

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



About the course

Research institutions, most notably, Universities (of Applied Sciences) throughout the EU are increasingly in the position to apply for EU research funding. Several EU initiatives were launched to give Universities access to these grants in order to strengthen their research programmers. To increase the chances of receiving this funding, it is important to know how the EU decides on these applications and understand the role of demonstrating the Societal Impact of the research project in this process.

This 3-day course invites research managers and administrators to profit from the knowledge of our Impact and EU experts to put their insights to practice. The course will map out recent insights and results on measuring the impact of EU research and outline how the Union defines societal and economic impact. We will examine possibilities to enhance collaboration between universities, universities of applied sciences and research institutions and discuss how they can improve the demonstration of “impact” in their EU research funding applications. We will provide tools to optimise this even further by using the format of a Research Consortium which will include a segment with tips and tricks to help you to successfully apply for EU funding.

Together with experts in the field and other participants from all over Europe, representing a variety of contexts and a wide range of experiences, you will be able to discuss best practices to find solutions to shared problems and strengthen both research excellence as well as societal impact. Finally, we will convert our knowledge into practice and complete a course assignment which creates a large pool of sources to enhance your access to EU funding for your research projects.

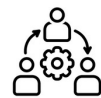
Main themes



Taking an active role within an EU research strategy



Effective collaboration with research institutions and societal partners



Building consortiums for EU funding



Integrating impact in an institutional research strategy



Successful applications of EU research

Workshop Content

What is societal Impact and why are we talking about it?

- Bridging the gap: From theory to community
- Understanding how to be impact-involved

Defining and contextualising EU missions

Mapping the EU funding landscape of societal impact:

- Looking at the landscape
- Zooming in - where to look?
- Funding Impact as a policy-based approach
- How to know more and get involved

Dissemination & Exploitation

- Sharing research results with people who can best make use of them
- Using results in developing, creating, and marketing or improving a product, process, or service—or shaping a policy that could positively impact public quality of life.
- How to increase the strength of Horizon Europe applications through D&E plans?

Cross-border alliances & transdisciplinary research

- Understanding the changing EU R&I landscape
- Forming Consortia
- Building Strategy for Impact

Beyond Academia: Maximizing Societal Impact

- Creating effective partnerships with industry, policymakers, and civil society
- How to articulate research outcomes that resonate with non-academic stakeholders
- Discussing leveraging interdisciplinary collaborations to enhance societal and economic impact

Workshop Content

Demonstrating impact

- Methods and Tools
- Interdisciplinary pathways
- How to bridge your research project from theory to practice?

Grant Writing

- What is the value that the societal impact of research has in Horizon Europe proposals & how to understand the EU language?
- Broadening the scope of engagement beyond academia
- Tips, tricks, good-practices and pitfalls

Participant presentations & feedback



Trainers



Andrea di Anselmo

Andrea Di Anselmo is the president and a founding member of META. He has more than 25 years of experience in innovation and startup support gained by participating in international projects and influencing strategic addresses as a member of the BoD of intermediary organizations, research institutes, Business Angels Networks and SMEs. He sits on the Board of Directors of EBN and is the Vice President of INSME, the International Association of SMEs.

He is involved in several framework contracts from DG Research on how to use R& results, advising more than 300 consortia on exploitation.

He is a member of the Network "Friends of Jožef Stefan Institute".

Anika Duut van Goor, as Director of the international AESIS Network Anika brings together stakeholders in academia, government, industry and civil society to exchange experiences and best practices on demonstrating and optimising the impact of world-class science on economy, culture and well-being. Besides developing conferences, courses and expert-meetings on several aspects within this spectrum, such as impact assessment, research strategy, science policy and many more, she also frequently performs as speaker on mapping stakeholders in the science impact eco-system and teaching skills for project management and engagement with non-academic players.

Anika received her Research Master's degree in Political Science and Public Administration from Leiden University, the Netherlands, where she continued working on research projects and teaching programmes for two years. Her project management skills were gained through her work at Médecins du Monde, TEDx and the film industry. With a Musical Theatre degree from AMDA - New York in her back pocket Anika still manages to write and perform whenever she is not busy trying to help increase the utilisation of scientific knowledge and data for the wellbeing of people and the world they live in.



Anika Duut van Goor

Trainers

Ritchie Head specialises in developing collaborative research strategies, creating, and delivering high quality communication and exploitation approaches to deliver Impact, and critical review and polishing of proposals. He has extensive experience acquiring grant funding and running projects for academic and industrial clients. His experience of EC projects includes managing European framework projects since 1996. Ritchie has directed the development and delivery of training courses and support services for universities in the EU and UK, various businesses and over the last 5 years as a training partner with Yellow Research. He specialises in research impact based on real world experience and presenting case studies highlighting good practice and some pitfalls to avoid.

Prior to founding Ceratium Ritchie was Section Head at RTC North and director of the North West of England's FP6 and FP7 Contact Point. This role included running regular proposal writing and general awareness training programs for the Region's Universities and businesses. His team also delivered FP7 support for the Europe Enterprise Network. Ritchie worked as a researcher and project manager for TNO in the Netherlands, a biotechnology start-up in Iceland and as PDRA in 2 UK Universities. His work on technology-orientated projects has involved working in multidisciplinary teams of engineers, scientists and entrepreneurs. In the last five years he has managed four Research and Innovation Actions and a Marie



Ritchie Head

ABOUT AESIS

The Network for Advancing and Evaluating the Societal Impact of Science (AESIS) is an international, open community for professionals working on stimulating and demonstrating the impact of science on economy, culture and well-being. Members come from all over the world, where they are involved in the evaluation of impact, research strategy and policy making, science funding, scientometrics, research administration, business creation, public engagement, and many more. We pursue a multi-stakeholder, system-wide approach on an international level, because we believe that stimulating dialogue between different sectors and regions, beyond the project level, will catalyse further development of effective instruments for evaluating and advancing the societal impact of science.

ADVISORY & ASSOCIATION

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ANNIVERSARY FEE REGISTRATION

If this workshop is of interest to you, please head over to our website for information regarding registrations. We are now offering **Anniversary Fee** discounts—please register before the **December 31st, 2024** to avail this discount.