

# Fit for Health 2.0

Support to SMEs & Researchers in FP7 and Horizon 2020 health-oriented projects

## How to write proposal section 2: **IMPACT?**



[www.fitforhealth.eu](http://www.fitforhealth.eu)

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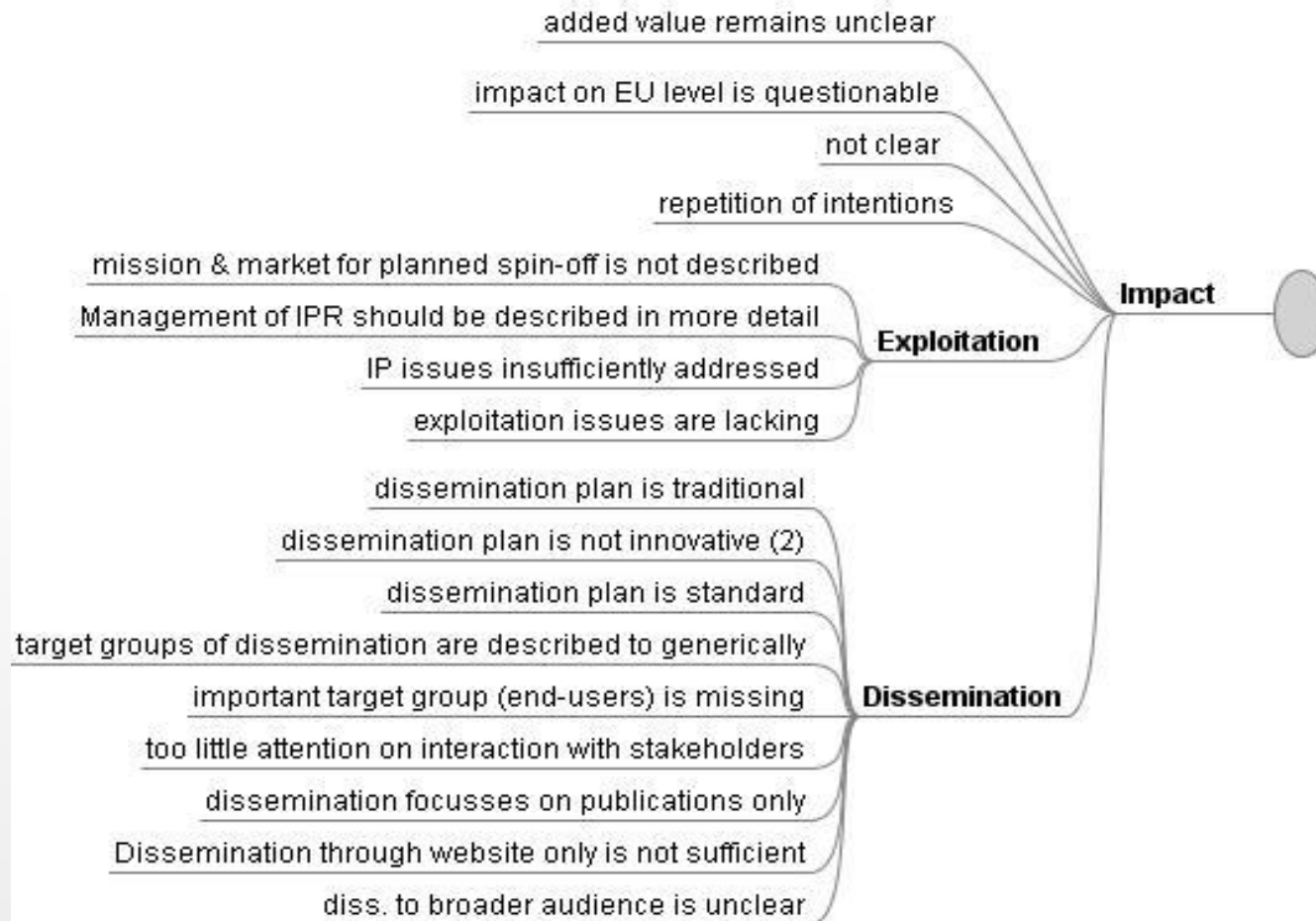
Fit for Health is funded by  
the European Commission



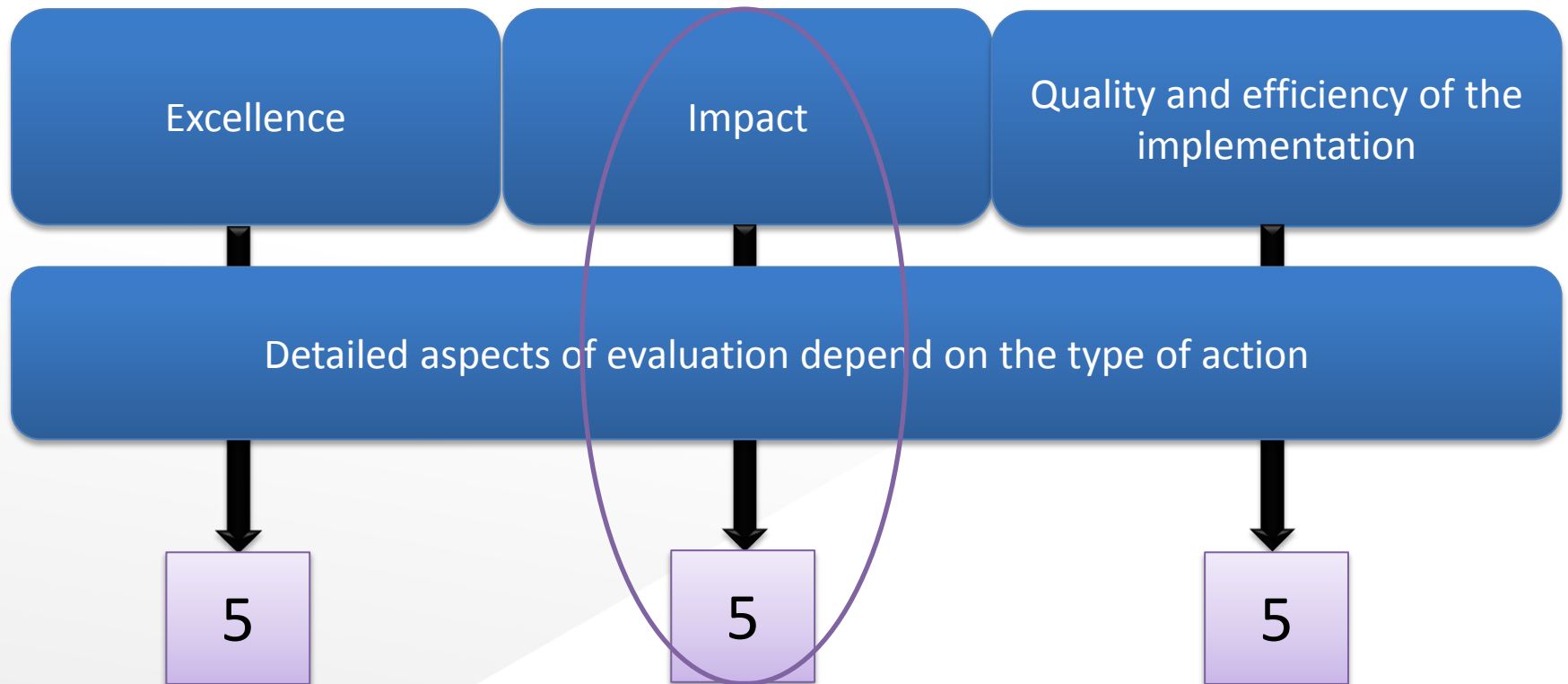
# Content

1. What to consider for section 2.1 and 2.2?
2. Exercise

# Impact analysis in FP7



# Evaluation criteria



# 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

# Impact – expectations from the EC

## 2.1 Expected impacts

**Describe how your project will contribute to:**

- the expected impacts set out in the work programme, under the relevant topic

### *Example*

**PHC 10 – 2014: Development of new diagnostic tools and technologies: in vitro devices, assays and platforms**

### **Expected impact:**

- Innovative, more accurate, more reliable and cost effective in vitro diagnostic tools and technologies for earlier disease diagnosis, patient stratification and/or prognosis of disease outcome leading to improved clinical decisions and health outcomes.
- Contribution to the sustainability of health care systems.
- Growth of the European diagnostics sector, in particular for SMEs.

## ...for the full proposal:

Describe how your project will contribute to:

- improving **innovation capacity** and the **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

## ...for the full proposal:

- 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



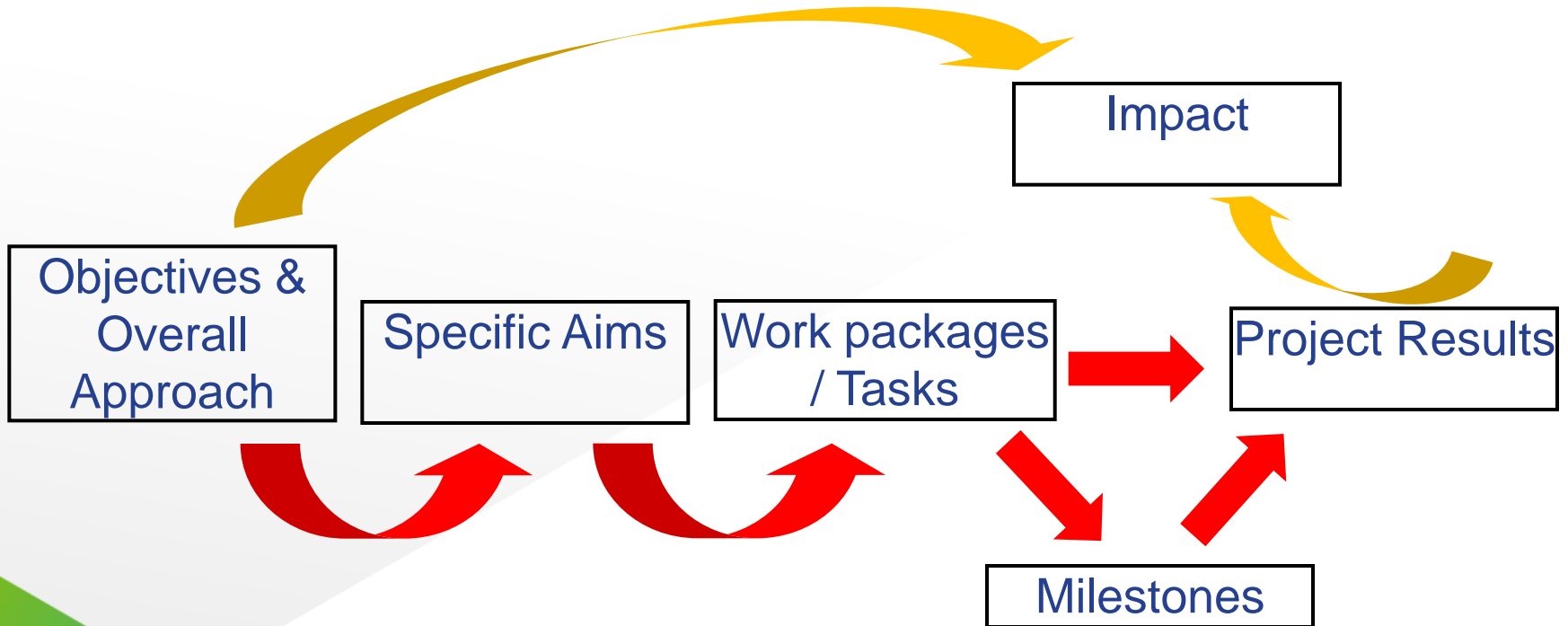
# For your proposal: please answer the following questions

- Did you cover all aims that are asked in the topic description?
- How does your project support EU-policies (in particular for research, innovation, health, biotech, environment, society, etc.)
  - Did you consider those political aspects that are announced in the work programme?
  - How will your project help to contribute to the goals for the Europe 2020 strategy?
  - Why will Europe need your project? What is the added value?

# For your proposal: please answer the following questions

- How will your project contribute in supporting Europe's competitiveness and innovation capacity?
  - Who in your project will benefit from the economic point of view (which sectors, SMEs, which parts in Europe)?
  - Which parts in the value chain will be tackled?
- Are there any barriers why your project will not achieve the expected impact (regulatory issues!)?

# TIP: Think about the coherence in your proposal!



# Impact – expectations from the EC

## 2.2 Measures to maximise 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).
- 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.

# 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 – expectations from the EC

Include a **business plan** where relevant

**Business Models:**

**Key partners: Think about the motivation of partnerships!**

- Who are you key partners, key suppliers?
- Which resources do need from them?
- Which key activities will they perform?

# Impact – expectations from the EC

## Value proposition:

- Which value do we deliver to the customer?
- Which of our customer's problems are we helping to solve?
- Which customer needs are we satisfying?

# TIPS for your proposal:

## Customer relationships:

- Who are our most important customers?
- What type of relationship is expected to be established / maintained?
- And what will this cost?

## Costs:

- Is the business cost or value driven?

## Revenue streams:

- For what value are customers really willing to pay?
- How much are they willing to pay?



# 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!**

# Impact – expectations from the EC

## 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/science-society/index.cfm?fuseaction=public.topic&id=1294&lang=1>

-> don't forget about your IP-protection!

# TIPS for your proposal:

- Dissemination & Exploitation as **own Work Package**
- **Dissemination plan:** which steps are required to bring your results to the community?
  - What would you like to disseminate?
  - To whom?
  - Why?
  - How?
  - When?

# TIPS for your proposal:

- **Who belongs to your target group?**
  - Researchers
  - Scientific community
  - Health insurance companies
  - Investors
  - Patients / Patient groups
  - Clusters
  - Customers
  - End-users
  - Press
  - Multipliers

# TIPS for your proposal:

## Ways for communication:

- When to disseminate 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

# TIPS for your proposal:

## Ways for communication:

- 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: flyers, articles,...

# Example for communication: Project ,2ways‘

[www.twoways.eu](http://www.twoways.eu)



**The Projects**

The research projects in the 2WAYS project are all within the life science field and have a European dimension and collaboration among scientists in several countries. They are ongoing or recently finished; many of them have been funded through the European Commission's Framework Programmes.

**A Better Brain**  
The regenerative capacity of the human brain has been shown to be much bigger than previously expected. This capacity to build new neurons is influenced by life-style factors such as physical exercise, diet and environment. The Better Brain presentation lets visitors experience how it works on a molecular level and will encourage visitors to engage in a dialogue about life-style factors and their impact on the brain. Scientists from Sweden and Germany will participate and guide.  
[Read more...](#)

**Live and let die**  
Apoptosis is a "cell suicide programme" which rapidly removes damaged or unwanted cells from the human body. Malfunctions in this process may result in neurodegenerative disorders, viral infections, AIDS or cancer. The project will develop an interactive game explaining the purpose and scientific questions regarding apoptosis, without requiring a basic knowledge of science.  
[Read more...](#)

**Allergies**  
Based on three ongoing or finished projects studying the development and risk factors of asthma and allergies, a science theatre presentation will be developed. Scenes from the play will be complemented with scientific presentations and interactive demonstrations and experiments. Perspectives that will be discussed are common myths, genetic research results and the impact of rural and urban environments for the development of asthma and allergies.  
[Read more...](#)

**Recreating life**  
This dialogue workshops aim at raising awareness about a major branch of contemporary biology. The techniques aimed at creating synthetic living organisms or merging living and artificial tissues have a great potential, but raise also ethical questions. Thanks to come and the use...

**Upcoming Project Events**  
Currently there are no upcoming events.

**Twitter Feed**

What people say about 2WAYS

RABERSABER CARAMEL  
#HOWSITPRONOUNCED  
#2CHAINS  
2 days ago · reply · retweet · favorite

jockinJCSwag I swear fast commercials be tricking u i was the most delicious food they get u in #2ways  
16 hours ago · reply · retweet · favorite

Join the community

**Science Parliaments**

The 2WAYS Science Parliaments for students, scientists and teachers 17-19 years old, discuss science topics - just the way real hearings, committees, proposals decisions. Two students from each participate in the final European Science Parliament in Rome.

Taskbar: E102\_NKS..., G:\, spielplatz\_impact.ppt, Impact\_vortrag.ppt, 5mal\_Impact\_uebung\_fall..., Projects List - M

# TIPS for your proposal:

Use the recommendations provided by the EC:

[Communicating EU Research & Innovation – A guide for project participants](#)

DG Research: Communication Unit: [research-eu@ec.europa.eu](mailto:research-eu@ec.europa.eu)

<http://ec.europa.eu/research/index.cfm?pg=press&lg=en>

European Guide on successful communications

[http://ec.europa.eu/research/conferences/2004/cer2004/pdf/rtd\\_2004\\_guide\\_success\\_communication.pdf](http://ec.europa.eu/research/conferences/2004/cer2004/pdf/rtd_2004_guide_success_communication.pdf)

Successful communication website

[http://ec.europa.eu/research/science-society/science-communication/index\\_en.htm](http://ec.europa.eu/research/science-society/science-communication/index_en.htm)

(Case Histories, z.B. NEMO, EarlyNutrition, EPICA)

Cordis: [http://cordis.europa.eu/home\\_en.html](http://cordis.europa.eu/home_en.html)



# Take home messages

## For 2.1:

- What is the benefit of your project? (the benefit for SMEs becomes more and more important!)
- Think about the expected impact in the topic text / work programme
- Who are the users of your results?
- How will your project/results strengthen the competitiveness?
- What is the social / societal benefit?
- How will the project support EU-policies?

# Take home messages

## For 2.2:

- Adapt your dissemination strategy to the different needs of your target groups (be creative!)
- For exploitation planning: include your business partners / dissemination experts
- Don't forget about IP-protection and data-management
- Think about an appropriate communication concept!

**Please consider enough time and discussion for all different aspects around this task!**



FFG

Thank you!

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