

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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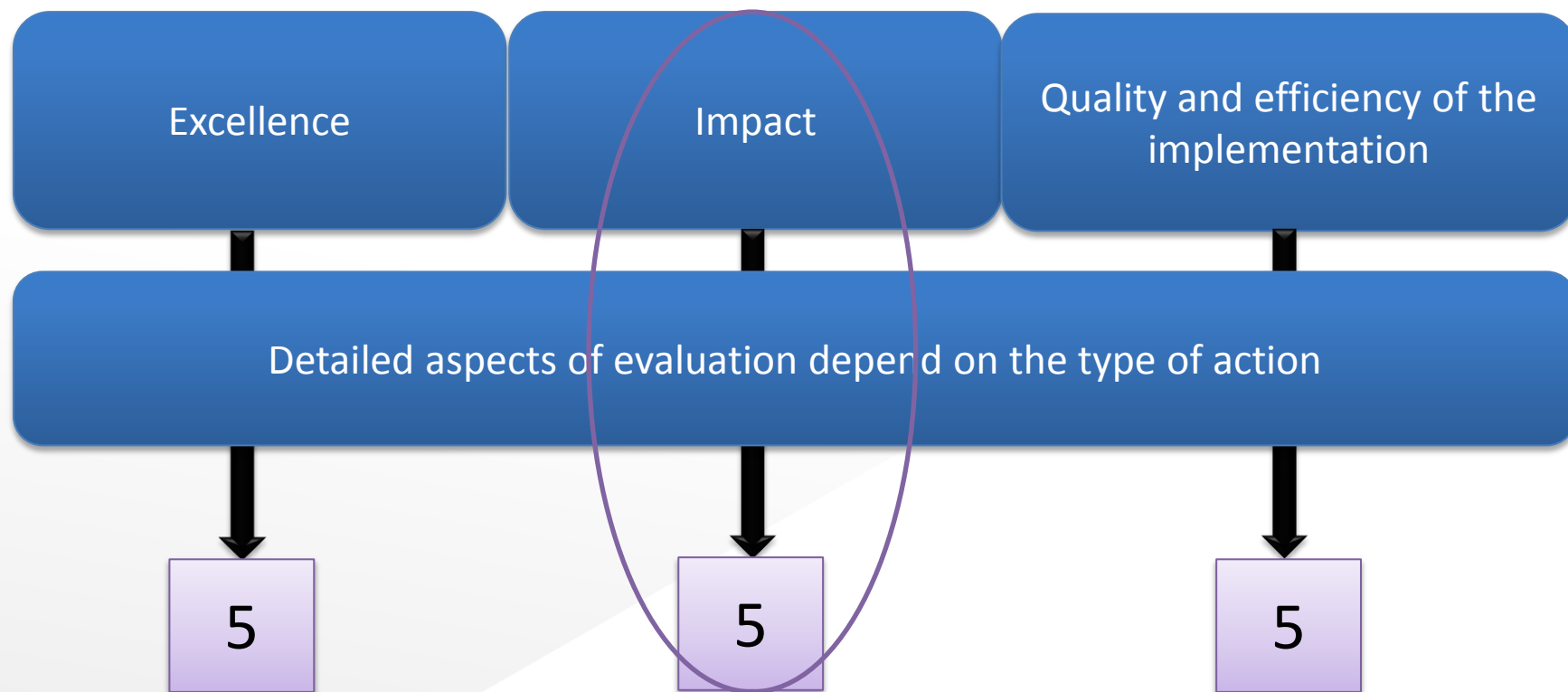
Fit for Health is funded by
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Content

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

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

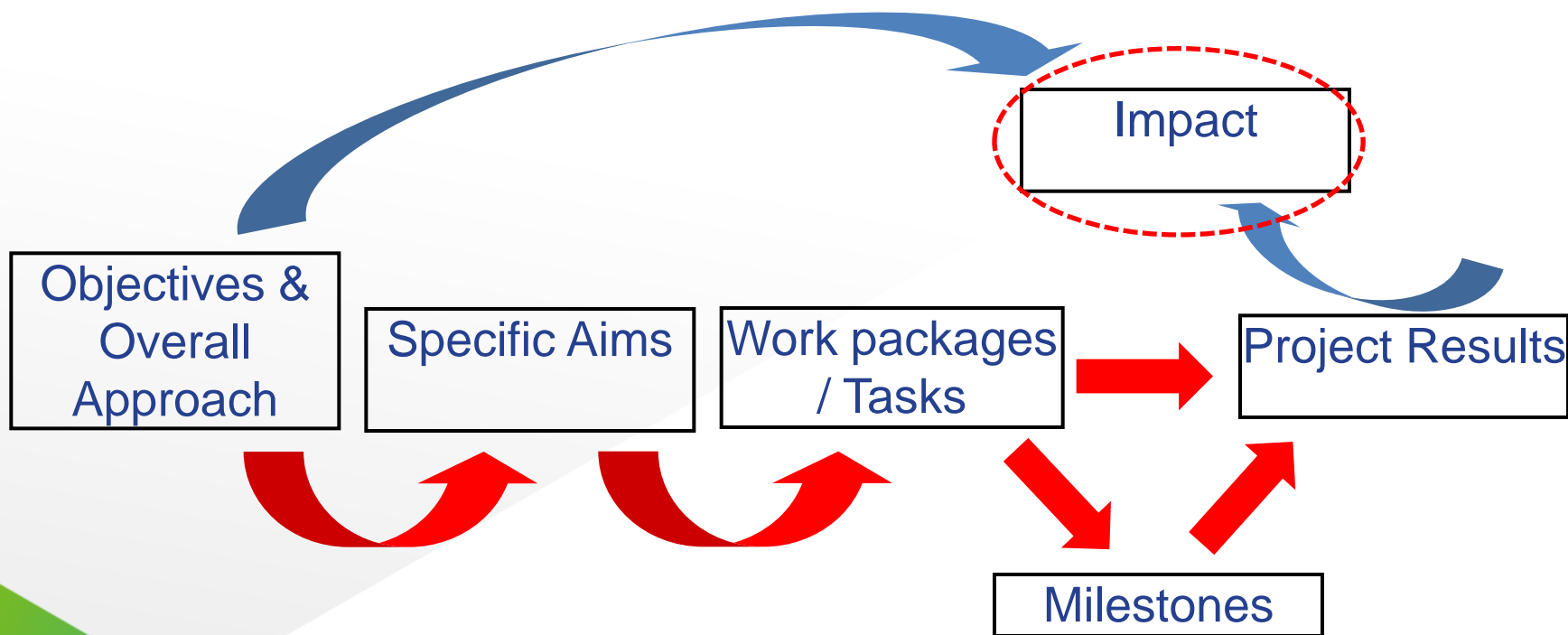
- Regulation and standards
- Public acceptance
- Workforce considerations
- Financing of follow-up steps
- Cooperation of other links in the value chain)

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 (e.g. CANVAS):

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?

Other aspects to be considered:

Value proposition (which of our customer's problems are we helping to solve and which needs are we satisfying?)

Relationship to your customers, costs & revenue streams

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,...

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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