

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

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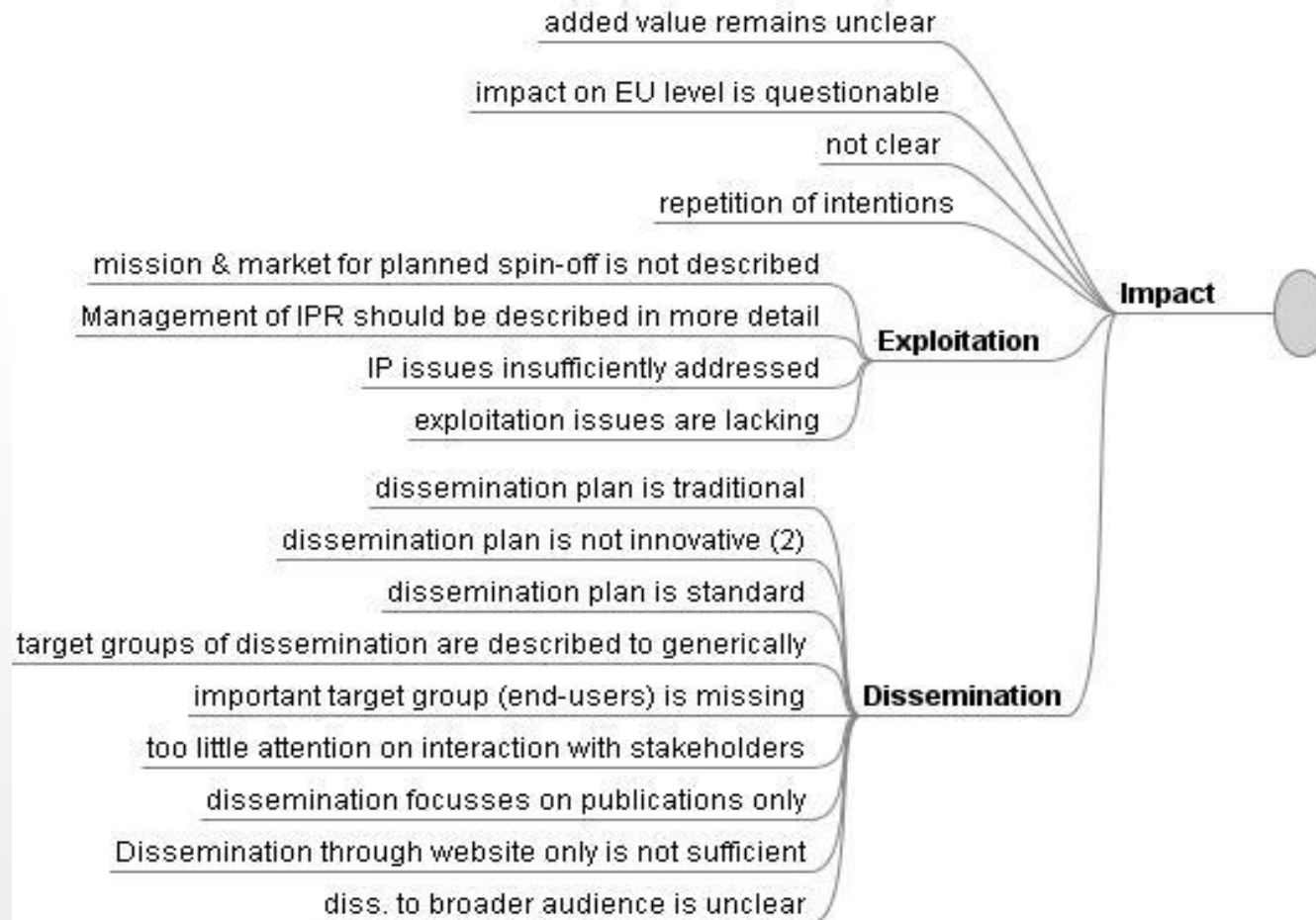
Fit for Health is funded by
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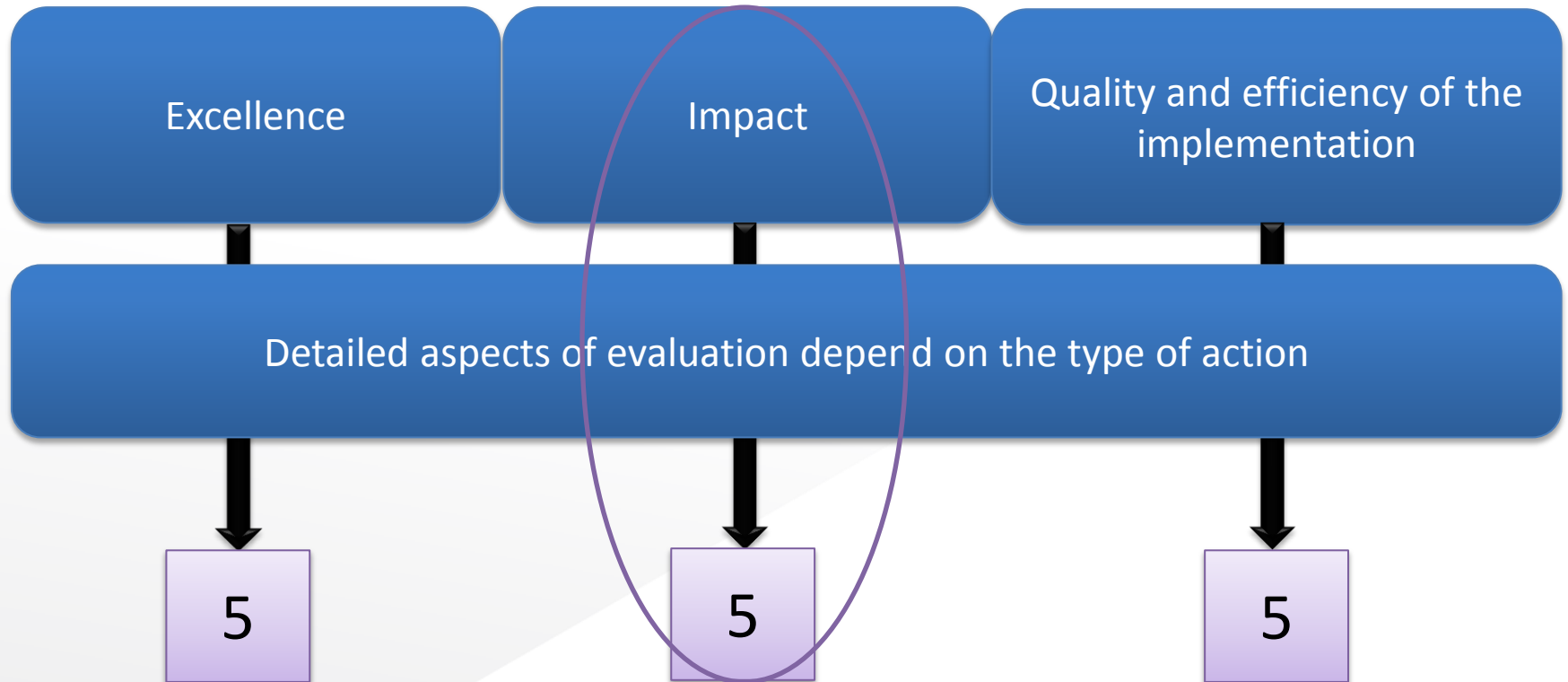
Content

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:

- **each** of 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**.

Impact – expectations from the EC

2.1 Expected impacts

Examples / take care about:

- **Longer term** impact, likely beyond the lifetime of a project (sometimes explicitly indicated!)
- Contribution to **growth of involved SMEs** (business plan!!!)
- In line with **strategies**, regulations, objectives of legislations, etc.
- Stimulation of **growth and competitiveness** of European SMEs/companies/industry operating in the sector

Impact – expectations from the EC

2.1 Expected impacts

Describe how your project will contribute to:

any substantial impacts not mentioned in the work programme, that would

- enhance **innovation capacity**
- create new **market opportunities**
- strengthen **competitiveness & growth of companies**
- address **environmental issues**
- important **benefits for the society**

2.1 Expected impacts

Innovation capacity

- Which further innovations will be stimulated by your project results → increase the amount of benefits delivered?
- Potential to be used in other areas beyond project objectives? (© Eugene Sweeney)

versus

Innovation potential

- How much benefit (innovation) can project results potentially deliver? (© Eugene Sweeney)

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?

Sector	Target Group	Impact

2.1 Expected impacts

Describe any **barriers/obstacles**, and any **framework conditions** (such as

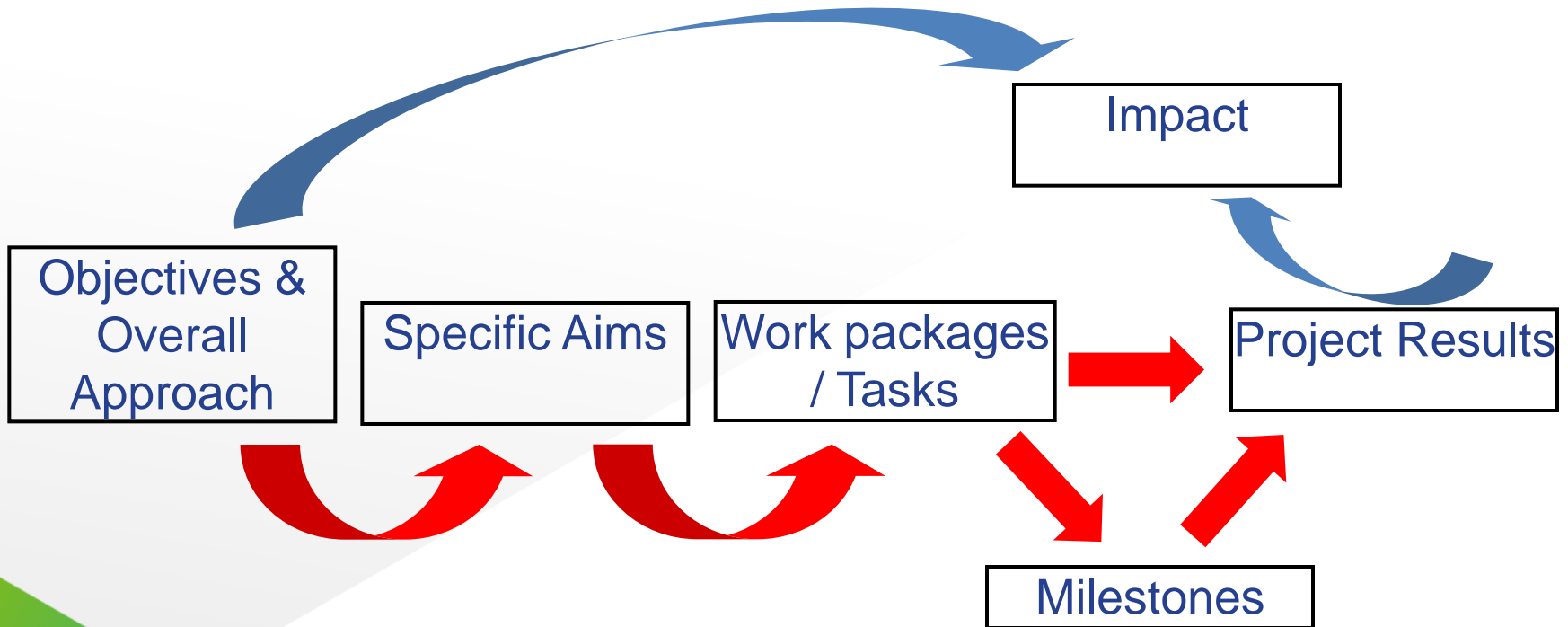
- Regulation and standards
- **Public acceptance**
- **Workforce considerations**
- **Financing of follow-up steps**
- **Cooperation of other links in the value chain)**

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?

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’**
a draft plan is an admissibility condition (unless states that such a plan is not required)
- How will proposed measures help to achieve expected impact?
- Plan to be **proportionate to the scale of the project** (measures implemented both during and after the end of the project)
- IAs: credible path to deliver to the market!

Impact – expectations from the EC

2.2 Measures to maximise impact

a) Dissemination and exploitation of results

Plan for the dissemination and exploitation of the project's results

- Which **area**?
- Who are **potential users**?
- How are **channels of dissemination and interaction with potential users used**?
- **Potential users:** 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

a) Dissemination and exploitation of results

- Considerations of possible follow-up for your project:
 - Additional investments
 - Wider testing / scaling up
 - Adaption of regulations or value chains to adopt results
 - Public at large being receptive to your results

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 you 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 (**only applicable if you in the pilot on Open Research Data!**):

- 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 – who are potential users?**
 - Researchers
 - Scientific community
 - Health insurance companies
 - Investors
 - Patients / Patient groups
 - Clusters
 - Customers
 - End-users
 - Press
 - Multipliers

Impact – expectations from the EC

2.2 Measures to maximise impact

c) Communication activities

- Promotion of project and findings during period of the grant
- Proportionate measures with clear objectives
- Consider different target audiences
- Measures for public / societal engagement

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‘

http://cordis.europa.eu/result/rcn/55367_en.html



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 games and the use

Upcoming Project Ev


Currently there are no upcoming e

Twitter Feed


What people say about 2WAYS



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



jockinJCswwag I swear fast commercials be tricking u i some sexy model eating it was the most delicious foc They get u in #2ways 16 hours ago · reply · retweet · fa


[Join the con](#)

Science Parliaments

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

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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

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

European Guide on successful communications

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



TIPS for your proposal:

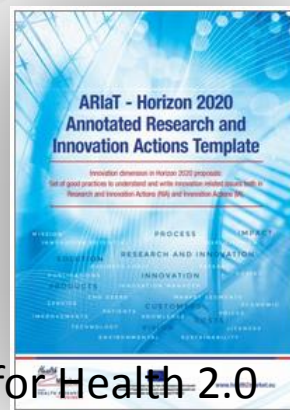
<http://www.fitforhealth.eu/event-created/webinar-how-maximize-your-impacts-section-horizon-2020-projects>

Webinar: How to maximise your impacts-section in Horizon 2020 projects



<http://www.health2market.eu/results/h2020-annotated-template>

Horizon 2020 Annotated Research and Innovation Actions Template



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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