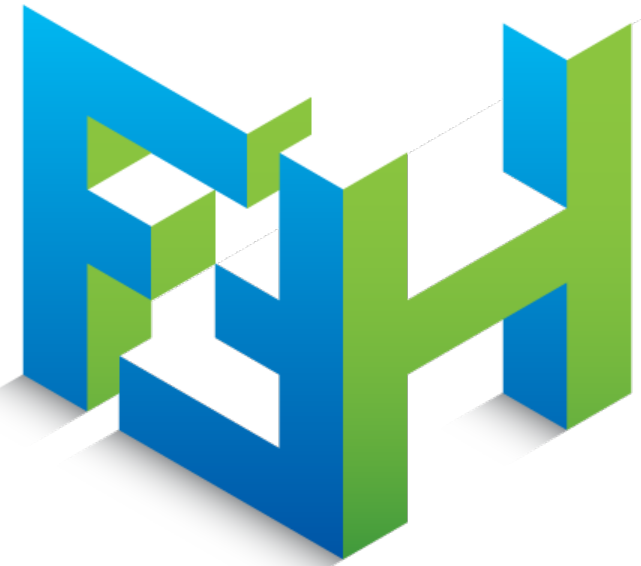


Fit for Health 2.0

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

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



www.fitforhealth.eu

26.06.2014 | The Hague

Ines Haberl | Austrian Research Promotion Agency



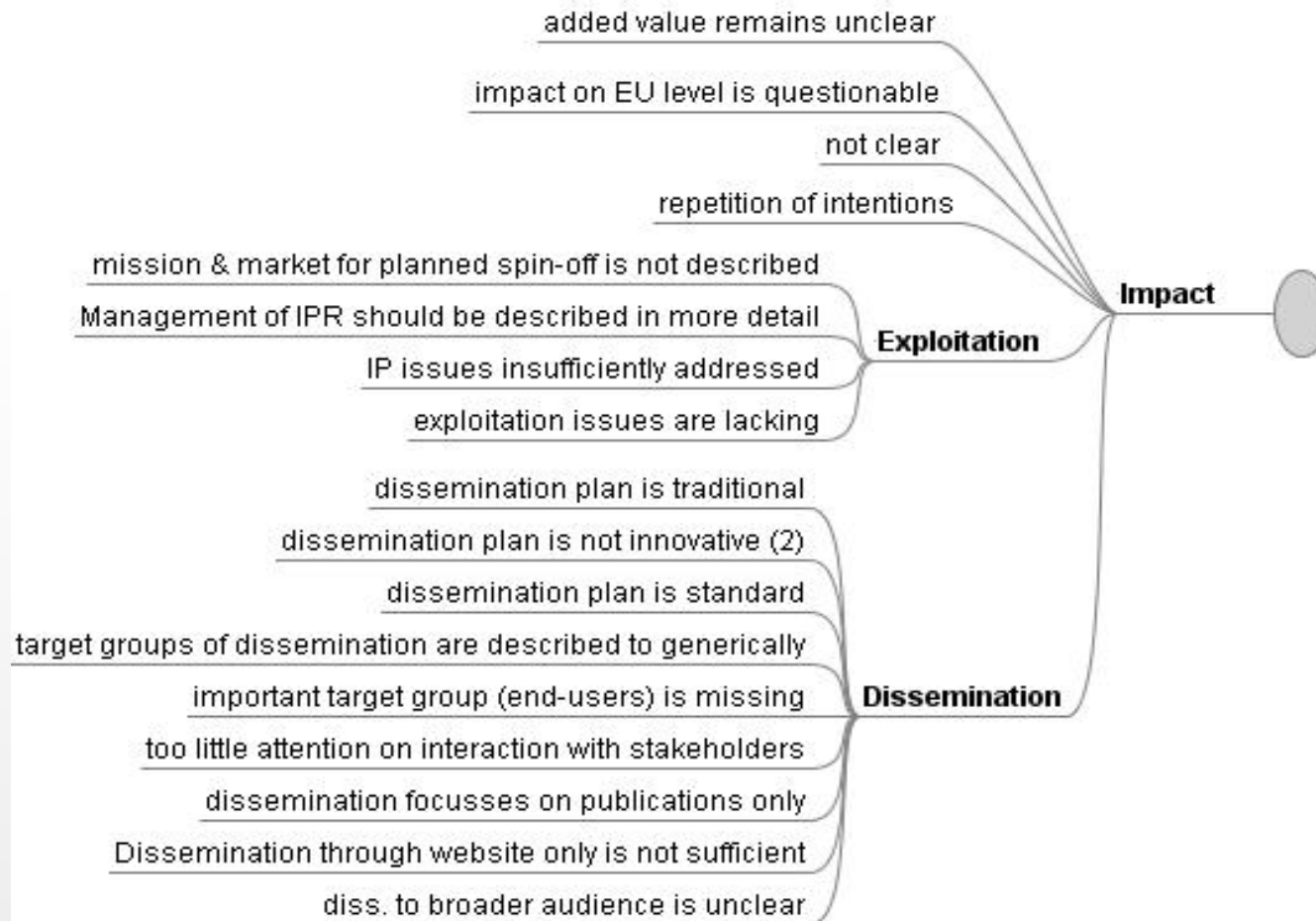
Fit for Health is funded by
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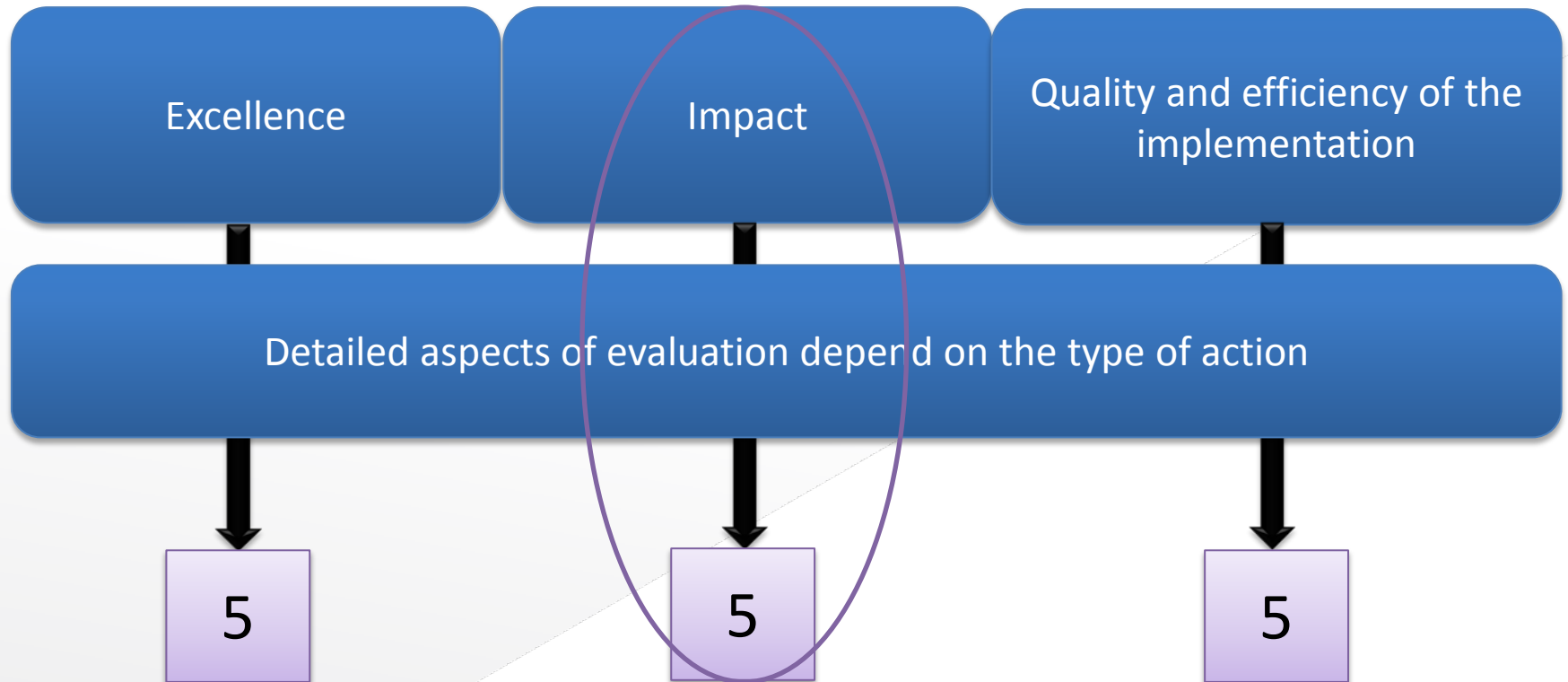
Content

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

} 1st stage

} 2nd stage

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 in addition:

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 (if not already covered above).

...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.)

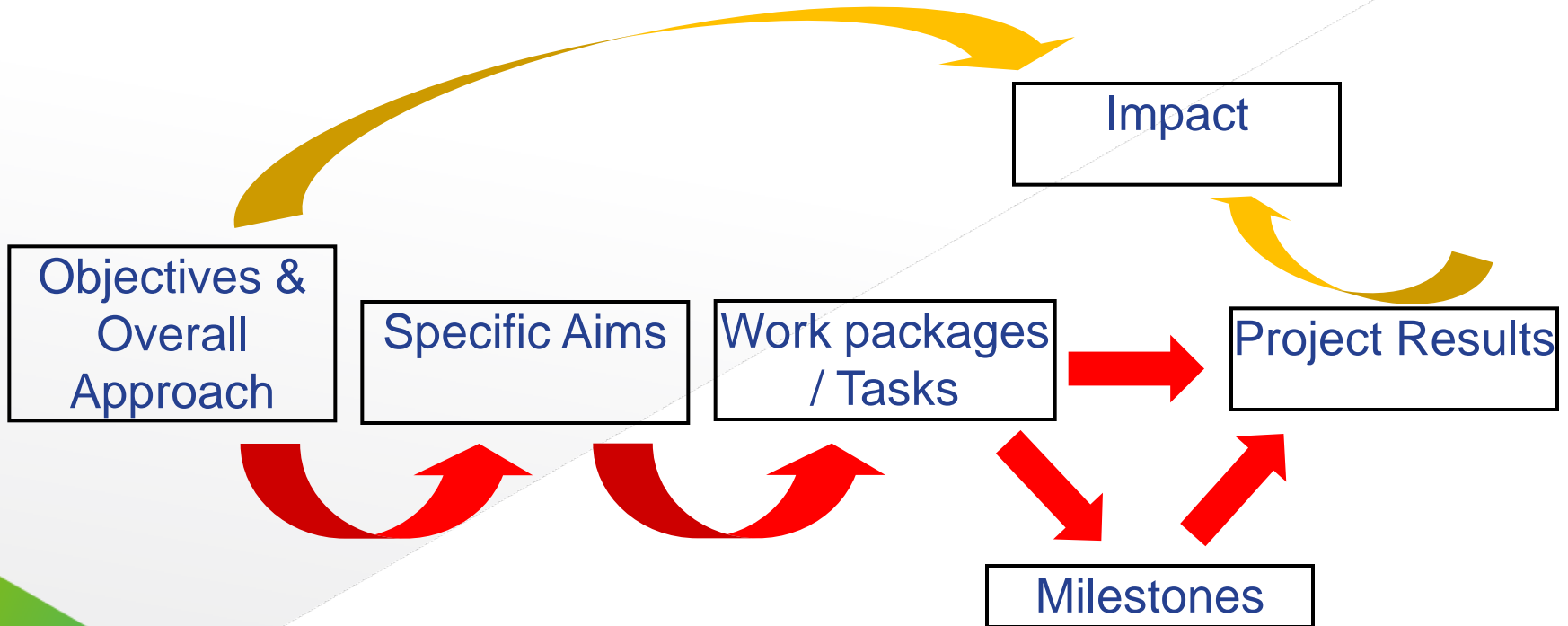
For your proposal: please answer the following questions

- 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.
- **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

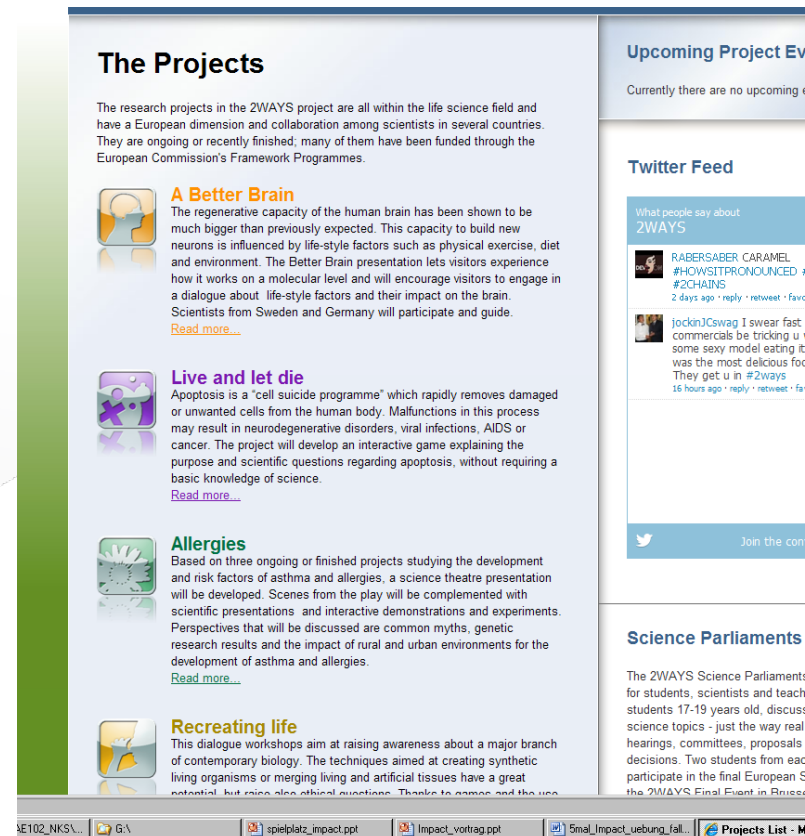
TIPS for your proposal:

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
- 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

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 CARMEL
#HOWSITPRONOUNCED ?
#2CHAINS
2 days ago · reply · retweet · fav

jockinJCSwag I swear fast commercials be tricking u ! some sexy model eating it was the most delicious food they get u in #2ways
16 hours ago · reply · retweet · fav

[Join the community](#)

Science Parliaments

The 2WAYS Science Parliaments for students, scientists and teach students 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. The 2WAYS Final Event in Brussels...

Taskbar: XE102_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

<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

Successful communication website

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

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!

Content

1. What to consider for section 2.1 and 2.2?

2. Exercise

Exercise for Impact

Topic: PHC-12: Clinical research for the validation of biomarkers and /or diagnostic devices

Some facts from this topic:

- All **existing potential biomarkers** (prediction, diagnostic, prognostic, monitoring, toxicity, end-point, etc.).
- Both **in vivo and in vitro** potential biomarkers are eligible.
- Preference will be given to the validation of **disease-related biomarkers** (i.e. diagnostic, susceptibility/risk, monitoring and prognostic biomarkers), but drug biomarkers are not excluded.
- Validation of the performance of **new diagnostic devices** (either in combination with the biomarker validation, or against existing standards).

Exercise: Expected impact in topic text:

- Increased clinical availability and exploitation of biomarkers for the benefit of the patient.
- New diagnostic devices.
- Facilitation of entry of improved diagnostics in the clinic and the market.
- Support for the implementation of the Commission proposal for a revised in vitro diagnostic device regulation.
- Enhancing profitability and growth performance of SMEs by combining and transferring new and existing knowledge into innovative, disruptive and competitive solutions seizing European and global business opportunities.
- Contribution to the sustainability of health care systems.
- Increased likelihood of market uptake and distribution of resulting innovations tackling the abovementioned specific challenge(s) in a sustainable way.
- Leveraging of private investment in clinical validation as described above, notably leverage of private co-investor and/or follow-up investments.

Exercise for Impact

- 1) Which results are expected from this project? Each result should be announced in a new line in your table
- 2) Who is the main user of the result?
- 3) What is the relevance for the dedicated user, the target group?
- 4) How can you ensure that the user knows about the results obtained?
- 5) What are your plans about exploitation of the obtained results? Which steps do you plan for this after the end of the project?
- 6) What are your plans for financing those further steps of exploitation?

Exercise for Impact

- Groups with up to 10 persons
- Please discuss in your group & make notes (25 min)
- Discussion with plenum (15 min)



FFG

Thank you!

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