BUILDING IMPACT IN HORIZON 2020 PROJECTS

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CAPACITY BUILDING IN RESEARCH FUNDING AND IMPACT

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HORIZON 2020 IN A NUTSHELL

Excellent Science (Pillar I)

- European Research Council
- Future and Emerging Technologies
- Marie Skłodowska-Curie actions
- Research Infrastructures

Industrial Leadership (Pillar II)

Leadership in Enabling & Industrial Technologies
- Information and Communication Technologies
- Space
- Nanotechnologies, advanced materials, manufacturing and processing, biotechnology

Access to Risk Finance

Innovation in SMEs

Societal Challenges (Pillar III)

- Health, Demographic Change and Wellbeing
- Food Security, Sustainable Agriculture and Forestry, Marine, Maritime and Water Research and Bioeconomy
- Secure, Clean and Efficient Energy
- Smart, Green and Integrated Transport
- Climate Action, Environment, Resource Efficiency and Raw Materials
- Europe in a changing world - Inclusive, innovative and reflective societies
- Secure societies – Protecting freedom and security of Europe and its citizens

Focus today

- Spreading excellence and widening participation
- Science with and for society
- Cross-cutting activities – focus areas
- Fast Track to Innovation Pilot
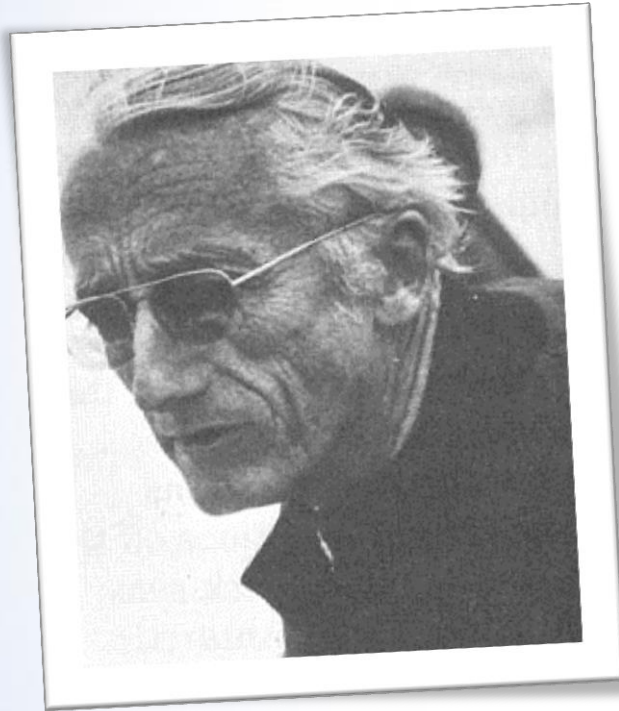- Dissemination, Exploitation and Evaluation

FOCUS TODAY

- **Collaborative research projects** in the form of Research and Innovation Actions of Pillars II and III, and of the cross-cutting activities

  – To an extent applicable to Pillar I's Future and Emerging Technologies which focuses on earlier phase research

  – Impact is increasingly important in all research funding instruments, so lessons beneficial to all

- Point of view is that of **universities and other research organizations**, but information applicable to everyone, e.g. SMEs and other companies partners in projects

- **Impact, not technical details** of proposal preparation, intellectual property, or legal issues – deal with these after you have clear idea of the big picture

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WHY DID YOU BECOME A RESEARCHER?

Two common motivations:

- Curiosity

- Improving the world

Jacques-Yves Cousteau
1910-1997

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WHAT IS RESEARCH IMPACT?

- "*The **demonstrable contribution** that excellent research makes **to society and the economy***" –Research Councils UK

- "*The Broader Impacts criterion encompasses the **potential to benefit society** and contribute to the achievement of **specific, desired societal outcomes***" –US National Science Foundation

→ Research impact = effect on society, including economy, that is demonstratable and positive

→ Working definition: **How does the research make the world a better place**?

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DIFFERENT IMPACTS
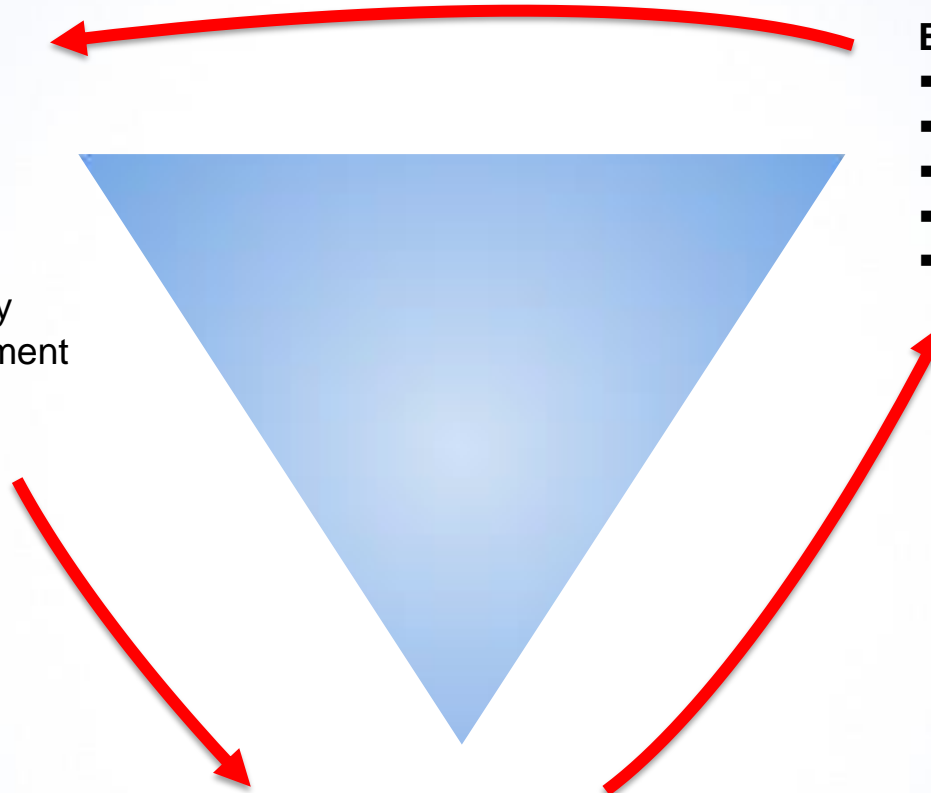
Societal impact

- Quality of life
- Health
- Enviroment
- Public services
- Policy
- Creative activity
- Public engagement
- Understanding
- Education

Economic impact

- Innovations
- Competitiveness
- Growth
- Jobs
- Budget savings

Academic impact

- Theory
- Method
- Knowledge
- Technology development
- Researcher training
- Teaching and training
- Application

WHY IMPACT IS IMPORTANT?

Three perspectives:

- Because of dwindling budgets, funding agencies and programmes such as Horizon 2020 give increasing weight to the societal benefits when making funding decisions

- Why did you become a researcher in the first place? Chances are you wanted to increase knowledge and understanding, help patients, create innovations that make people's lives easier – in other words, **change the world for the better**.

- The society and the world are facing **major challenges that require research-based solutions**.

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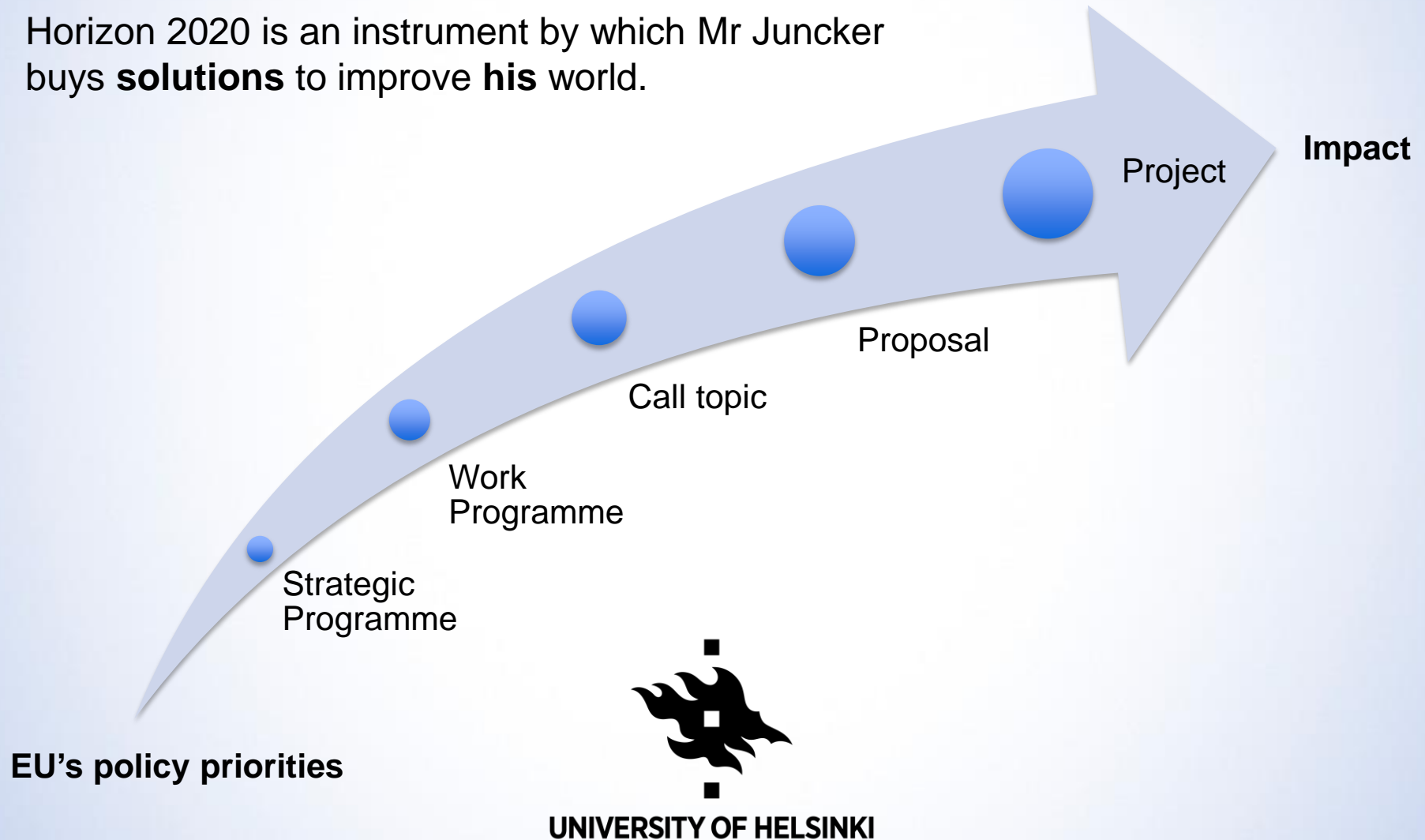
MR JUNCKER'S WORLD

Jean-Claude Juncker
President
European Commission

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FROM POLICY TO IMPACT

Horizon 2020 is an instrument by which Mr Juncker buys **solutions** to improve **his** world.

Project

Impact

Proposal

Call topic

Work Programme

Strategic Programme

EU's policy priorities

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IMPACT'S ROLE IN EVALUATION

- **Impact plays a key role** in the evaluation of Horizon 2020 proposals

- In Horizon 2020 Research and Innovation Actions **impact** forms a third of the total evaluation score along with **excellence** and quality and efficiency of the **implementation**

- In addition the impact score has a minimum value

→Even scientifically brilliant proposal goes to dustbin if impact section is not excellent

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HORIZON IMPACT CRITERIA

Research and Innovation Actions, Innovation Actions:

- "The extent to which the outputs of the project would contribute to each of the **expected impacts** mentioned in the work programme under the relevant topic;

- Any substantial impacts not mentioned in the work programme, that would enhance **innovation capacity**, create **new market opportunities**, strengthen **competitiveness** and **growth** of companies, address issues related to **climate change** or the **environment**, or bring **other important benefits** for society;

- Quality of the proposed measures to:

  – **Exploit and disseminate** the project results (including **management of IPR**), and to **manage research data** where relevant.

  – **Communicate** the project activities to different target audiences"

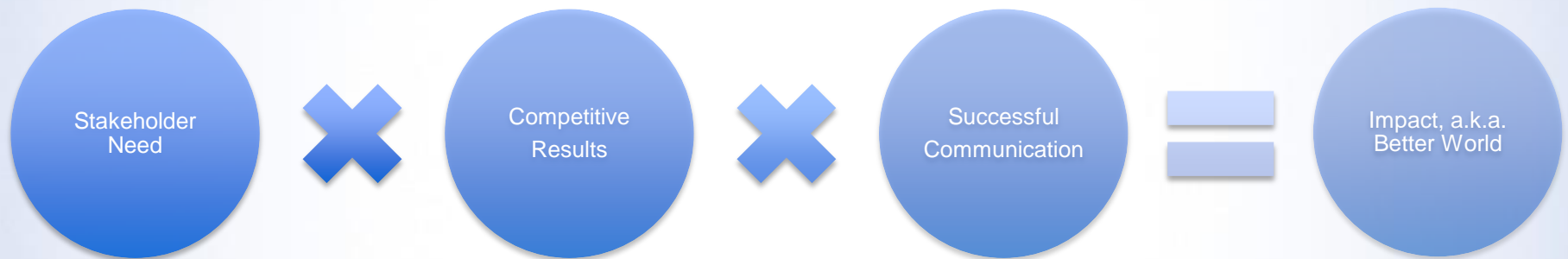**UNIVERSITY OF HELSINKI**

EXPECTED IMPACT IN A CALL

Topic: *Contemporary radicalisation trends and their implications for Europe* (SC6-REV-INEQUAL-02-2016)

Expected impact: Research under this topic will considerably **enhance the knowledge base** on the scope, origins, causes and cognitive as well as emotional dynamics of radicalisation. Projects will also **devise new methods** for studying radicalisation **beyond traditional perspectives** in particular in relation to young people. Research will provide the **basis for future evaluation of policies**, envisaging innovative solutions, in particular with regard to their effects on radicalisation and (dis)integration. Research will also **furnish recommendations** on how to address religious fundamentalism in and outside of Europe. Projects will also **produce profiles of recruiters and targeted individuals and groups** such as young women. **Recommendations on effective strategies, practices and new options** of de-radicalisation and for the prevention of radicalisation will be made not least in relation to education policies.
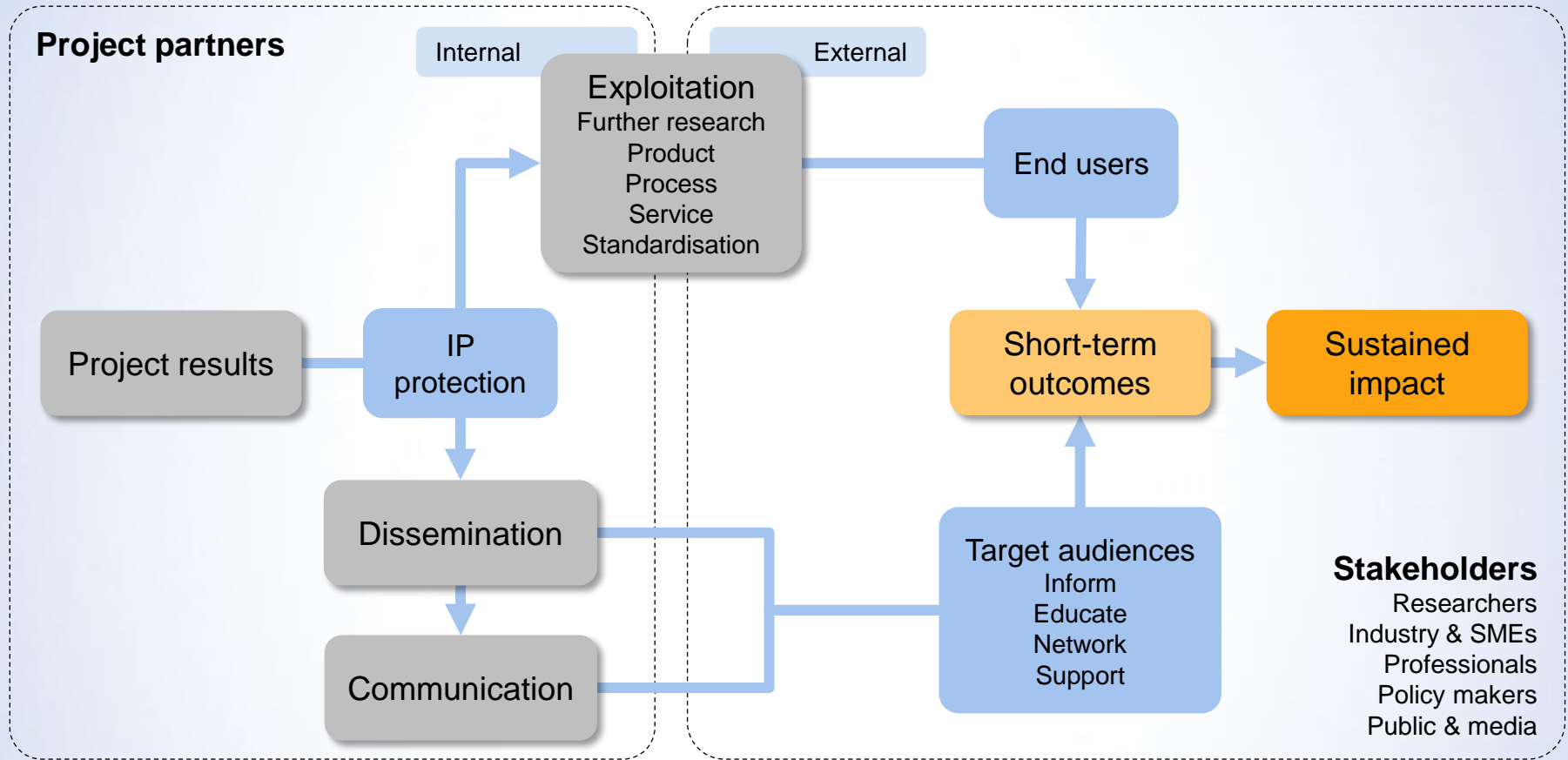
FORMULA FOR RESEARCH IMPACT

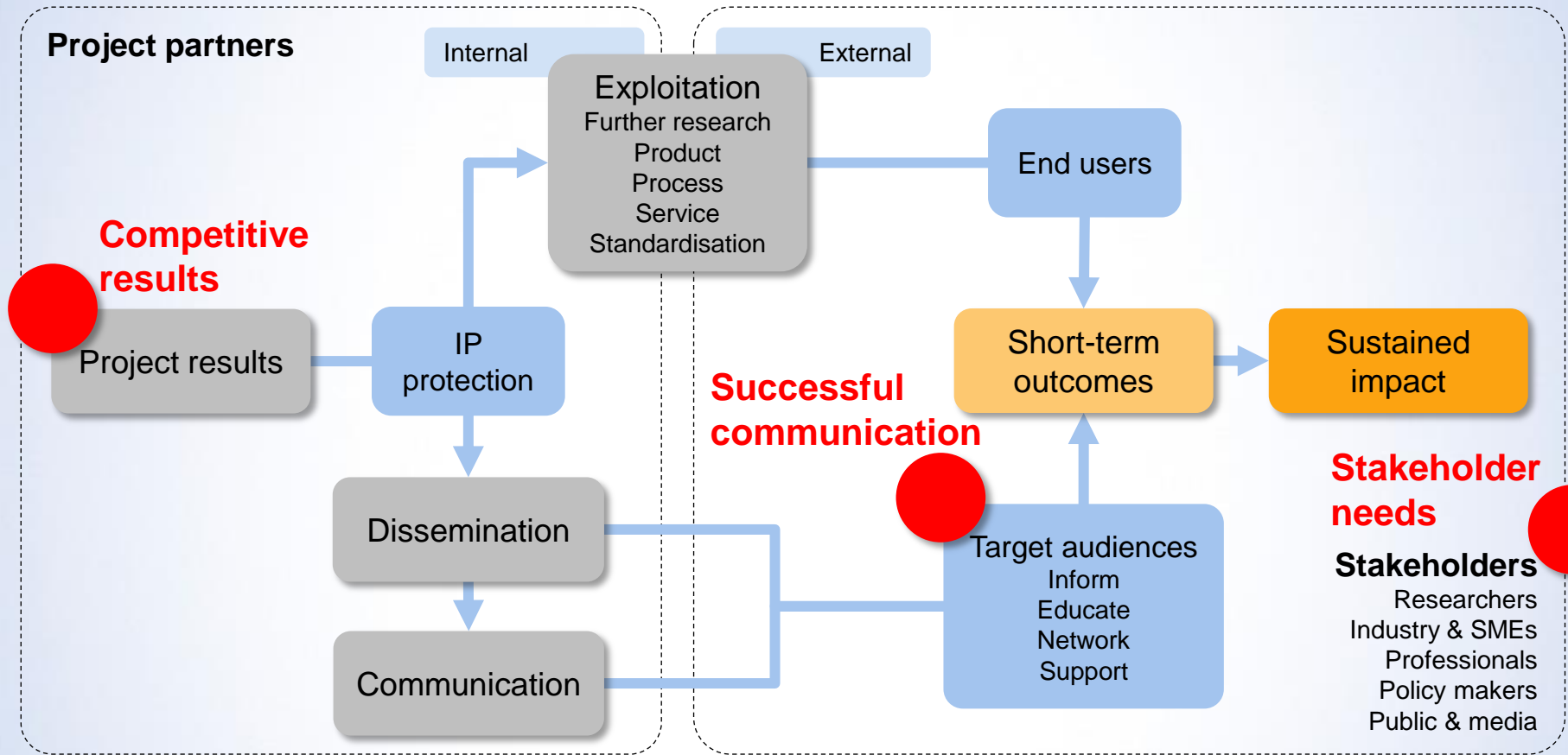Stakeholder Need ✕ Competitive Results ✕ Successful Communication = Impact, a.k.a. Better World

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IMPACT IN HORIZON 2020

IMPACT IN HORIZON 2020

DISSEMINATION, COMMUNICATION, EXPLOITATION

- **Dissemination**: Public disclosure and distribution of the project results, including e.g. in scientific conferences and publications

- **Communication activities**: Active promotion of the project and the results by providing targeted information to multiple audiences in a strategic and effective manner. Proactive engagement with the stakeholders and public.

- **Exploitation**: The use of results in further research beyond the project, in products, processes or services, or in standardisation.
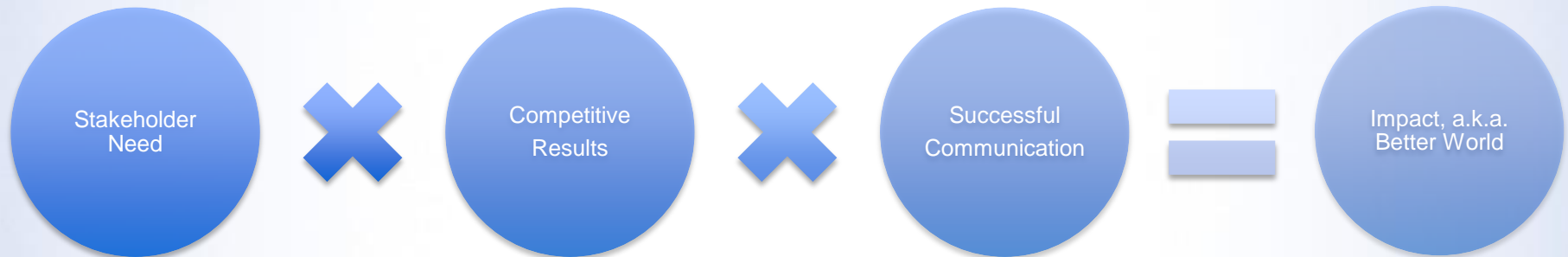
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KEY CHALLENGES

Stakeholders
...not identified
...role unclear
...not committed

Communication
...not done
...not targeted
...not goal driven

Stakeholder Need ✖ Competitive Results ✖ Successful Communication = Impact, a.k.a. Better World

Needs
...not identified
...wrongly identified

Results
...no better than competing approaches
...will be produced by others
...do not address needs
...not novel

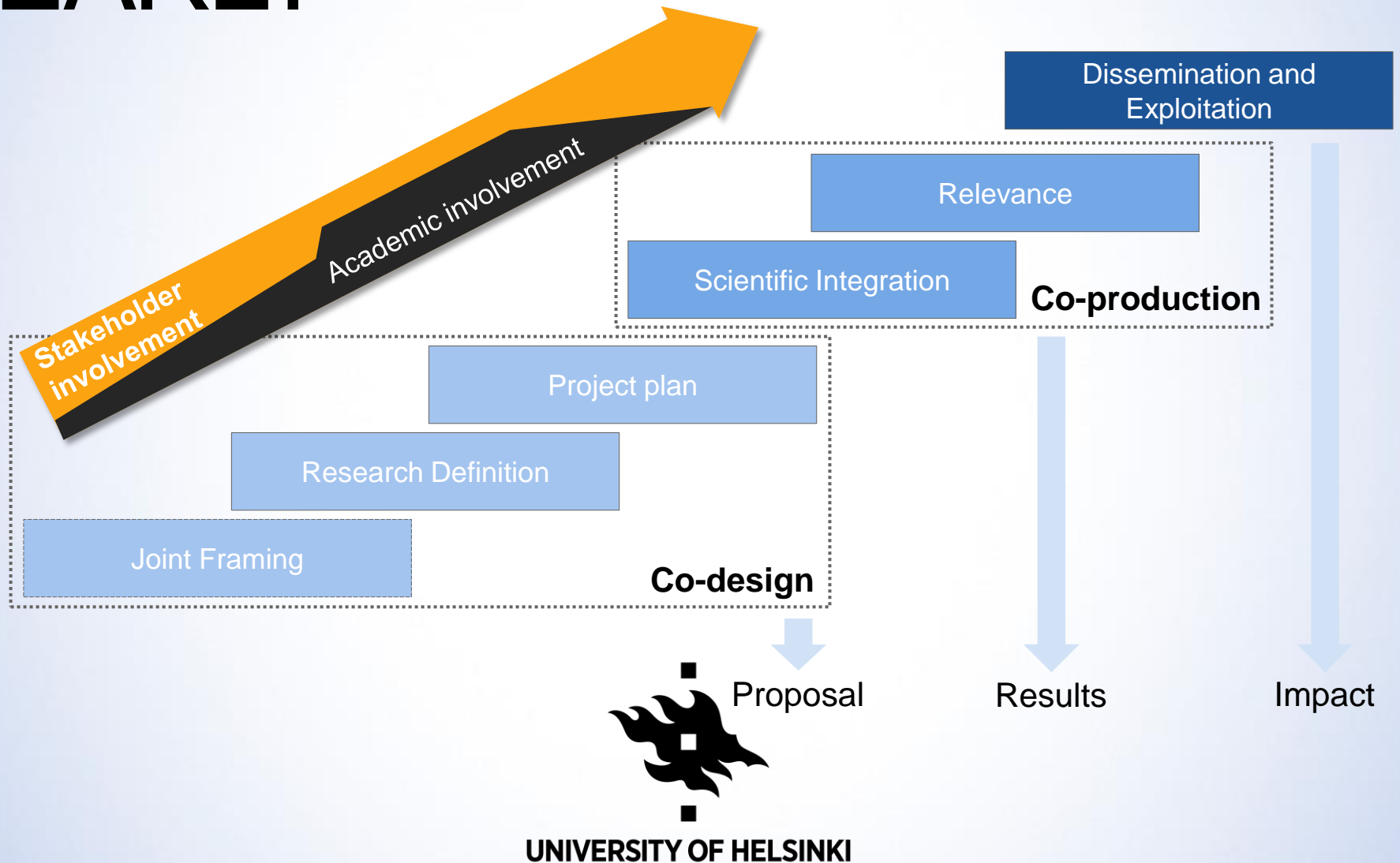≠ Expected Impact

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PROPOSAL PREPARATION

- Proposal preparation is a project in itself
- It takes time, so **start early**
- Plan the process
- Find the right people for proposal preparation
- Ask advice (your organization's research support services, National Contact Points, Tekes' EU Research and Innovation Programmes Office, succesfull applicants)
- Don't include all potential partners, **ensure that they add value and deliver**
- Assess objectively whether you can deliver the expected impact - don't apply if you can't
- Before coordinating a proposal, participate in a project as a partner

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ENGAGE STAKEHOLDERS EARLY

Stakeholder involvement

Academic involvement

Dissemination and Exploitation

Relevance

Scientific Integration

Co-production

Project plan

Research Definition

Joint Framing

Co-design

Proposal

Results

Impact

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VALUE-CHAIN/STAKEHOLDER MAP

Rough example: *Contemporary radicalisation trends and their implications for Europe* (SC6-REV-INEQUAL-02-2016)

Knowledge Recommendations

Policy Makers
EU
National goverments

Policies

Research Community
Psychology
Criminology
Anthropology
Cultural studies
Ethnology
History
Law
Sociology
Economy
Political science
Relgious studies

Operative actors
Migrant advocacy groups
Schools
Healthcare providers
Prison authorities
Religious communities
Immigration authorities
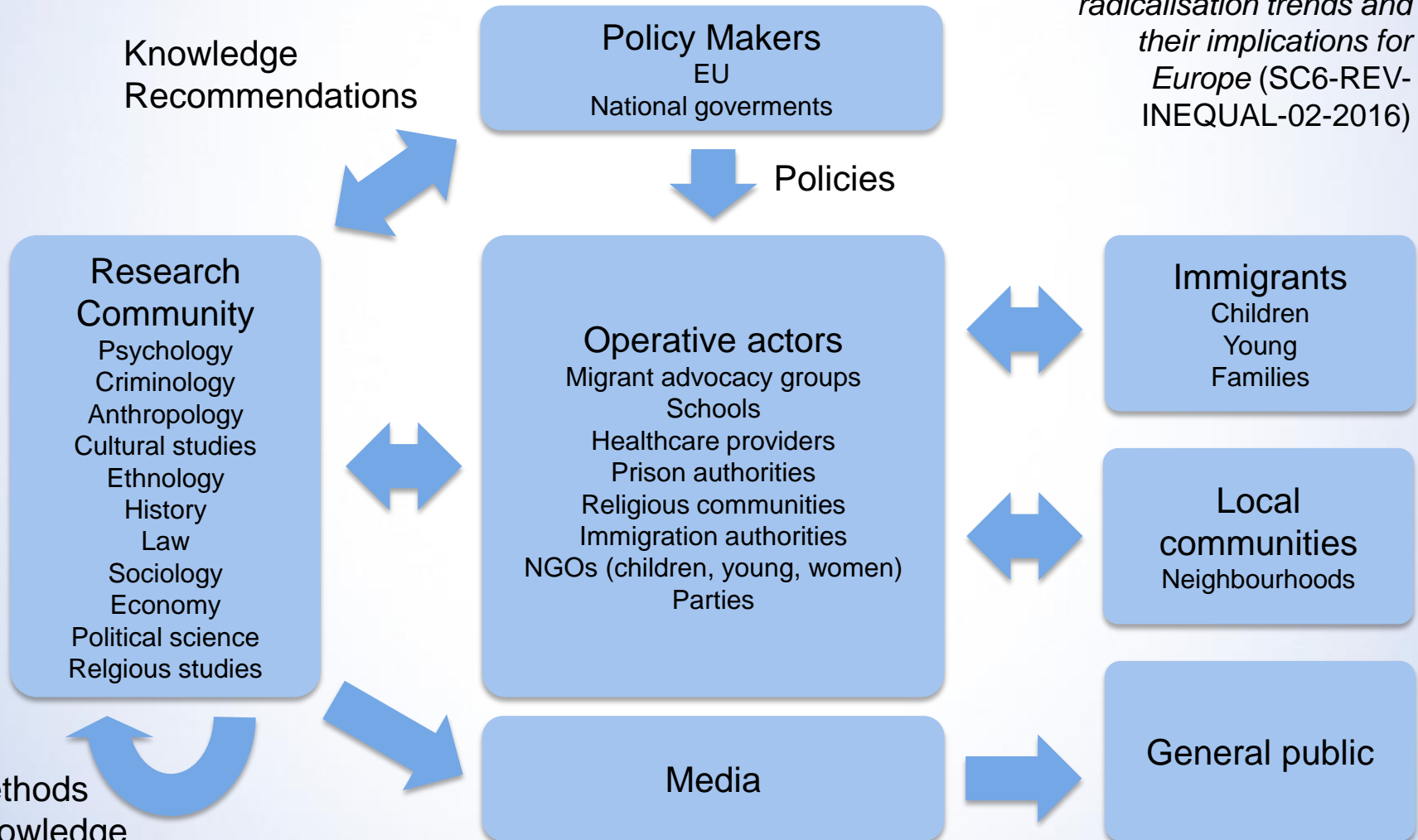NGOs (children, young, women)
Parties

Immigrants
Children
Young
Families

Local communities
Neighbourhoods

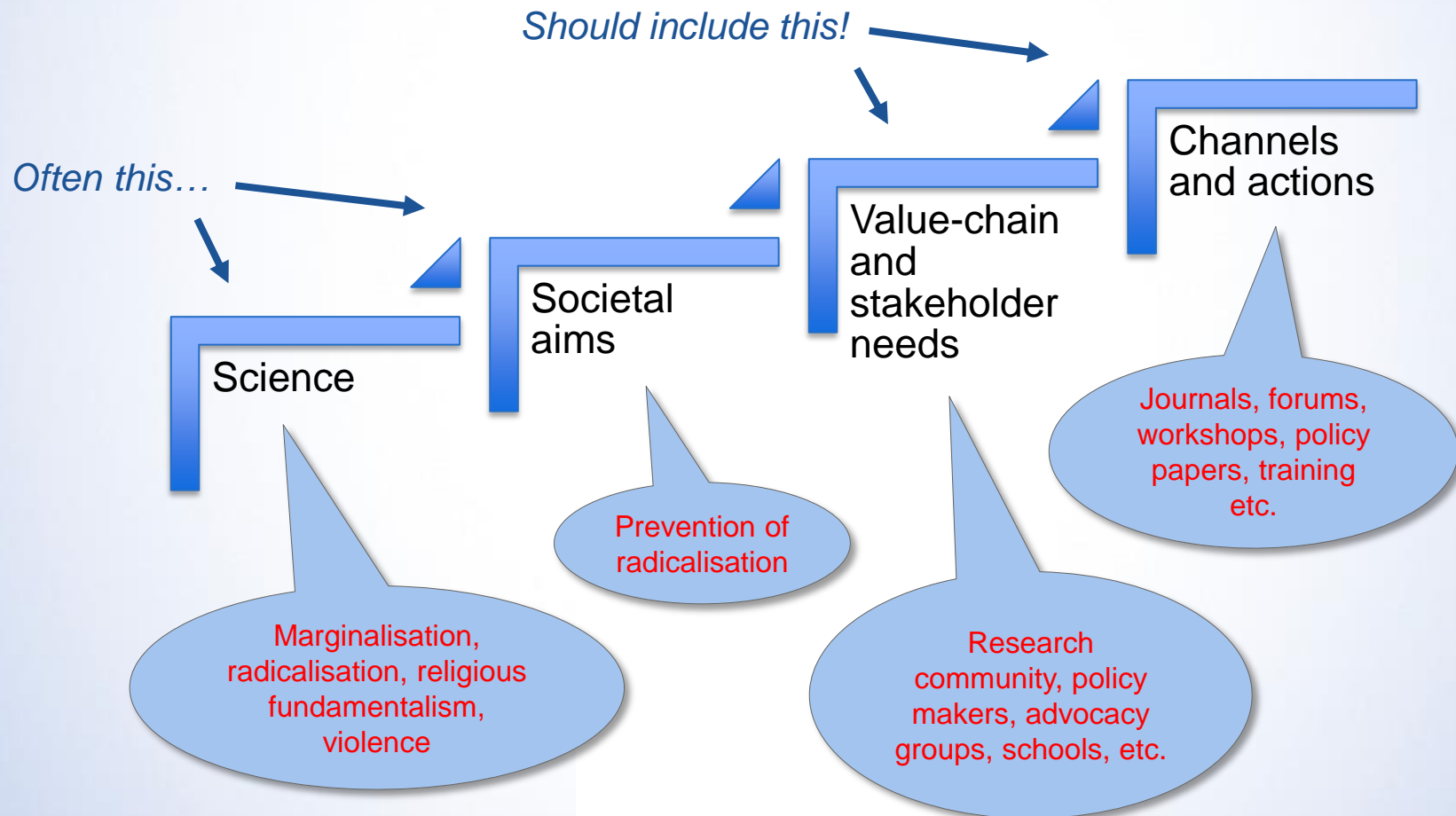Methods Knowledge

Media

General public

WRITING IMPACT

1) Read the work programme and identify the expected impacts related to the call

2) Identify additional impacts taken into account in the evaluation criteria

3) Identify the steps needed to achieve the expected impacts and the relevant stakeholders

Exercise in the workshop session

4) Decide what role each stakeholder should play in the project

5) Plan exploitation to involve the stakeholders

6) Plan dissemination and communication activities to involve the stakeholders

7) Plan management of intellectual property and research data

8) Write the proposal

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REACHING TO IMPACT: WHAT ARE YOU COMMUNICATING?

Should include this!

Often this…

Science

Societal aims

Value-chain and stakeholder needs

Channels and actions

Marginalisation, radicalisation, religious fundamentalism, violence

Prevention of radicalisation

Research community, policy makers, advocacy groups, schools, etc.

Journals, forums, workshops, policy papers, training etc.

HOW TO INFLUENCE WORK PROGRAMMES

- Through National Contact Points (NCP) and committee delegates:
  http://www.tekes.eu/en/contacts/

- Public and expert hearings

- Networking with commission officials

- Registering as an expert for evaluation and different working groups:
  http://ec.europa.eu/research/participants/portal/desktop/en/experts/index.html

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MORE INFORMATION

- European Commission's official Horizon 2020 website:
  http://ec.europa.eu/programmes/horizon2020/

- Work Programmes 2016–2017:
  http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html#h2020-work-programmes-2016-17

- Tekes' EU Research and Innovation Programmes:
  http://www.tekes.eu

- European IPR Helpdesk:
  https://www.iprhelpdesk.eu

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THANK YOU!

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