Welcome to the Interactive Course on

Access to EU research funding by stimulating and demonstrating Societal Impact

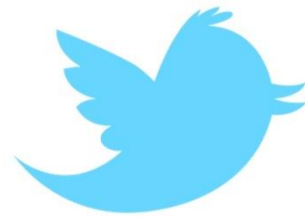**7-9 December, 2022**

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

DAY 1

#EUF22

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OVERVIEW OF
DAY 1 PROGRAMME

Course Programme

Access to EU research funding
by stimulating and demonstrating
societal impact

AESIS
NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

In collaboration with

LINO
Lithuanian RDI Liaison Office

UAS 4 EUROPE

8 - 10 December,
Hosted Online
from
Brussels,
Belgium

How to increase the strength of your Horizon Europe application through the D&E plan

Andrea Di Anselmo

AESIS

#EUF22

META: 25+ years of experience in «Knowledge To Market»

**The DG RTD
main contractor to support funded
projects with Exploitation and
Dissemination services**

https://www.horizonresultsbooster.eu/

- **bringing knowledge to market**, helping researchers and entrepreneurs in exploiting the results of their project and commercialising their ideas

- **running European research-support services** as **Horizon Results Booster, IP Booster**, ESIC, SSERR and CSSERR framework contracts (DG RTD)

- **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

Framework contractors of DG RTD since 2012

1'600 research consortia supported in exploiting research results

More than 16'000 R&D projects participants coached and tutored

Goals for the day

- **Clarify** links between **impact** and **use of KERs** (Key Exploitable Results.)

- **Understand** how maximise impact in **HE**

- **Introduce** few tools

From R&D to impacting innovation
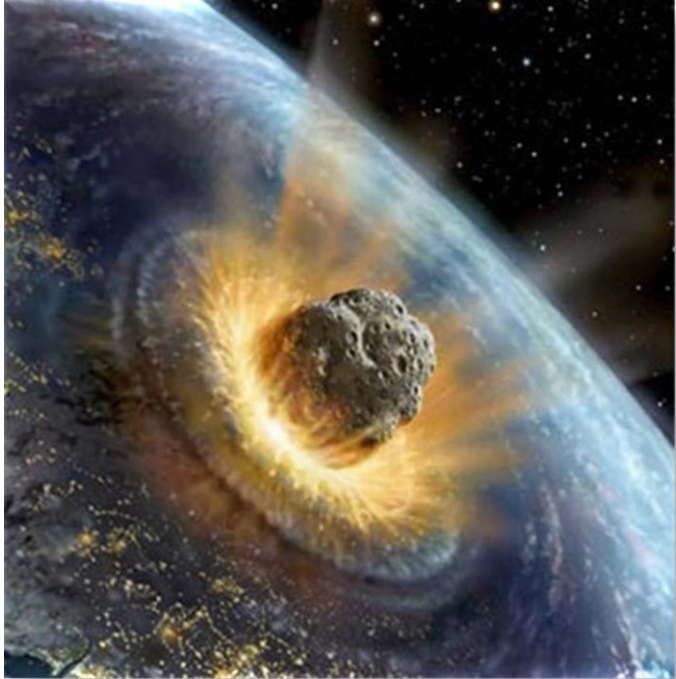
- **Maximising** the social, economic and scientific **value** of the public funding by **transforming** it into **benefits** for the society is **key for impacting innovation.**

- This **transformation** is possible only with the **successful use** of results enabled by the **implementation** of **Dissemination** and **Exploitation** (D&E) activities.

Let's look at few cases

As a result of some research involving people experiencing homelessness, a university researcher was **invited to present** the research to a Parliamentary Group.

Example from Coventry University

….. It's "dissemination"

A researcher's findings have **attracted media interest**. There have been newspaper articles in a number of broadsheet newspapers, local newspapers and an interview on local radio.

Example from Coventry University

What is it?   **Is it impact?**

...this is "Communication"

Following their extensive research into exhaust system design, a university researcher has set up and led a **Special Interest Group**, which has involved regular meetings attended by policy makers and industrial partners.

Example from Coventry University

What is it?   Is it impact?

NO, a change is still to happen, a benefit still to be seen

Research into musculoskeletal modelling has revealed that current practice for extracting casualties from crashed vehicles is not the best method. As a result, the National Fire Service change **their safety protocols**, and these **are implemented across the UK**.

Example from Coventry University

What is it?   Is it impact?

No!

It is an outcome, does not define the wider long-term effects!

A researcher at the university has developed a novel algorithm with broad potential for real world applications. As a result, a spin-out company has been established with 5 employees.

Example from Coventry University

What is it?   Is it impact?

NO, it is part of the exploitation plan

Among **SSH** researchers there is resistance in seeking "**non-academic**" impacts of their research*.

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

Impact in SSH

(Case study –UniMC (September 2021)

Survey on «Use and impact of R&D results in SSH - University of Macerata Settembre 2021.
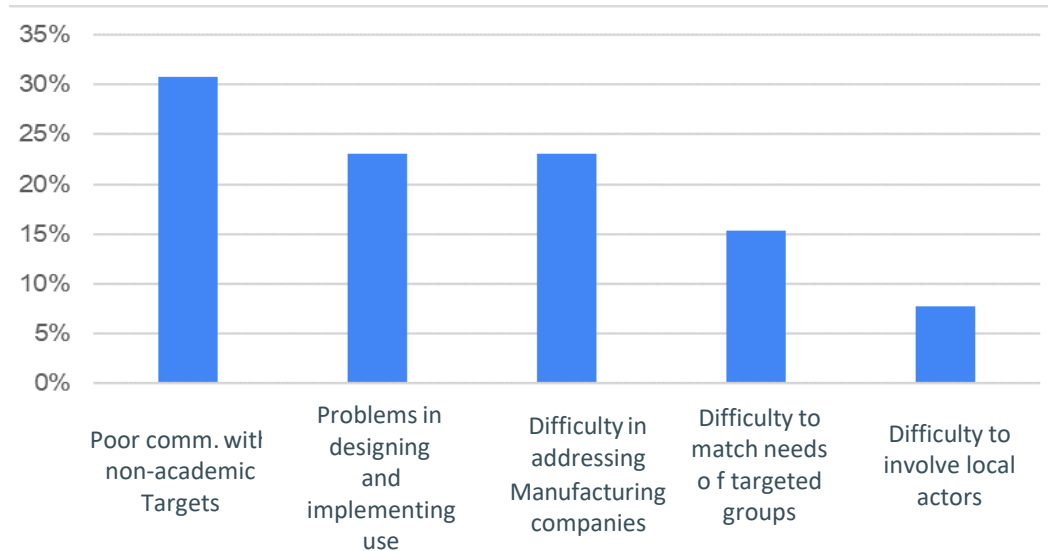
Misunderstanding on the "use potential" of a result beyond informing "stakeholders"

Responses show a bias towards technological results

Is IMPACT in SSH a mythological creature?

Impact areas - SSH

Understanding, learning and participation	Creativity, culture and society	Social welfare	Commerce and the economy
Public policy, law and services	Health, wellbeing and animal welfare	Production	Environment
	Practitioners and professional services		

USE*
(examples)

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.

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

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

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.

* 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

Linking impact to outcomes - results - use, the HE case

The **planet** is the "**destination**" (transformation to be fostered, economic, societal, etc.)

The **meteorite** is the "**KER**" key exploitable result

"**impact**" is the **long** term "**effect**" **enabled** by the "**outcome**" (thanks to the **USE** by the "**target groups** of **KERS** ")

"**Effect**" is the "**benefit**" derived from "**USE** of a KER thanks to the implementation of a **pathway** to impact"

The meteorite: not just a result but the key exploitable result (KER)

- Responding to specific **needs,** to the demand of a well-defined group of "**customers**"

- Selected by the partners for **use** and/or **market** introduction

- A product or process...

- A new service...

- A demonstrator...

- A new policy...

- New standard...

- New training courses

- Input for a new project...

- **It is not just a patent**...

«AMAZING»
PROJECT **RESULTS**

≠

«AMAZING»
IMPACT

USE - can be direct or indirect (both?)

Direct – by themselves:

- background in **further research** activities (low TRLs);
- developing and selling a product or process (high TRLs);
- **providing** services (consultancy – **contract research**);
- using results in **standardisation** activities;
- new **policy** measure (if the partner is a policy maker)

Indirect - by third parties:

- **transfer** of results;
- **licensing**;

A spin-off is always linked to an indirect use

no use
no impact

Impact in HE

Logic

Logic of impact in HE

PROJECT PROPOSAL & Workplan

WORK PROGRAMME DESTINATION

PROJECT Results

Exploitation & Dissemination

Market replication & scale-up

Scientific advancement

PROJECT contribution to the EXPECTED impact

PROJECT contribution to the EXPECTED outcomes

META
knowledge to market

Exploitation & Disemination

PROJECT PROPOSAL & Workplan

WORK PROGRAMME DESTINATION

PROJECT EXPECTED RESULTS

Market replication & scale-up

Scientific advancement

PROJECT contribution to the destination impact

PROJECT contribution to the destination outcomes

Exploitation & Dissemination

META
knowledge to market

Exploitation

is not

Dissemination

Dissemination vs Exploitation

Dissemination	Exploitation
Describing and **making available results** so that they can be used	**Making use of results**, for scientific, societal or economic purposes
Audiences that **may make use** of results	Groups and entities that **are making concrete use of results**

Making results available → **Facilitating further use of results** → **Making use of results**
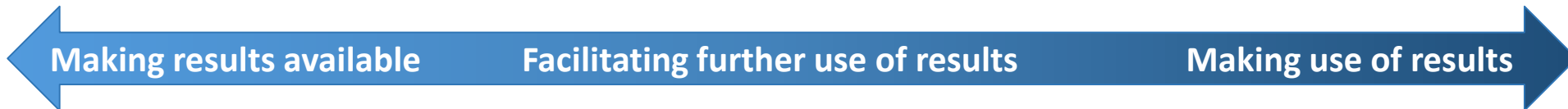
Scientific publication
Policy brief/marketing materials
Online repository/portals
Participation to trade fairs
Open days/workshops
Guided visits (to pilot plants/demonstrators)

Innovation management
IP Management
Data Management plan
Business plan
Patent

PhD thesis/ post
Spin-off/ Start-up

Further R&D
Manufacturing
Service provision
Direct sales
Educational activities
Policy making
Licensing

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D&E Strategy
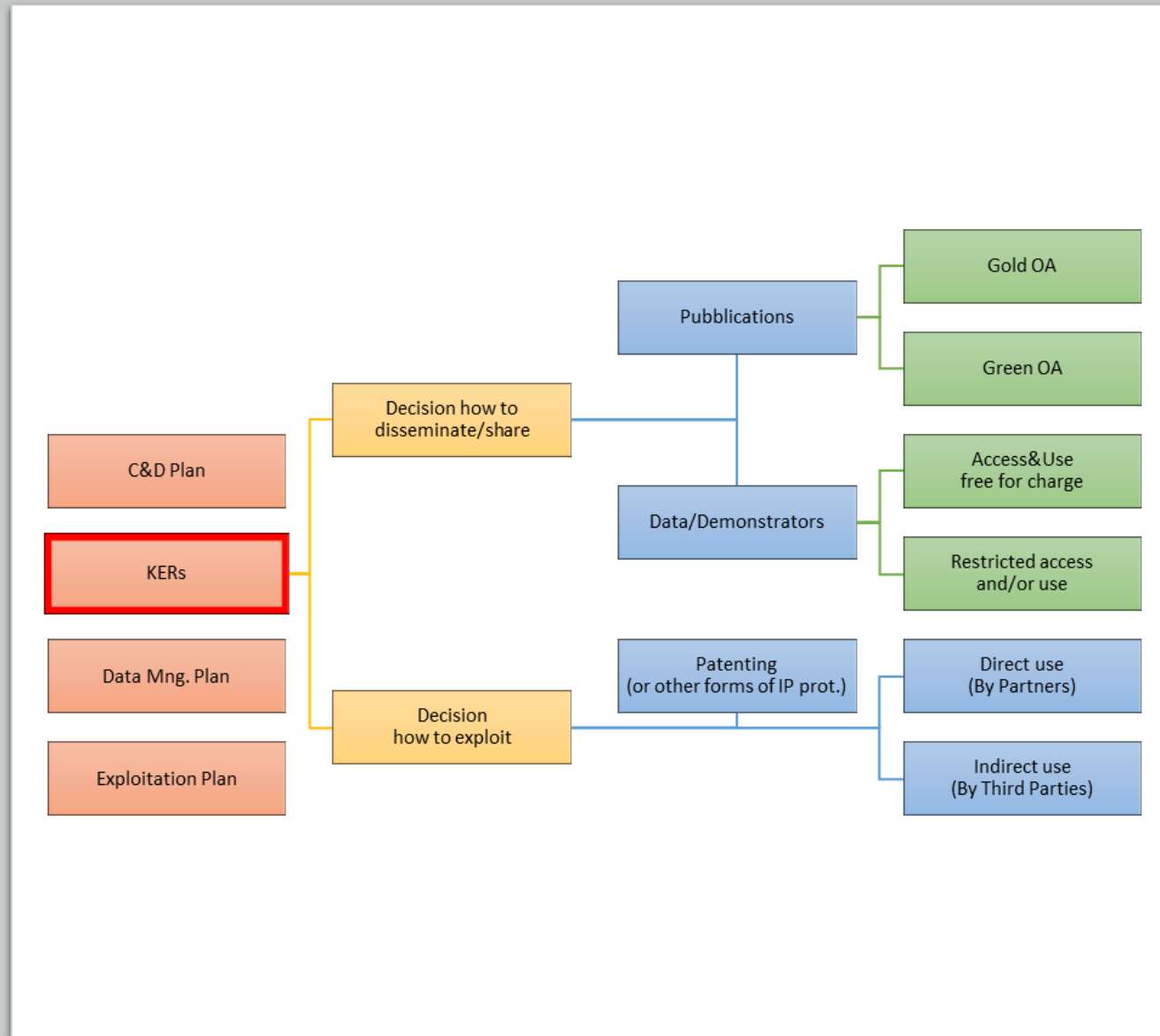
Communication vs Dissemination

Communication	Dissemination
About the **project** and **results**	About **results only**
Multiple audiences beyond the project's community (include media and the public)	**Audiences that may use the results** in their own work, e.g. peers, industry and other commercial actors, professional organisations, policy makers

Informing about project → **Informing about results** → **Making results available for use**

Informing about project	Informing about results	Making results available for use
Newsletter	**Videos, interviews**	**Scientific publication**
Press release	**Articles in magazines**	**Policy brief/roadmap**
Project factsheet, brochures	**Event presentation**	**Workshops demonstration**
Project website	**Project website**	**Exhibitions/open days/guided visits**
Social media	**Sharing results on online repository**	**Participation to trade fairs**

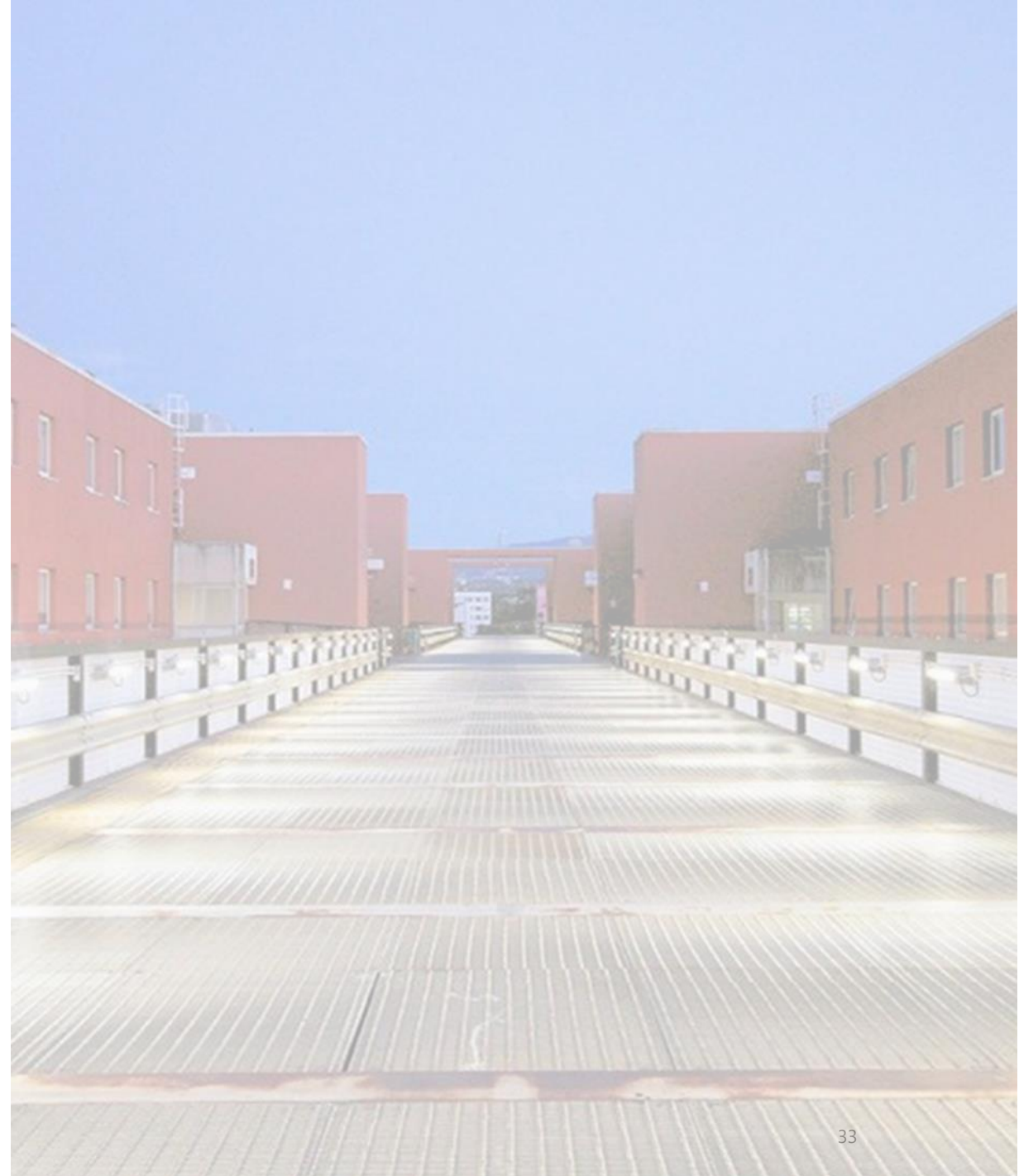META knowledge to market

Impact: contribution of a *"paper"*

Dissemination or Exploitation?

Is my result (my KER):

- the paper itself or
- the findings presented in the paper (evidences, data sets, lesson learned, etc.)?

**Is disseminating a KER "USE" or NOT?**

A paper: some questions for ourselves

Why am I publishing a paper?

1) I want to protect the ownership of my knowledge
2) I want to inform the R&D community about my research
3) I want to transfer my knowledge to others
4) I want users (policy makers/relevant stakeholders, etc.) use the paper to address their challenges

What type of impact am I willing to achieve?

- Is it in terms of advancement of the scientific knowledge
- Is it societal or economic?
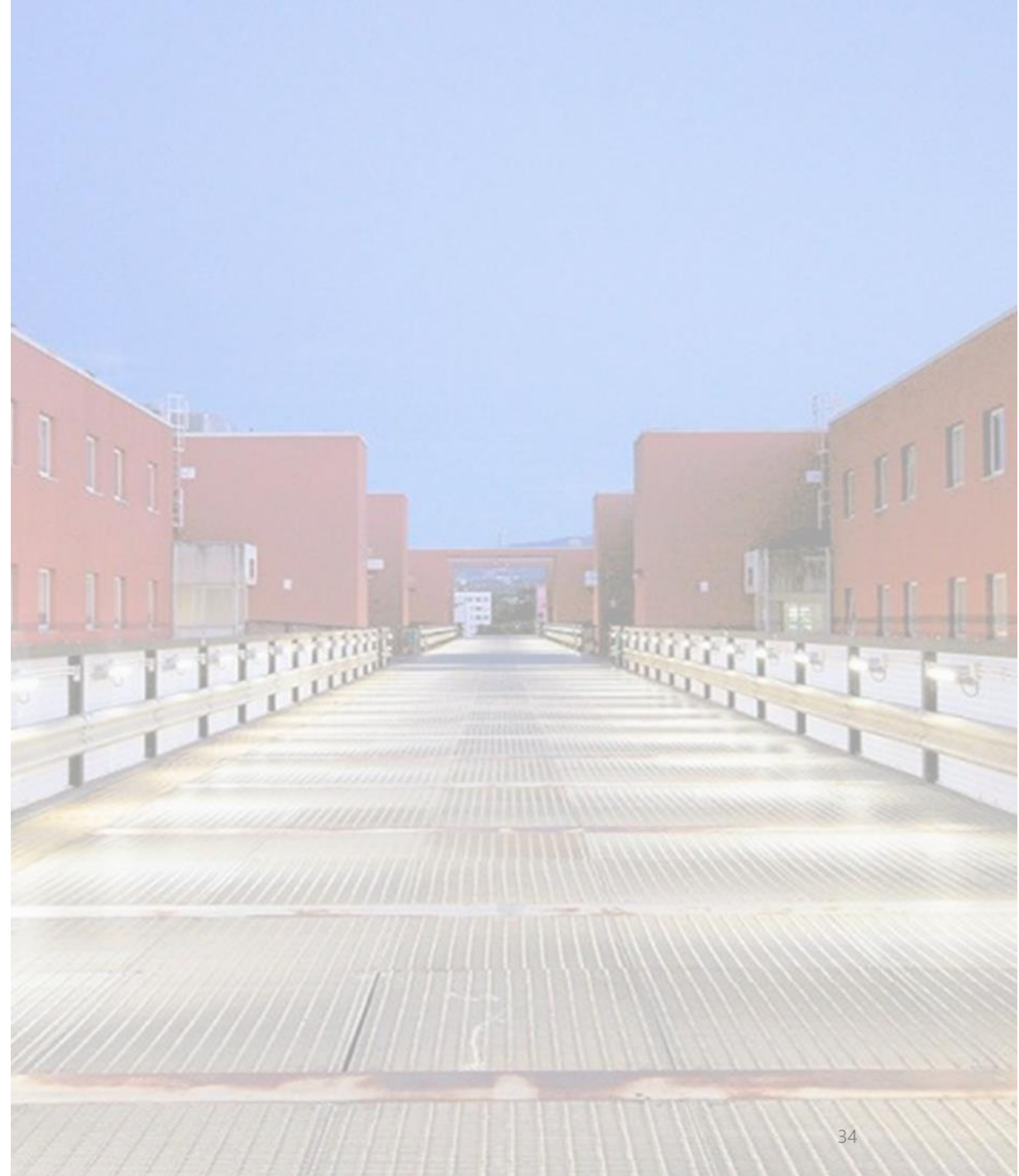
Impact in HE

Proposal templates

Working on proposals

IMPACT SECTION (section 2)


Project's pathways towards impact (2.1)

- A narrative explaining how the project's **results** are expected to make a **difference** beyond the **project timeline**, in terms of :
  - **outcomes**
  - **wider impacts** (scientific, economic, technological, societal)
  - **target groups** – specific and detailed
  - **requirements** and potential **barriers**

Measures to maximise impact – C&D&E (2.2)

- **Planned measures** to maximise the impact of the project (a first version of the 'plan for the dissemination and exploitation" including communication activities).

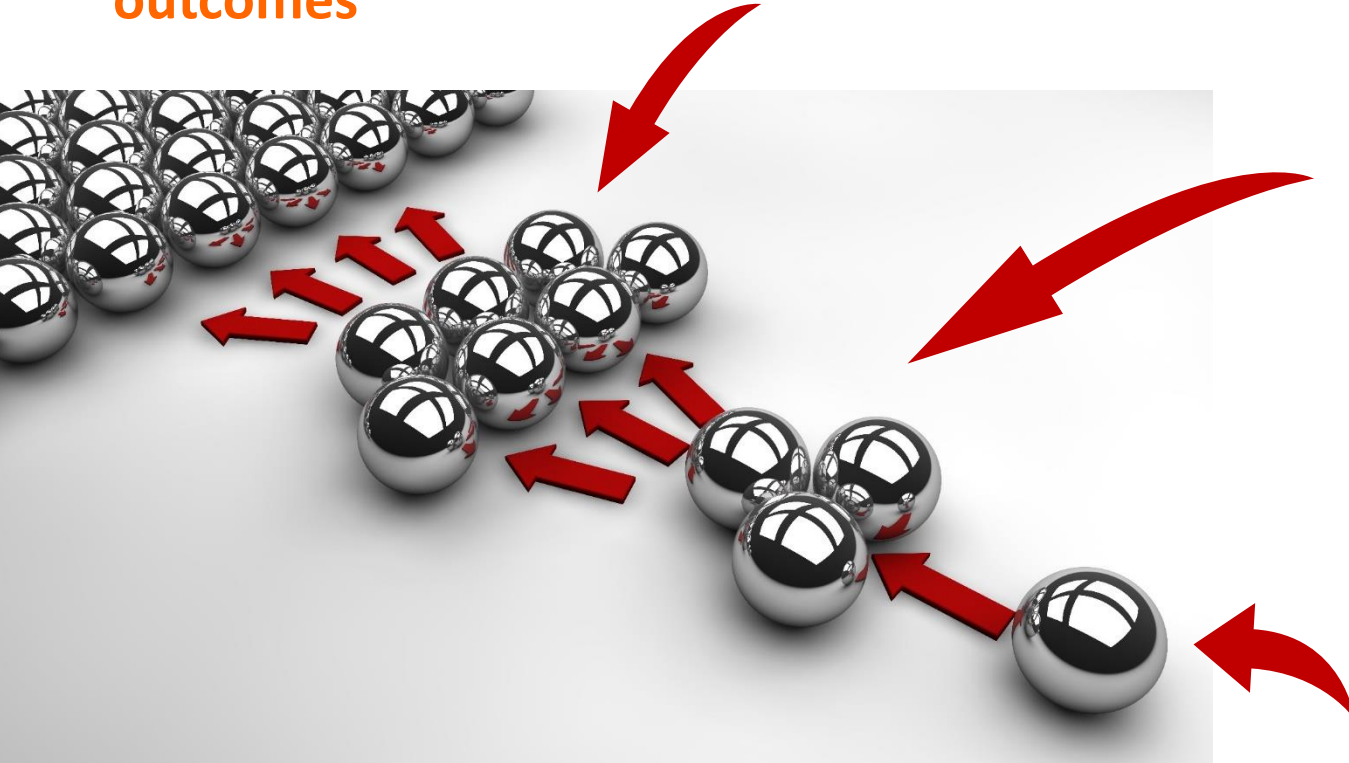- Outline your **strategy** for the management of **intellectual property**

Impact Summary (2.3)

- **Summary** of the **key elements** of the project impact pathway and of the measures to maximise its impact.
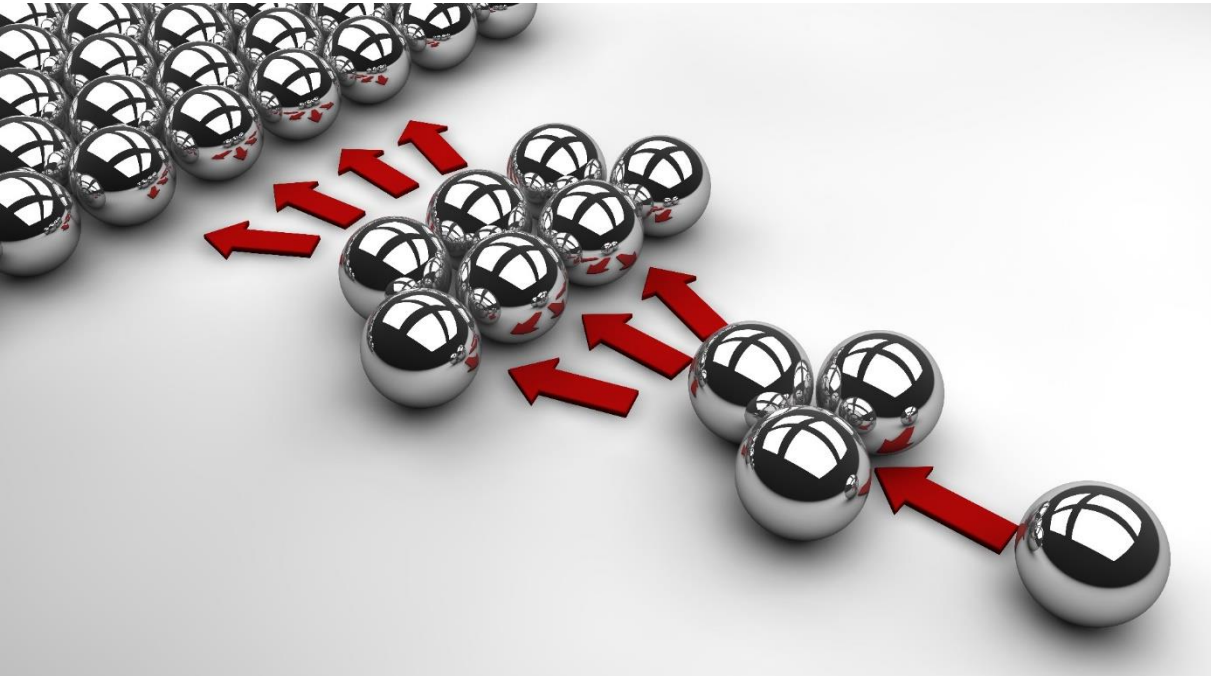
(2.1) From KER to impact!

Impact: **long term wide effects** on the **society** (including the environment), the **economy** and on **science**. It is **enabled** by the **outcomes**

Outcomes: the expected **effects** of the project **results** fostered by the **dissemination** and **exploitation** (uptake, deployment of the project's results by **direct target groups**). Outcomes generally occur **during or shortly after** the end of the project.

Key exploitable results: the outputs generated during the project which **can be used**, either by the project partners or by other stakeholders

Measures to maximise impact (HE-2.2)

Dissemination, exploitation and communication
To include a draft plan in proposal is an admissibility condition, unless the work programme topic explicitly states otherwise.

All measures should be **proportionate** to the scale of the project, and should contain **concrete actions** to be implemented both **during and after** the end of the project

Elements of the D&E&C plan
- **Planned measures** to maximise the impact of projects
- **Target groups** (e.g. scientific community, end users, financial actors, public at large) and **proposed channels** to interact
- **Communication measures** for promoting the project and its findings throughout the full lifespan of the project
- **Policy feedback** measures to contribute to policy shaping and supporting the implementation of new policy initiatives and decisions
- Follow-up plan to foster **exploitation/uptake** of the results

Impact summary (HE 2.3)

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
Quali sono le esigenze specifiche che hanno innescato il progetto?	*Cosa vi aspettate di generare entro la fine del progetto?*	*Quali misure di disseminazione, valorizzazione e comunicazione porrete in essere? E in quali tempistiche?*
TARGET GROUPS	**OUTCOMES**	**IMPACTS**
Chi utilizzerà o adotterà i risultati del progetto? Chi beneficerà dei risultati del progetto	*Quale cambiamento vi aspettate di vedere dopo aver divulgato e veicolato con successo i risultati del progetto? Come li misurate?*	*Quali sono gli effetti scientifici, economici e sociali a più ampio raggio previsti dal progetto? Come li misurate?*

Summing up: how to connect project tasks with "post mortem"

Source EC

Exploitation intentions (2.1)

KER	Main developer	Main exploiter	Exploitation Intentions (use planned)	Routes to Exploitation	
				Early adopters	Outcome

Dissemination table (2.2)

KER	Activity	Target Group	Channels	Message & goals	KPIs
	What I expect to organise	early adopters	means to connect to the target groups	Purpose of the activity and key message	Monitoring indicators

Communication table (2.2)

Activity	Target Group	Channels	Message and goals	KPIs
	What I expect to organise	early adopters	means to connect to the target groups	Purpose of the activity and key message

Characterisation Table

- problem addressed and alternative solutions
- unique value proposition
- description of the KER.

Problem	The problem you are addressing (the problem your "**customer**" has). "Customer" is meant here as the people, companies, organisations, etc. who **own** the problem and will **use**/adopt the result.
Alternative solution	How your customer, the problem owner, has **solved** the problem so far or is attempting to solve it today.
Unique Value Proposition UVP	The **competitive advantages**, what your solution/finding does better (innovative aspects), what distinguishes it from the competition/current solutions?
Description	Your solution/finding (i.e. product, service, process, standard, course, policy recommendation, publication, etc.). Illustrate how your solution solve "customers" problem/s.

December 2022

Profiling Key Exploitable Results (KERs) 2/3

"Market" – Target market	The market in which your product/service/finding will be used/can "compete", answer the following questions: - What is the target market? - Who are the **customer segments**?
Go to Market – Use model	Explain what is your "business model", **how the KER will be put in use** (made available to generate an impact).
Early adopters	Who might be the **early adopter** (those you might address first). The ones who fill the problem harder.
Competitors	Who are your "**competitors**" (note: they are the ones offering "alternative solutions)? What are their strengths and weaknesses comparing to you?

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Profiling Key Exploitable Results (KERs) 3/3

Go to Market – IP	What is the **Background** (type/partner)? Provide information considering also what already agreed in the Consortium Agreement.
Go to Market – IP	What is the **Foreground** (type/partner)? Provide information considering also what already agreed in the Consortium Agreement. Need to sign further agreements?
Go to Market – Timing	What is the time to market?

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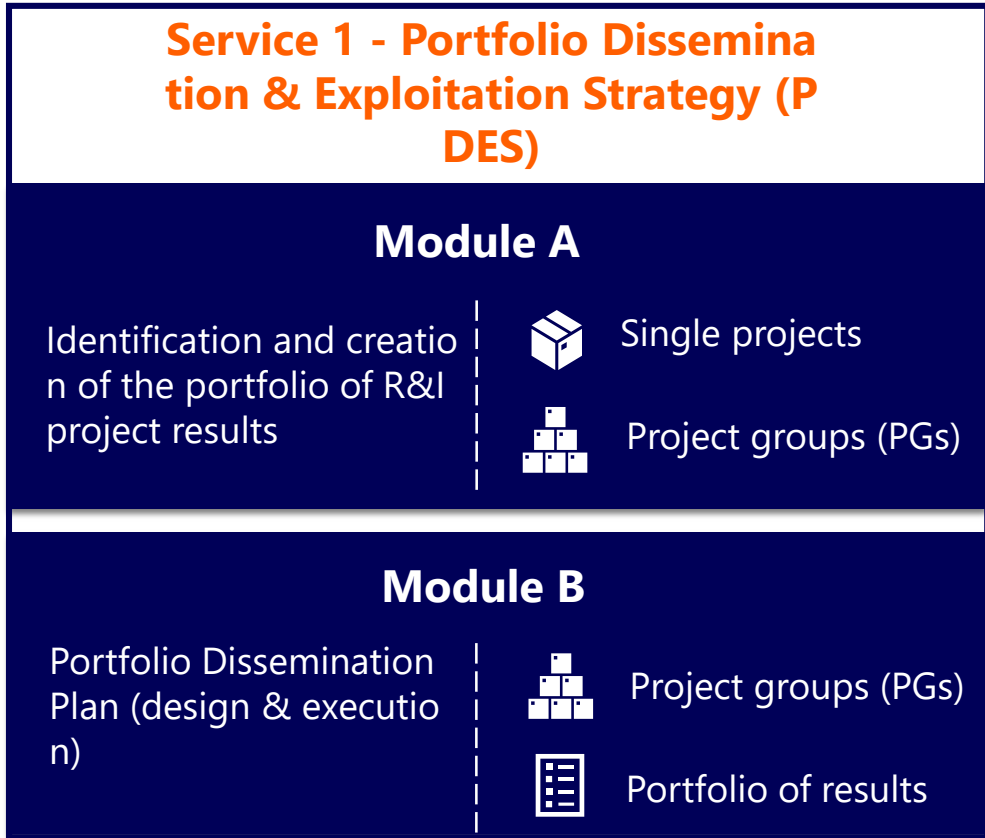- Services for **FP7, H2020 and HE projects** (<u>ongoing and closed</u>)

  free of charge, supported by the European Commission

- Services can be requested "**à la carte**"

- **Access** from the platform https://www.horizonresultsbooster.eu

  3000 services available until end of 2024

  META is the main contractor for the service delivery

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Service Eligibility and Requirements

Dissemination Services

Service 1 - Portfolio Dissemination & Exploitation Strategy (PDES)

Module A

Identification and creation of the portfolio of R&I project results

- Single projects
- Project groups (PGs)

Module B

Portfolio Dissemination Plan (design & execution)

- Project groups (PGs)
- Portfolio of results

Dissemination services and Exploitation services **can run in parallel** and are delivered by different experts.

Services Flow

Exploitation Services

Service 1 - Portfolio Dissemination & Exploitation Strategy (PDES)

Module C

Assisting projects to improve existing exploitation strategy

- Single projects
- Exploitation plan optional
- Focus on 3 KERs

Service 2 – Business Plan Development (BPD)

- Single projects
- Focus on 1 KER only
- Exploitation plan / Business plan required

Service 3 – Go-To-Market Support (GTM)

- Single projects & PGs
- 6 packages available*
- Focus on 1 KER only
- Business plan required

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No use
No impact

Thanks for your time

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End of Day 1

Thank you!

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