

Reader for the international course on

Access to EU research funding by stimulating and demonstrating Societal Impact

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

LINO

Lithuanian RDI Liaison Office



Hosted online

from

Brussels, Belgium

8-10 December 2021



Access to EU research funding by stimulating and demonstrating Societal Impact

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 programmes. 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 online 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 discuss how universities and universities of applied sciences can improve the demonstration of “impact” in their EU research funding applications and provide tools to optimise this even further by using the format of a Research Consortium. This 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
- ◇ Integrating impact in an institutional research strategy
- ◇ Effective collaboration with research institutions and societal partners
- ◇ Successful applications of EU Research
- ◇ Building consortiums for EU funding

Course Assignment

An important element of this course is the course assignment. Through critically assessing the landscape of current tools and systems, you will apply learnings from the course to your own institution’s context and needs. This will enable further insights into the topic and promote a deeper understanding of the take-aways and recommendations from the course. Thinking about how lessons from each session may be applied will also help you to engage in discussions with other attendees of the course. By getting feedback on the course assignment by our expert panel, there will be a chance get a deeper understanding of the assignment .

Target Audience

Funding Advisors, European Affairs Officers, Impact Support Officers, Research Administrators, Research Managers, Science Policy & International Grants Managers, Project and Policy Officers, Grant Officers, Strategy Advisors, Research and Development Advisors, and Research Facilitators



Programme

Wednesday 8 December

all times in CET

9.20 - 9.30 Walk in

OPENING & INTRODUCTIONS

9.30 Words of Welcome by AESIS

9.40 Introductions by the participants

- ◇ Why are you here? What do you want to take away?
- ◇ Where do you sit in the ecosystem of research activity?

10.10 - 10.30 Break

10.30 What are we talking about and why is it important?

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

Three perspectives of Impact

- ◇ Funder
- ◇ Researcher
- ◇ Society

Jan Andersen *Senior Executive Advisor, Faculty of Science, University of Southern Denmark*
&
Anika Duut van Goor *Director of AESIS*

11.30 - 11.50 Break

DEFINING AND CONTEXTUALISING EU MISSIONS IN THE HORIZON EUROPE

11.50 EU Missions in the Horizon Europe

- ◇ What are EU Missions?
- ◇ Making Missions happen: current status
- ◇ How did we get to the 5 EU Missions?
- ◇ How to get involved

Brigita Serafinavičiūtė *Head of the Lithuanian RDI Liaison Office in Brussels LINO, Belgium*

12.50 - 13.50 Lunch

- Programme for the day continues on the next page -

Programme

Wednesday 8 December (continued)

all times in CET

INTEGRATING IMPACT TRAINING IN YOUR INSTITUTION

13.50 Training researchers to become impact literate

- ◇ Scope - get to grips with the lingo, the institutional context and learn to flip your approach
- ◇ Decisive duo - stakeholder analysis and communication strategy
- ◇ Structured approach - impact planning, existing frameworks, and feasibility

Institutional infrastructure and support: the case of Ghent University

- ◇ A role for research administration: meet the EU team
- ◇ IDC coordinators acting as knowledge brokers and supporting impact creation

Esther de Smet Senior Research Policy Advisor at Ghent University, Belgium

14.40 - 15.00 Break

15.00 *Esther de Smet continued*

15.50 - 16.10 Break

ELEMENTS IN BUILDING AN EU RESEARCH STRATEGY

16.10 Taking an active role within an EU research strategy

Lobbying, monitoring and positioning as a University (of Applied Sciences) in Europe

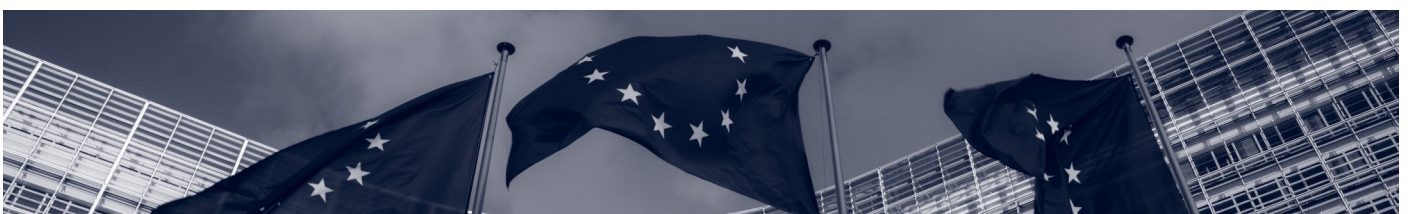
Daniëlle de Boer Director European Affairs and Innovation at Innofus BVBA, Belgium

16.50 - 17.10 Break

17.10 *Daniëlle de Boer continued*

17.50 Introduction to the course assignment

18.00 End of Day 1



Programme

Thursday 9 December

all times in CET

8.50 - 9.00 Walk in

DEMONSTRATING SOCIETAL IMPACT OF SCIENCE

9.00 Pathways to achieve expected outcomes and impacts in SSH

- ◇ Changes in ways that impact is addressed in Horizon Europe with respect to Horizon 2020
- ◇ Prerequisites for achieving immediate and longer-term impacts
- ◇ How is impact evaluated in proposals submitted under Horizon Europe calls?
- ◇ Some practical examples

Dragana Avramov Director of Population and Social Policy Consultants in Brussels, Belgium

9.50 - 10.10 Break

10.10 *Dragana Avramov continued*

11.00 - 11.20 Break

INTEGRATING IMPACT TRAINING IN YOUR INSTITUTION

11.20 Horizon Europe grant writing

- ◇ How to approach funding
- ◇ How to develop a funding strategy
- ◇ How to engage the group and make it a team effort
- ◇ Tips and tricks

Yvonne Vermonden & Cecile ten Kate Consultants at Nebem, The Netherlands

12.10 - 12.30 Break

12.30 *Yvonne Vermonden & Cecile ten Kate continued*

13.20 - 14.20 Lunch

- Programme for the day continues on the next page -

Programme

Thursday 9 December (continued)

all times in CET

CROSS-BORDER ALLIANCES & TRANSDISCIPLINARY RESEARCH

14.20 Aspects of European R&I strategy for research managers

- ◇ Building European networks
- ◇ Finding synergy between national and EU programmes
- ◇ Working in the Brussels bubble
- ◇ Success stories in institutional EU strategy

Understanding the changing EU R&I landscape

- ◇ Structure of Horizon Europe
- ◇ Structure of Digital Europe Programme

Otto Bruun

Chair of UAS4EUROPE management committee and Senior Innovation Advisor at SwissCore, Switzerland

15.10 - 15.30 Break

15.30 *Otto Bruun continued*

16.20 - 16.30 Break

16.30 Working on the course assignment

17.00 End of Day 2



Programme

Friday 10 December

all times in CET

8.50 - 9.00 Walk in

DISSEMINATION & EXPLOITATION

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

Andrea Di Anselmo Vice President of META, Italy

9.50 - 10.10 Break

10.10 *Andrea Di Anselmo continued*

11.00 - 12.00 Break

PRESENTATIONS BY PARTICIPANTS WITH FEEDBACK

12.00 Case study exercise presentations

- ◇ Applying theories, best practices, and insights taught in the course
- ◇ Relate individual experiences to a case
- ◇ Reflect learnings exercise to individual experiences

12.40 - 13.00 Break

13.00 Case study exercise presentations continued

13.40 - 14.00 Break

14.00 **Problem Solving: going into collected practical issues of the past days, discussion, summary & recap of most important lessons**

What's next for you?

- ◇ Most important lessons and obstacles
- ◇ Answering last questions
- ◇ What to do when you return

14.30 End of the course

17.00 Reception

Andrea Di Anselmo



Andrea Di Anselmo is a founding member of META, a premier international investment and advisory group. He has a background as civil engineer and researcher in materials science at the Storrs University in Connecticut, USA. Andrea has 25 years of experience in innovation support and company creation, gained participating to international assignments and influencing strategic addresses as member of the BoD of intermediary organizations, research institutes, Business Angels Networks, Seed fund management companies and SMEs. His most recent professional experience takes place at international level and is on support to “Knowledge Intensive” investment in the field of industrial modernisation, design and management of financial instruments, advice on Smart Specialisation Strategies and Entrepreneurship Strategies. He sits in the Board of Directors of META Ventures, the management company operating the Ingenium seed funds in Italy, Slovenia and Poland and of EURADA, the European Association of Regional Development Agencies and EBN. He is the Vice-President of INSME, the International Association of SMEs. He was involved in several framework contracts from DG Research and Innovation of the European commission on how to use R& results advising more than 300 consortia on exploitation.

Brigita Serafinavičiūtė



Dr. Brigita Serafinavičiūtė is the head of Lithuanian RDI Liaison Office LINO in Brussels. She is also the appointed Lithuanian delegate at the strategic configuration of the Horizon Europe Programme Committee. She holds doctoral degree in Ecology and Environmental Science and Executive Masters of Business Administration. Brigita was responsible to launch the activities of LINO Office in 2017. The Office, which is part of the Research Council of Lithuania, aims to strengthen European research cooperation by facilitating the successful integration of Lithuanian researchers into international research and innovation projects and by constantly monitoring the developments of relevant EU policies. In 2018-2019 LINO office was entrusted to chair IGLO network – an association of national Liaison Offices in Brussels. Brigita’s interest in research and innovation policy began in 2003 when she joined the Lithuanian Society of Young Researchers. In 2006 she was the chair of this NGO and later became Board Member of Eurodoc - the European Council of Doctoral Candidates and Junior Researchers.

Cecile ten Kate



Cecile ten Kate is a senior consultant at Nehem B.V. As senior consultant she is active in the field of Research, Education and Healthcare. She has been involved in the development of research and innovation projects in several EU programs including Horizon2020, COST, Erasmus+, Interreg and several national funding programs (NWO/ZonMw) and the project management of several European projects.

Her experience allows her to find creative solutions for her clients, especially in framing innovative projects to qualify for funding opportunities. She studies Business Economics (MSc) at the University of Groningen.

Daniëlle de Boer



Daniëlle is an innovator and a connector. She runs her daily business from Brussels, the Netherlands and abroad. She is director of Innofius, a Brussels-based lobby office and (cross sectoral) innovation company. She mainly works for education and research organizations, often throughout the whole sector (from primary education to university). She writes national, regional and EU strategies linked to the innovation strategies of universities, colleges and innovation consortia/multiple stakeholder ecosystems. She is strong in connecting people, organisations and countries in a sustainable manner, usually in a cross-disciplinary and cross-sectoral way. Her approach is evidence-based, people and results-oriented. She is both a thinker and a doer; can operate high-level as well as at the workflow. She operates in contexts where change is complex or difficult to obtain; or where different parties must come together to solve a problem or societal challenge. She strives to make a difference and is eager to take up difficult challenges. With her broad knowledge, skills to connect, her perseverance, energy and creativity, she hopes to make a valuable contribution to society. <https://www.linkedin.com/in/danielledeboer/>

Dragana Avramov



Dragana Avramov is Director and Senior Scientific Fellow PSPC. Trained in sociology (PhD), political sciences and cultural anthropology (MA), and journalism. Studied and worked in Belgium, Italy, France, UK, and the Western Balkans. Has more than 30 years' experience in social sciences and humanities research. Her current research is focused on the sociology of knowledge and particularly the impact of scientific research for policy development (e.g., impact-ev.eu/) with special focus on education and social inclusion policies. She is scientific coordinator of the EC Network of Experts on Social Dimension of Education and training (NESE), and vice president of the Union of International Associations (UIA). Publications include 16 books and over 70 scientific articles in several languages. She has co-authored the forward-looking study "Global Europe 2050", published by the EU, and "Evolution Science and Ethics in the Third Millennium", published by Springer in 2018. She is independent expert for the European Commission and has been contributed to evaluations, policy review and impact analysis since 1999 (DG Research, ERC, DG CNNECT, DGEAC, REA, EACEA, TEN-T EA, INEA, CINEA). In 2015 she had completed the FP7 ex-post evaluation "People Specific Programme (2007-2013) Rationale, implementation, and achievements", published by DG Research and Innovation. www.avramov.org

Esther de Smet



Esther De Smet is Senior Research Policy Advisor at the Research Department of Ghent University with a penchant for knowledge management and communication. She has been co-ordinating the university's strategy on societal impact of research since 2013. She is also project lead on the institutional research information system (GISMO). Her passion is creating a stimulating and nurturing research environment at Ghent and putting her university's research on the local and global map. Esther invests a lot of time and energy into her personal network of researchers and other partners in research communication and developing her own skills. She leads workshops on communication strategy, impact, digital presence and social media. Twitter is her medium of choice: she is the proud curator of @ResearchUGent since 2012 making her a frontrunner in harnessing social media in Flemish research communication.

Otto Bruun



Otto Bruun is the European adviser for innovation at SwissCore, the Swiss liaison office to the EU for education, research, and innovation. In this role, he works closely with SERI, Innosuisse and swissuniversities. He serves as national expert in the Swiss delegation to Horizon 2020 programme committees relevant to innovation and he represents Innosuisse in TAFTIE at the working group level.

Before joining Swisscore, he was a research associate for four years at the Swiss National Centre for Competence in Research for Affective Sciences and subsequently took on the role of head of operations at ID-ch, providing management services to Swiss SMEs and start-ups. He also served as consulting grants adviser at the Swiss Centre for Affective Sciences and project lead at the University of Geneva, promoting participation in EU research and innovation programmes. He holds an M.Phil in Philosophy from the University of Geneva, Switzerland and an M.A. in History from the University of St. Andrews, UK.

Yvonne Vermonden



Yvonne Vermonden is a consultant at Nehem B.V. which is part of the PNO group. She is responsible for supporting Universities and Universities of Applied sciences in developing research and education projects.

Her expertise lies in the H2020, Erasmus+, MSCA, ERC and Dutch national grant programs. Yvonne has been active in this field since 2012. She is also interested in Gender Equality policies and has dedicated her time to developing new initiatives which promote gender equality in HEI. One of these is the EQUAL4EUROPE project for which Yvonne is the project leader at Nehem. She has studied European Studies (BSc) and Public Administration (MSc) at the University of Twente, the Netherlands.

Jan Andersen

Course co-coordinator



Jan Andersen is Senior Executive Advisor at the Faculty of Science at the University of Southern Denmark. He has a background in Computer Science and Danish Language. He has been working with research strategy and research planning.

He was involved in building up four very successful research support units. He was advisor for Rectors of the Danish Technical University, University of Copenhagen and the former Royal Veterinary and Agricultural University. He was responsible for the cross-faculty follow-up of the Danish university merger in 2007. He was Head of the Nordic Association of University Administrators Working Group for Research Administrators.

Jan Andersen is an expert on the EU framework programs. Jan Andersen was as Board Member and co-founder of the Danish Association of Research Managers and Administrators. Jan Andersen was hosting the 2009 Annual Conference of European Association of Research Managers and Administrators, EARMA and elected Chairman for EARMA 2010-2013, and board member until 2018. From 2013-2018 Jan Andersen was Chair of the COST BESTPRAC Targeted Network, with more than 650 participants from 41 countries. Jan Andersen is the co-author of “Research Management – Europe and beyond”.

Anika Duut van Goor

Course co-coordinator



As Director of the international Network for Advancing and Evaluating Societal Impact of Science (AESIS) Anika Duut van Goor manages a platform for 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. She develops 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 learning 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.

Guide to meeting online

Before the meeting

To join the course, you will need to use the videoconferencing software ZOOM. This online course **will be recorded**. A link to the course will be sent to you along with the password via email before the course commences. You will be able to enter the course every day 20 minutes before the meeting starts. Please make sure to test your device, your audio, microphone and video via the link: <https://zoom.us/test>

There will be frequent breaks every hour or so during the course for you to grab refreshments or take care of other important things. The breaks depend on the schedule of the presentation and we will announce them before every session starts so you will know what to expect.

We will also be using “break out rooms” for certain exercises or discussions, which will be explained when they take place.

When in a meeting

When you join the meeting, your microphone and camera are automatically turned on to engage in some pre-course chatter. During the presentations we ask you to mute yourself in order to keep out any background noises that might disrupt the speakers but feel free to please keep your video on to foster a livelier in-person atmosphere. You will be able to unmute yourself, but please only do so when you would like to speak.

It is possible to ask questions during presentations by raising your hand, sending them via the chatbox, or by unmuting yourself, if the speaker indicates that this is alright. At the beginning of each session we will inform you about the preferred method during that particular presentation.

Using Chat

Click on the ‘Chat’ icon in the tool bar, again hover your mouse over the Zoom window if you can’t see the tool bar. You can use the ‘Chat’ facility to send text chat to all participants or privately to specific participants.

Video Layout

During a meeting you can change the layout of the screens you see by clicking the icons on the top right corner. The standard view is of the “Active speaker”, with a few other participants of the meeting shown on top. The second useful option is “Gallery view,” useful for when you would like to see all participants on your screen presented in small tiles. When someone is sharing their screen, the shared screen will be mainly displayed, but it is also possible to view participants in mini-tiles on the side of the shared screen.

A more extensive guide of the course will be offered to participants before the start date.

Upcoming Events



Course

Institutional structures for societal impact of science

Online via zoom
1-4 March 2022

Seminar

Open Science & Societal Impact

Helsinki, Finland
14 April 2022



Annual Conference Impact of Science

Leiden, the Netherlands
22-24 June 2022



AESIS+ Membership

After an AESIS conference or course, attendees go back to their organisation with many new insights and enthusiasm. However, in between physical or online meetings with other impact stakeholders, the world does not stop turning. Obstacles and questions arise, best practices and knowledge too, and it would be a shame to keep these to yourself until the next impact meeting. Knowledge exchange, whether in person or online, should continue all throughout the year!

Therefore AESIS offers a plus membership, including features such as:

- Access to our interactive online platform allowing for direct contact with other experts in our network
- An online profile with room for your own publications, blogs, and other news items which others can respond to.
- Access to summaries and presentations of AESIS events and opportunities to continue and follow the discussions that started at our events.

More details about AESIS+ Membership can be found on our website:

www.aesisnet.com



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**SHARE YOUR
THOUGHTS & INSIGHTS**

AESIS is available at all times during the course.

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