IMPACT SECTION

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Section 2

Impact
'FOCUS ON IMPACT

Excellence

Impact

Quality and efficiency of the implementation

Detailed aspects of evaluation depend on the type of action

5

5

5
Common mistakes (Impact analysis)

- Added value remains unclear
- Impact on EU level is questionable
- Not clear
- Repetition of intentions

Mission & market for planned spin-off is not described

Management of IPR should be described in more detail
- IP issues insufficiently addressed
- Exploitation issues are lacking

Dissemination plan is traditional
- Dissemination plan is not innovative (2)
- Dissemination plan is standard

Target groups of dissemination are described to generically
- Important target group (end-users) is missing
- Too little attention on interaction with stakeholders
- Dissemination focuses on publications only
- Dissemination through website only is not sufficient
- Dissemination to broader audience is unclear
Impact

What does impact stands for?
Reference to template
What aspects need to be covered?

Experiences from proposal advice
Common misunderstandings and mistakes
Examples from ESRs
What is impact?

We define research impact as 'the demonstrable contribution that excellent research makes to society and the economy'. This can involve academic impact, economic and societal impact or both:

**Academic impact** is the demonstrable contribution that excellent research makes in shifting understanding and advancing scientific, method, theory and application across and within disciplines

**Economic and societal impact** is the demonstrable contribution that excellent social and economic research makes to society and the economy, and its benefits to individuals, organisations and/or nations.

The impact of research, can Be:

**Instrumental**: influencing the development of policy, practice or service provision, shaping legislation, altering behaviour

**Conceptual**: contributing to the understanding of policy issues, reframing debates

**Capacity building**: through technical and personal skill development.
State Your Impact on
...Health systems under stress

- **Health spending** is growing at a faster pace than GDP
  - Driven by: ageing population; increasing patients expectations and demands on health care...
- **Health inequalities** are rising

=> need for **transformation** to ensure **cost effectiveness & sustainability** and access to high quality healthcare
Show how ...you contribute to Health System Transformation

Disinvesting in ineffective or not cost effective screening programmes

• Through better health promotion and disease prevention, fewer ‘chronic patients’
• Simpler, more personalised and cost-effective technologies and treatments
• Integrated and patient-centred services
• Safety, quality and continuum of care
• Diverse and skilled health workforce

Investing now in the right research will pay off

Disinvesting in ineffective or not cost effective screening programmes
Reminder: Template Part B

2. Impact

2.1 Expected impacts

2.2 Measures to maximize impact

a) Dissemination and exploitation of results

b) Communication activities

} 1st stage

} 2nd stage
Subcriterial evaluated under Impact

2. Impact

Note: The following aspects will be taken into account, to the extent to which the outputs of the project should contribute at the European and/or International level:

- The expected impacts listed in the work programme under the relevant topic;
- Enhancing innovation capacity and integration of new knowledge;
- Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets, and where relevant, by delivering such innovations to the markets;
- Any other environmental and socially important impacts;
- Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.

Comments:
ESR – weakness: Impact 2/2

In the dissemination strategy a clear targeted strategy to reach different stakeholders’ groups is not well mentioned. The performance indicators for dissemination are not ambitious. The possibility to set up training workshops towards end users as a way to decrease the barrier for adoption of the project results is not considered enough. Ability to effectively replicate the concept and technology throughout Europe is not evident. Exploitation plan is absent/partial or vague. Lack of details on IPR management.
Examples of ESR – a good practice

Criterion 2 - Impact

Score: **5.00** (Threshold: 4.00/5.00, Weight: 100.00%)

Note: The following aspects will be taken into account, to the extent to which the outputs of the project should contribute at the European and/or International level:

- The expected impacts listed in the work programme under the relevant topic
- Enhancing innovation capacity and integration of new knowledge
- Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets, and where relevant, by delivering such innovations to the markets
- Any other environmental and socially important impacts
- Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant

The proposal successfully addresses all relevant aspects of the criterion; any shortcomings are minor.

Impact results form the identification and validation of determinants of healthy ageing, as the project will develop and validate new biomarkers and health tools relevant for clinical practice at preventive, diagnostic, and monitoring level.

The project will provide remarkable support for “health in all policies” and thus will contribute substantially to improving relevant EU policies, in particular to increasing life expectancy by two years. The results will underpin socio-economic programmes – e.g., access to appropriate care, social and health insurance, retirement age – at national level and at EU level.

The project will promote innovation capacity and integration of new knowledge as it brings together a wide range of stakeholders (researchers from different disciplines, policy makers, health care professionals, social agents and enterprises, among others).
2.1 Expected impacts

Describe how your project will contribute to:
the expected impacts set out in the work programme, under the relevant topic

**Topic:** Personalised computer models and in-silico systems for well-being

**Specific Challenge:**
There is continuous progress in systems medicine, multi-scale modelling and patient-specific modelling aspects. But... **there are very few in well-being**, prevention or rehabilitation... More, innovative methods are needed or better understanding and analysing brain, neurobiological...

**Expected Impact:**
- Benefit for health and well-being: new personalised interventions for increasing resilience and recovery.
- Advancements in medical computer-modelling and simulation that takes into account time and spatial scales.
- Supporting predictive and preventive approaches in medicine, neurosciences and life sciences.
- Improving knowledge about well-being and association with life circumstances.
How to do it!

2.1. Expected impacts 2/3 pages

What impact will your results generate, how and by whom will the results be used?

Which results are expected?

• Applications? Clinical, Commercial, social or scientific?

Who is the Lead User of these results? How many Users?

How relevant are the results for the Lead User?

How do the results get to the lead user?

• Dissemination and Exploitation? Which partners are involved?

How will the exploitation/dissemination be done?

• Intellectual Property Rights (IPR) – Production, Marketing, Licenses, Patents, etc.

The whole section 2, could be around 8 -10 pages
**TIP:** Table for 2.1 Expected Impacts

2.1.1 *Contribution to the expected impacts set out in the work programme*

<table>
<thead>
<tr>
<th>Expected Impact</th>
<th>Objectives</th>
<th>Approach</th>
<th>Outcomes</th>
<th>Deliverables</th>
<th>Performance indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stakeholders beneficiaries</td>
<td>Project outcomes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Tip:**
Examples of tables you could use to explain how the project impacts and on whom...
Impact part 2.2

*What the EC expects*

2.2 Measures to maximize impact

**a) Dissemination and exploitation of results**
- Provide a draft ‘**plan for the dissemination and exploitation of the project's results**’ (unless the work programme topic explicitly states that such a plan is not required). Path to deliver the innovations to the market. **Business Plan** (where relevant).

If you will take part in the pilot on **Open Research Data**, include information on how the participants will manage the research data generated and/or collected during the project.

Outline the strategy for **knowledge management and protection**. Include measures to provide **open access** (free on-line access, such as the ‘green’ or ‘gold’ model) to peer reviewed scientific publications which might result from the project.

- Dissemination and exploitation measures should **address the full range of potential users and uses** including research, **commercial**, investment, social, environmental, policy making, setting standards, skills and educational training.
What the EC expects

...for the full proposal in addition:

- Describe any **barriers/obstacles**, and any framework conditions (such as **regulation and standards**), that may determine whether and to what extent the expected impacts will be achieved.

  (This **should not include any risk factors** concerning **implementation**, as covered in section 3.2.)
Impact – expectations from the EC

2.2 Measures to maximise impact

- ...For innovation actions describe a credible path to deliver the innovations to the market. The plan, which should be proportionate to the scale of the project, should contain measures to be implemented both during and after the project.

- The approach to innovation should be as comprehensive as possible, and must be tailored to the specific technical, market and organizational issues to be addressed.
Impact part 2.2

b) Communication activities

Describe the **proposed communication measures** for promoting the project and its findings during the period of the grant. Measures should be proportionate to the scale of the project, with clear objectives. They should be tailored to the needs of various audiences, **including groups** beyond the project's own community. Where relevant, include measures for **public/societal engagement** on issues related to the project.
Timing: communication, dissemination and exploitation
Dissemination (shares science)

Communication (engages and increases visibility)

Exploitation (exploits)
Main difference between dissemination and communication

**Dissemination**
- Action’s own community
- Article in a peer reviewed journal
- Papers presented at a scientific conference

**Communication**
- Multitude of audiences, including the media and the public
- Press release
- Local workshops with a target audience(s) for whom your project is of interest
- Video
- Toolkit/brochure/presentation

Social media icons for communication: Instagram, Twitter, YouTube, Facebook
IMPACT – Dissemination & Exploitation

**TIPS**

- Dissemination & Exploitation as **own Work Package**
- **Dissemination plan**: which steps are required to bring your results to the community?

So, create a clear structure about "**What would you like to disseminate?**"

- **To whom** (= target group/client segment)?
- **Why** (= rationale)?
- **How** (= dissemination plan)?
- **When** (= time schedule)?
Who belongs to your target group?

- Researchers/Doctors
- Scientific community
- Healthcare personnel
- Health insurance companies
- Investors/policy makers
- Patients / Patient groups
- Clusters
- Customers
- End-users
- Press
- Multipliers
IMPACT - Exploitation plan

**TIPS**

Exploitation plan will outline:

a) the project’s exploitable assets,

b) the main exploitation routes for the consortium as a whole, for specific groups of partners sharing similar interests/orientation as well as for each partner separately,

c) the procedures to protect IPR issues of individual components/modules and technologies and

d) the target group(s) that may benefit from the project knowledge and achievements.
**DISSEMINATION & COMMUNICATION**

**PLAN TABLE OF CONTENTS**

1. STRATEGY DESCRIPTION
2. DISSEMINATION PLAN OBJECTIVES
3. IDENTIFIED AUDIENCES
   - User communities
   - Projects
   - Working groups
4. DISSEMINATION CHANNELS
   - Internet
     - Project websites
     - Mailing lists and newsletters
     - Social networks
   - Events
     - Public workshops
     - Networking events
     - Participation in external events
   - Press
     - Scientific Publications (in conference proceedings and scientific journals)
     - Press release and press coverage
     - Advertisements
5. DISSEMINATION MATERIAL
   - Logo
   - Brochure
   - Poster
   - Presentation template
   - Presentations
   - Audiovisuals
6. DISSEMINATION ACTIVITIES
   - Distribution of material by diss. channels

**EXPLOITATION PLAN TABLE OF CONTENTS**

1. EXPLOITATION VECTORS
2. EXPLOITATION MODEL
3. COMPETITORS
4. EXPLOITATION DIRECTION
   - Internal
   - External
5. REGIONAL DIMENSION
6. MARKET ANALYSIS
   - Market segments
   - Swot Analysis
7. EXPLOITATION STRATEGY
   - Common exploitation strategy
   - Individual participant exploitation strategies
Impact – What is needed for Exploitation

**TIPS**

The management framework

- **Strategic and overall project management**
- **Work packages and task management**

Someone must be responsible for managing all activities related to innovation, from market need through capturing the IP, to market deployment.

Source: IPR Helpdesk July 2014
IMPACT - Communication TIPS

• When to communicate what (flexibility in the beginning!) -> attract attention in the beginning, sell results at the end of the project!

• Don’t forget about collaboration with other (related) projects.

• Language might be adapted depending on target group.

• Where to promote the project? (fairs, conferences, workshops, summer schools, ...).

• How to promote via internet? (website, newsletter, webinars, blogs, new social media, ...).

• Material to be generated: totems, videos, flyers, articles, ...
Impact – expectations from the EC

- Management of the research data generated and/or collected during the project:
  - What types of data will the project generate/collect?
  - What standards will be used?
  - How will this data be exploited and/or shared/made accessible for verification and re-use? If data cannot be made available, explain why.
  - How will this data be curated and preserved?

Your consortium agreement is key for those questions/answers!
**Messages for applicants**

- **Academic applicants** often have huge problems with section 2.2.

- If there are **commercial partners involved (SMEs), they should get involved early** (coordinators often hesitate to involve too many partners in the proposal preparation phase), especially for section 2.2.

- **For RIA’s**, projects will most likely not cover demonstration or market replication activities, but still they have to see the full picture/ think about the final commercialisation (**as a vision – route to market**).
TIPS

Support section 2.1 by using a table:
Use a table to explain how the expected impact mentioned by EC will be reached

Always consider:
Economic Impact
Social Impact
Environmental impact
Scientific impact, of course!

Remind to select
Perfomance Indicators

& Verify if:
Your project output is contributing to any technical standard
Impact 2.2

Strategy for knowledge management and protection:

Include measures to provide open access (free on-line access, such as the ‘green’ or ‘gold’ model) to peer-reviewed scientific publications which might result from the project.

Basically, access to obtained data from Horizon 2020 projects at no charge!

Important link:
http://ec.europa.eu/research/swafs/index.cfm?pg=policy&lib=science

-> don’t forget about your IP-protection!
Misconceptions about OA to scientific publications

- In the context of research funding, **OA requirements in no way imply an obligation to publish results**. The decision on whether or not to publish lies entirely with the fundees.

- Open Access becomes an issue **only if publication is elected as a means of dissemination**.

- **OA does not interfere with the decision to exploit research results commercially**, e.g. through patenting.
Overview: IP – intellectual property

COPYRIGHT & related rights
- Literary & Artistic Works
- Related rights
- Databases ...

INDUSTRIAL PROPERTY
- Trademarks
- Patents
- Industrial Designs...

1. ‘SOFT IP’
   - Secrets
   - Know-How
   - Contracts

2. UNREGISTRABLE
3. REGISTRABLE
Use the recommendations provided by the EC:

The H2020 Online Manual includes a chapter on communication and exploitation and dissemination:

Communicating EU research and innovation guidance for project participants

Annotated Model Grant Agreement

DG Research: Communication Unit: research-eu@ec.europa.eu

Grazie, and continue with Section 3. Implementation