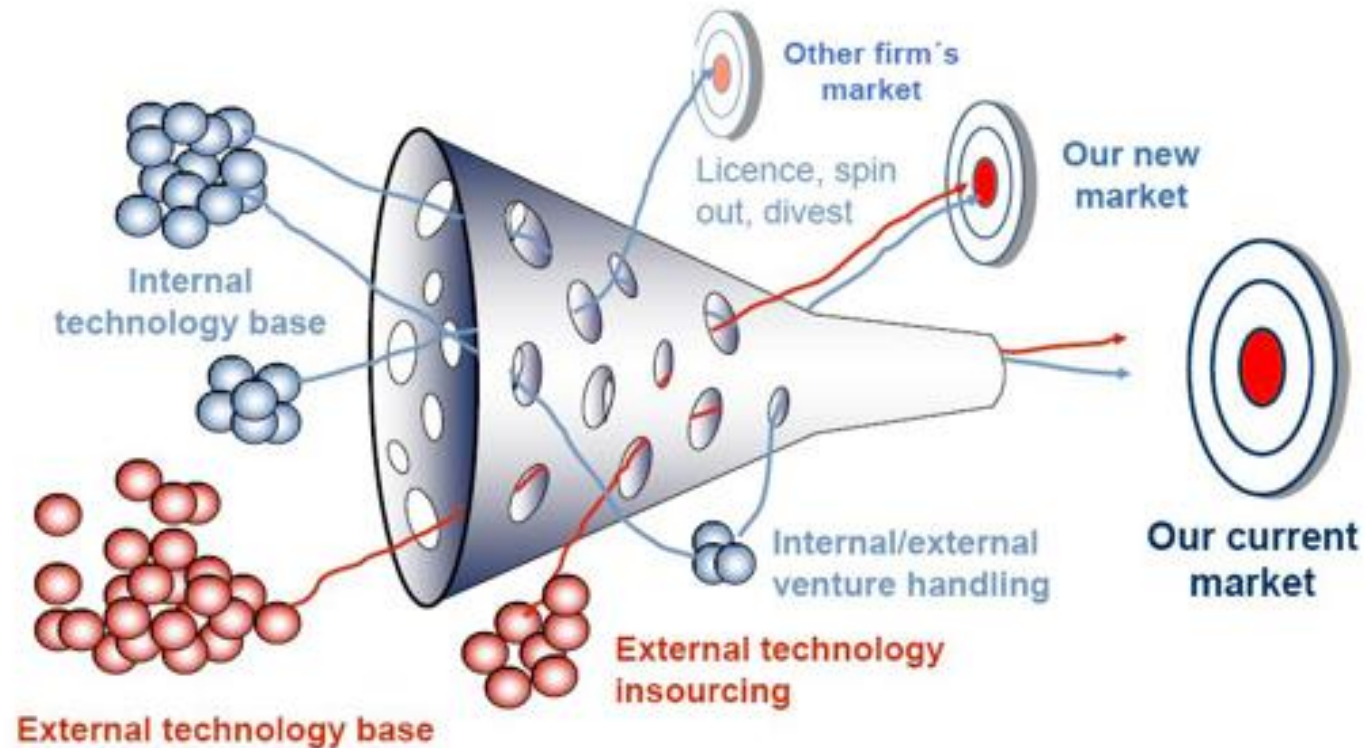
While all six drivers are important in shaping the landscape in which each skill emerges, the color-coding and placement here indicate which drivers have particular relevance to the development of each of the skills.

### KEY

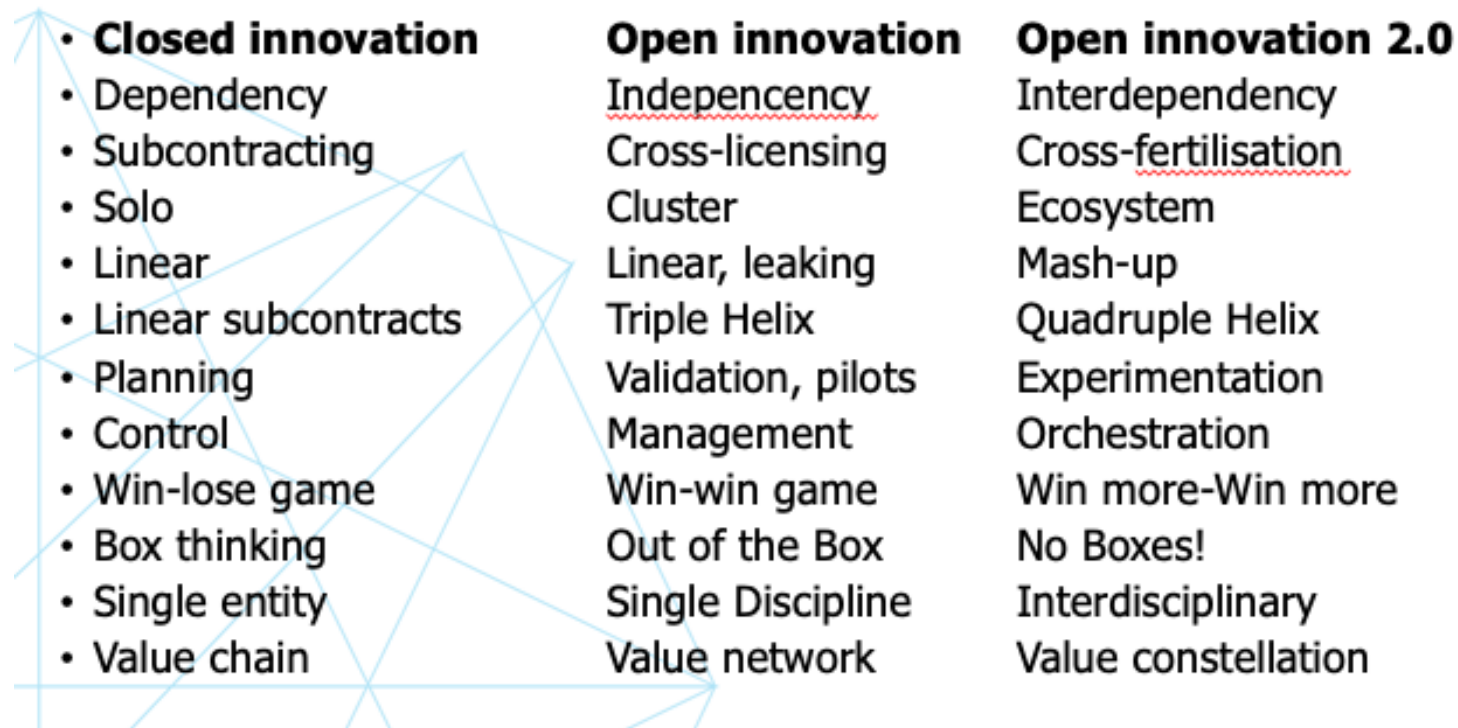
-  Drivers—disruptive shifts that will reshape the workforce landscape
-  Key skill needed in the future workforce



# Open Innovation for Impact

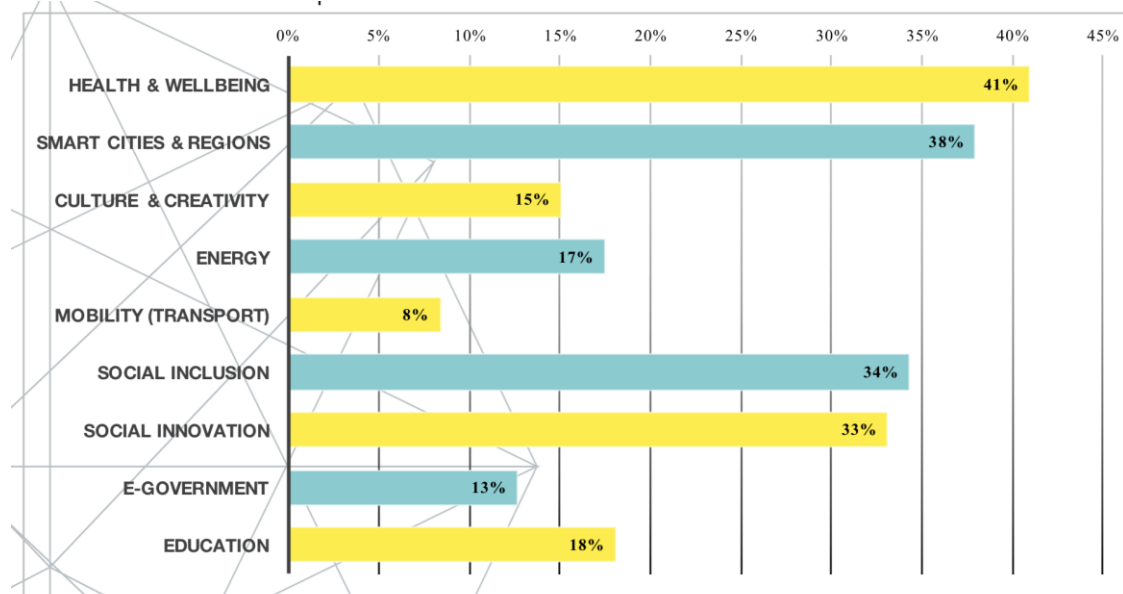
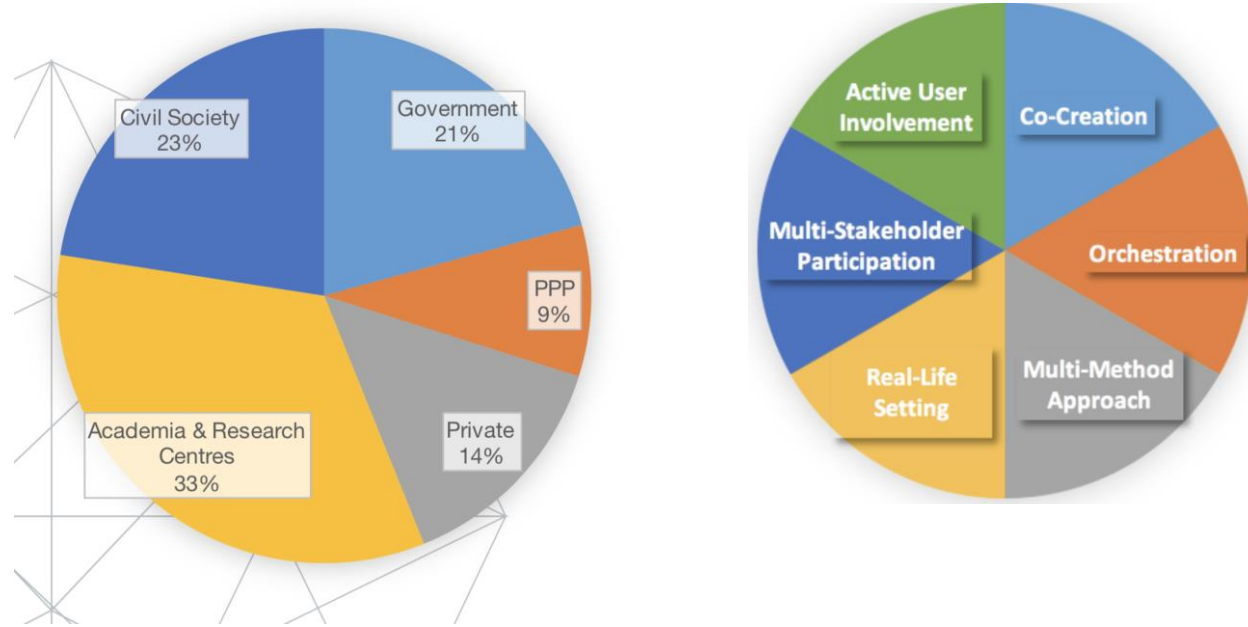


# Innovation dimension in the Research University





# Ecosystems



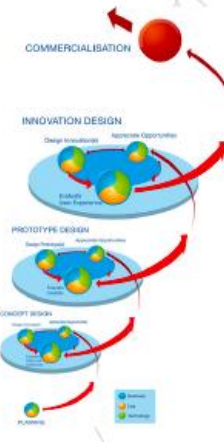
# Read more? [enoll.org](http://enoll.org)

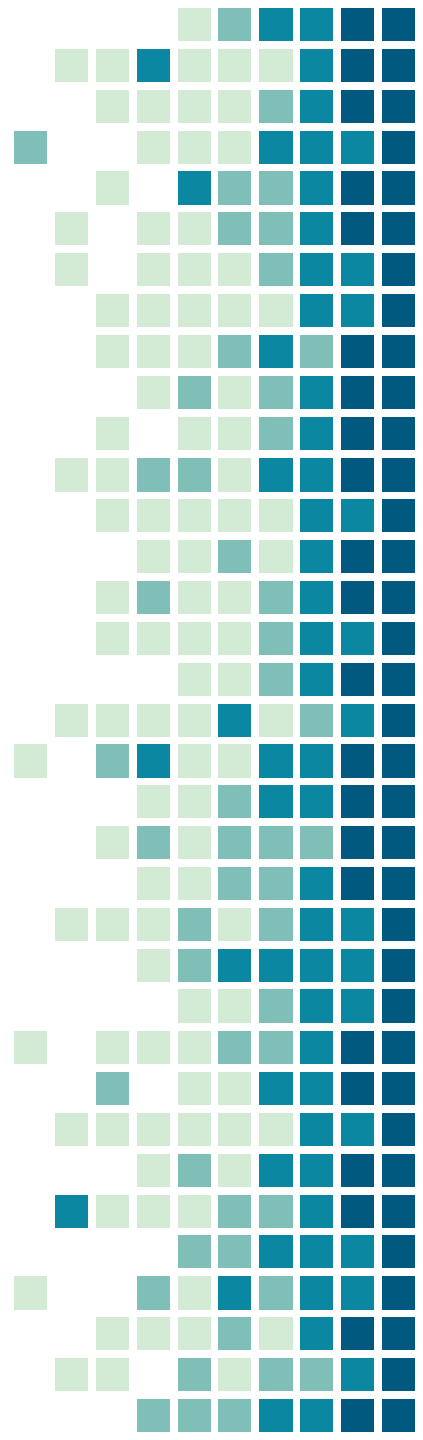
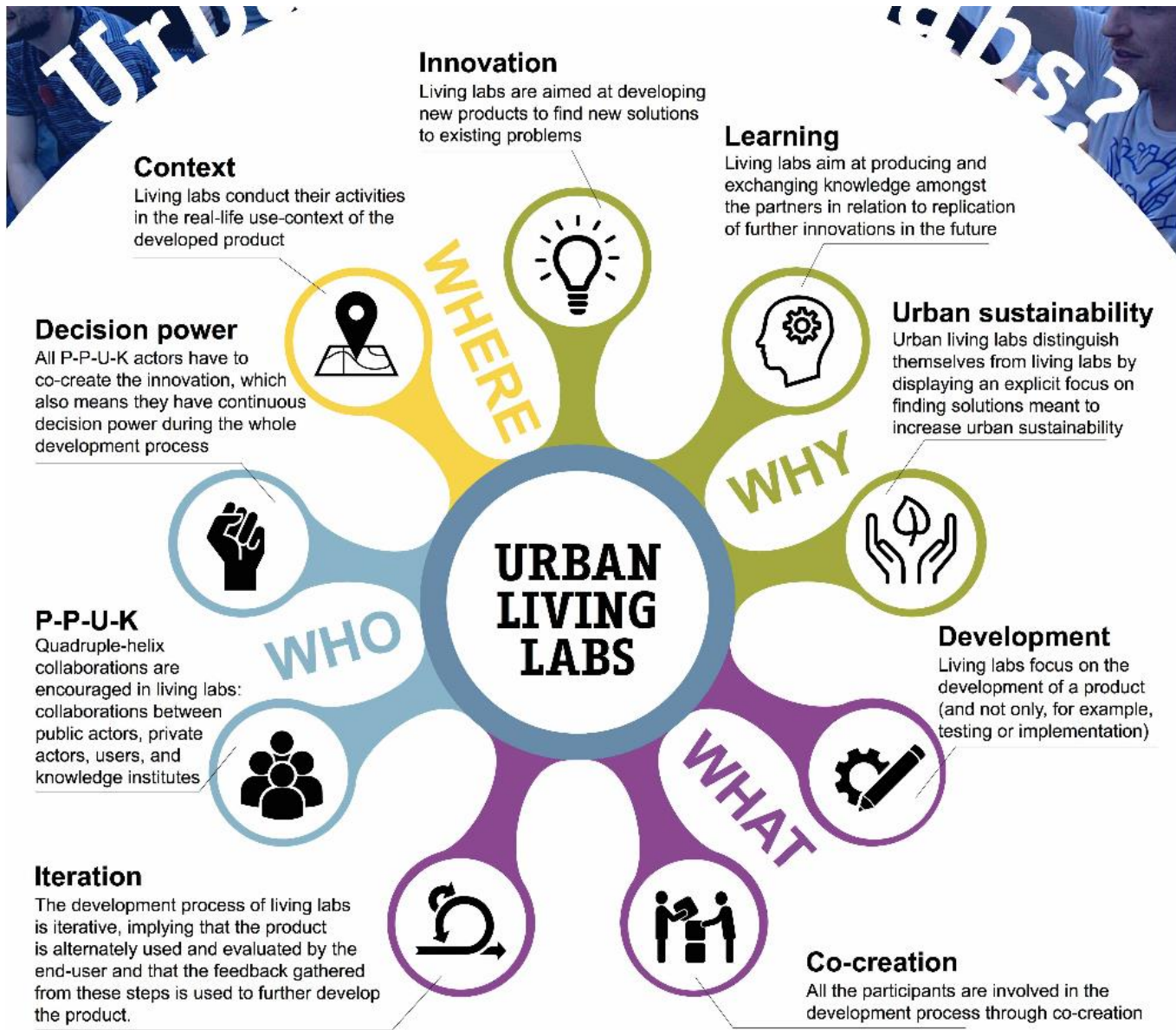
## Supporting cross-border and cross-over innovation

### Publications



### Methodologies & Tools



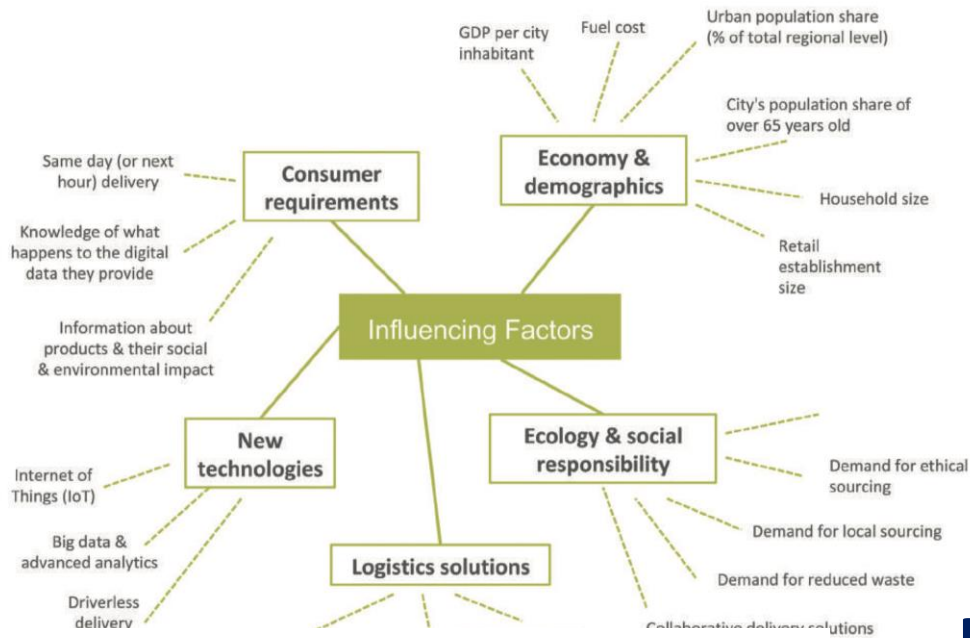


# EU Consortia for Regional Impact

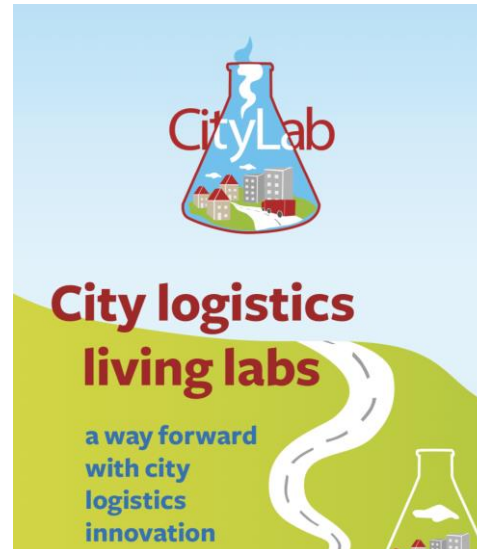
## City of Turin: composition of Multi-Stakeholder Platform

- Express couriers (**TNT, SDA, BARTOLINI, DHL, UPS, GLS**)
- Industrial Stakeholders (**ANFIA, API, Confindustria, Federauto, Unione Industriali, UNRAE**)
- Association and logistics operators (**AICAI, Apsaci, FEDIT, Federdistribuzione, Confartigianato Trasporti, FITA C.N.A., FAI**)
- Retailers associations (**ASCOM-**
- **Confcommercio, C.N.A., Confartigianato, Confcooperative, Confesercenti**)
- Public Authority (**Local Chamber of Commerce, Municipality of Turin, Ministry of Infrastructure and Transport, Piedmont Region**)
- Technology partners (**5T, Viasat, Torino Wireless**)
- Freight Villages (**Sito Interporto**)

# Learn from City Lab, Novelog & European Network of Living Labs



## Integrating factors



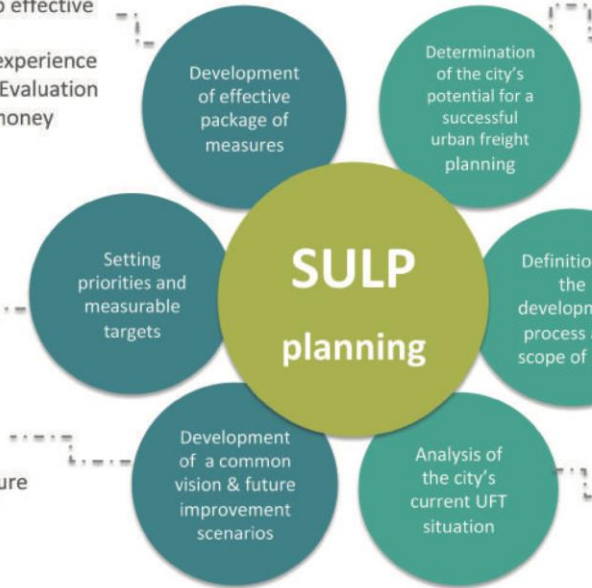
## Living labs / MSP

### Phase II: Rational and transparent goal setting

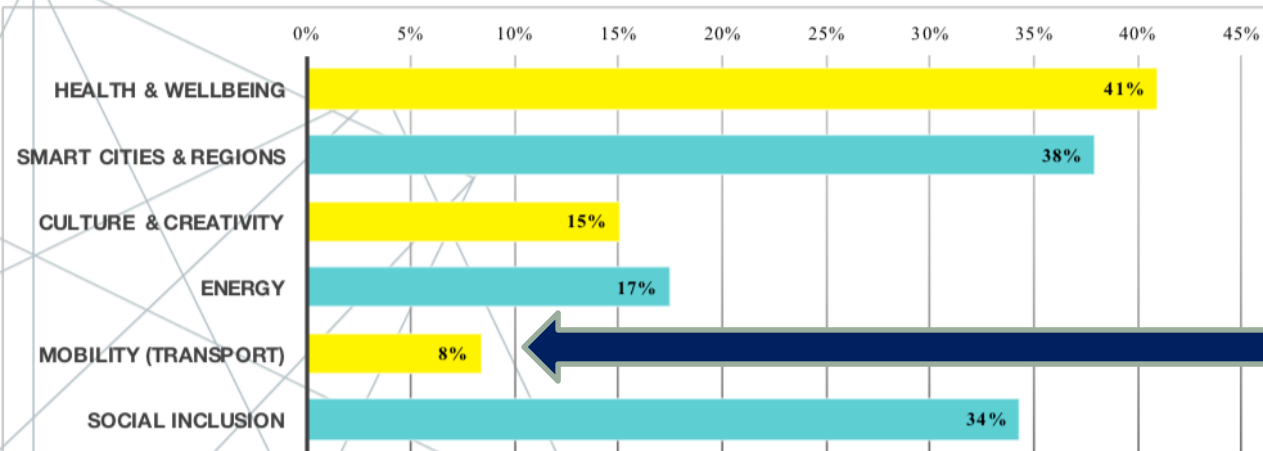
- 6.1. Identify and develop effective package of measures
- 6.2. Learn from others' experience
- 6.3. Impact Assessment Evaluation
- 6.4. Consider value for money

SMART targets definition

- 4.1. SULP objectives definition
- development of future improvement scenarios



NOVELOG SULP planning cycle



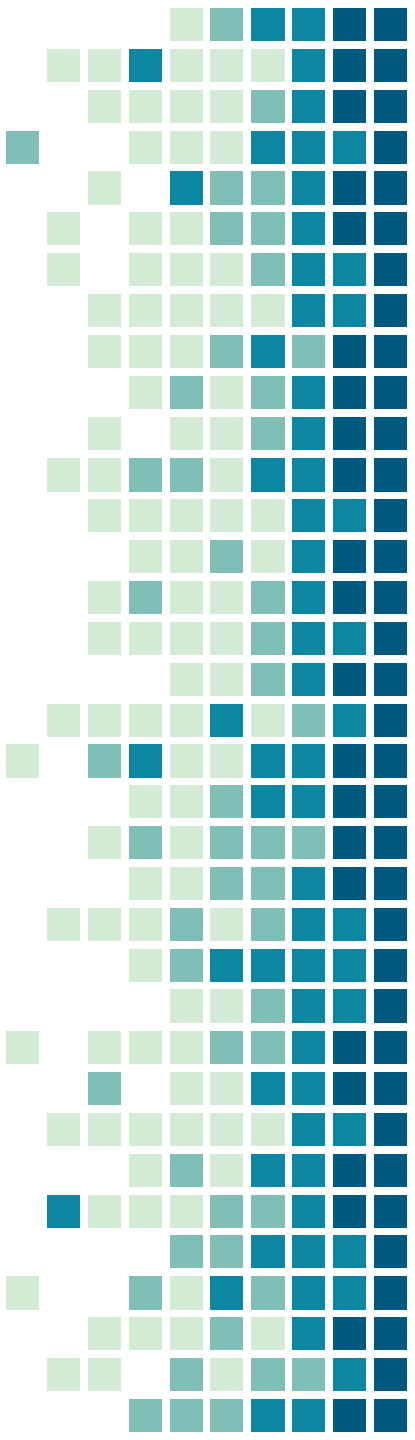
43 % vs 8% only! No transnational learning like Health Living Labs

# Bigger transitions towards Impact

Table 2-2 Distinction between field tests, demonstrations and Living Labs

Field tests and demonstrations	Living Labs
Characteristics	
Simple Linear development Predetermined  Isolated environment Individual values Mainly operational goals Single actor as driver and owner  Little uncertainty Short to medium term orientation Re-active planning and steering	Complex Iterative, cyclical development Learning effects and improvements during activities System in system, real-life environment Shared values Grand challenges Multi-stakeholder and collaborative governance (incl. public-private partnerships) Deep uncertainty Medium to long term orientation Adaptive and pro-active planning and steering
Purpose	
Closed research & development Expert design Closed system evaluation Analysis for single department / actor	Open innovation and live analytics Co-creation of multi-stakeholders System in system evaluation Analysis for multi-department / multiple actors

Source: Quak et al, 2015



# INNOFIUS

<https://www.linkedin.com/in/danielledeboer/>

INNOFIUS specialises in strategy, design and implementation of innovation projects (often cross-sectoral open innovation). INNOFIUS builds multi-stakeholder partnerships & ecosystems (quadruple/quintuple helix and Living Labs) needed for bigger societal challenges.

The company supports 'cross-overs' in edu-tech, health-tech, green-tech, sports-sustainability, logistics-smart cities etc. Coaches and professionalizes innovation managers and leaders for systemic change, boundary crossing and evidence-based implementation & innovation monitoring.

INNOFIUS also advises in European funding and smart financial engineering schemes usually for innovative multi-stakeholder Research & Innovation projects.

# Access to EU research funding through societal impact

7-11 December 2020

## OVERVIEW OF THE COURSE



Monday 7 December – Welcome and introduction to EU research funding through impact  
Anika Duut van Goor and Jan Andersen

Tuesday 8 December – Methods for impact assessment and developing an EU research strategy  
**Simon Kerridge and Danielle de Boer**

Wednesday 9 December – Building collaborations between Universities and Universities of Applied Sciences and building an impact infrastructure  
Bruno van Koeckhoven and Esther de Smet

Thursday 10 September – Understanding the changing EU R&I landscape and Strengthening cross-border research collaborations  
Otto Bruun and Brigita Serafinavičiūtė

Friday 11 December – Horizon Europe grant writing and closing  
Cecile ten Kate and Yvonne Vermonden  
Case study presentations





Access to EU research funding through societal impact  
7-11 December 2020

**Thank you**

*Enjoy lunch!*