

Impact of your Proposal (R-WWP 2b)

ICON INSTITUT

Establishment of the Nigerian National Contact Point Network
for Horizon Europe and ERASMUS+

Lot 4 Consortium led by ICON-INSTITUT Public Sector GmbH,
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CONTENT

- 1) Credibility of the pathways to achieve expected outcomes and impacts specified in the WP**
- 2) Suitability and quality of the MEASURES to maximise expected outcomes and impacts**

2. Impact #IMP-ACT-IA@#

Impact – aspects to be taken into account.

- Credibility of the pathways to achieve the expected outcomes and impacts specified in the work programme, and the likely scale and significance of the contributions due to the project.
- Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities.

The results of your project should make a contribution to the expected outcomes set out for the work programme topic over the medium term, and to the wider expected impacts set out in the 'destination' over the longer term.

2. Impact : Evaluation criteria of the Impact

- **The Three Key Impact Pathways (4 pages max.):**
 - **Scientific Impact,**
 - **Societal Impact and**
 - **Economic/technological Impact**
- **Maximising expected outcomes and impacts (5 pages max.):**
 - **Dissemination plan**
 - **Exploitation plan**
 - **Communication activities**

2.1 Project's pathways towards impact [e.g. 4 pages]

- Provide a **narrative** explaining how the project's results are expected to make a difference in terms of impact, beyond the immediate scope and duration of the project. The narrative should include the components below, tailored to your project.
 - (a) Describe the unique contribution your project results would make towards (1) the **outcomes** specified in this topic, and (2) the **wider impacts**, in the longer term, specified in the respective destinations in the work programme.
 - ⚠ *Be specific, referring to the effects of your project, and not R&I in general in this field.*
 - ⚠ *State the target groups that would benefit. Even if target groups are mentioned in general terms in the work programme, you should be specific here, breaking target groups into particular interest groups or segments of society relevant to this project.*
 - ⚠ *The outcomes and impacts of your project may:*
 - *Scientific, e.g. contributing to specific scientific advances, across and within disciplines, creating new knowledge, reinforcing scientific equipment and instruments, computing systems (i.e. research infrastructures);*
 - *Economic/technological, e.g. bringing new products, services, business processes to the market, increasing efficiency, decreasing costs, increasing profits, contributing to standards' setting, etc.*
 - *Societal, e.g. decreasing CO₂ emissions, decreasing avoidable mortality, improving policies and decision making, raising consumer awareness.*

2. Key Impact Pathways

Horizon Europe legislation defines three types of impact tracked through **Key Impact Pathways**

1. Creating high-quality new knowledge
2. Strengthening human capital in R&I
3. Fostering diffusion of knowledge and Open Science

Scientific
Impact



4. Addressing EU policy priorities & global challenges through R&I
5. Delivering benefits & impact via R&I missions
6. Strengthening the uptake of R&I in society

Societal
Impact



7. Generating innovation-based growth
8. Creating more and better jobs
9. Leveraging investments in R&I

Economic
Impact



2. Impact : Credibility of the pathways to achieve expected outcomes and impacts specified in the WP

The Three Key Impact Pathways:

- **Scientific Impact,**
 - *What is the impact of the project on the literature?*
- **Societal Impact**
 - *What is the impact of the project on health of society?*
- **Economic/technological Impact**
 - *Commercialisation?*
- **Distinguish**
 - *Short-term, Medium-term and Long-term impact*
 - *Qualitative and Quantitative impact*

2. Impact (1)

3.1 Expected impacts listed in the work programme

- Refer and show how the project fits:
 - With the WP overall objective
 - With the expected impacts listed in the work programme.

Expected impact: Collaborative research in this area will develop improved diagnostics and/or intervention strategies with the expected impact of delaying the onset of chronic diseases and improving quality of life.

- Mention the steps that will be needed to bring about these impacts.
- Explain why this contribution requires a African-European (rather than a national or local) approach.
- Show links with other national or international research activities in this field.
- Mention any assumptions and external factors that may determine whether the impacts will be achieved.

2. Pathway to Impact

"Logical steps towards the achievement of the expected impacts of the project over time, in particular beyond the duration of a project.

*A pathway begins with the **projects' results**, to their **dissemination, exploitation** and **communication**, contributing to the **expected outcomes** in the work programme topic, and ultimately to the **wider scientific, economic and societal impacts** of the work programme **destination.**"*

2.2 Measures to maximise impact - Dissemination, exploitation and communication # @COM-DIS-VIS-CDV@# [e.g. 5 pages, including section 2.3]

- Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (e.g. scientific community, end users, financial actors, public at large).
 - ⚠ *Please remember that this plan is an admissibility condition, unless the work programme topic explicitly states otherwise. In case your proposal is selected for funding, a more detailed 'plan for dissemination and exploitation including communication activities' will need to be provided as a mandatory project deliverable within 6 months after signature date. This plan shall be periodically updated in alignment with the project's progress.*
 - ⚠ *Communication¹ measures should promote the project throughout the full lifespan of the project. The aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens. Activities must be strategically planned, with clear objectives, start at the outset and continue through the lifetime of the project. The description of the communication activities needs to state the main messages as well as the tools and channels that will be used to reach out to each of the chosen target groups.*

2. Impact : Suitability and quality of the measures to maximise expected outcomes and impacts

- Dissemination plan
- Exploitation plan
- Communication activities
- ***Defines the strategy of DEC:***
 - ***Issues,***
 - ***Objectives, Results and Activities***
 - ***Target groups***
 - ***Resources***
 - ***Time: during and after the project***
 - ***Sustainability***
 - ***Levels: national, African and European***
 - ***Internal and external stakeholders***

Definitions : Communication, Dissemination and Exploitation




- **Communication:** measures should promote the project throughout the full lifespan of the project. The aim is **to inform and reach out to society and show the activities performed, and the use and the benefits the project** will have for citizens
- **Dissemination: consist of the public disclosure of the results by appropriate means**, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.
- **Exploitation:** is related to The **use of results** in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

Pay also attention to :

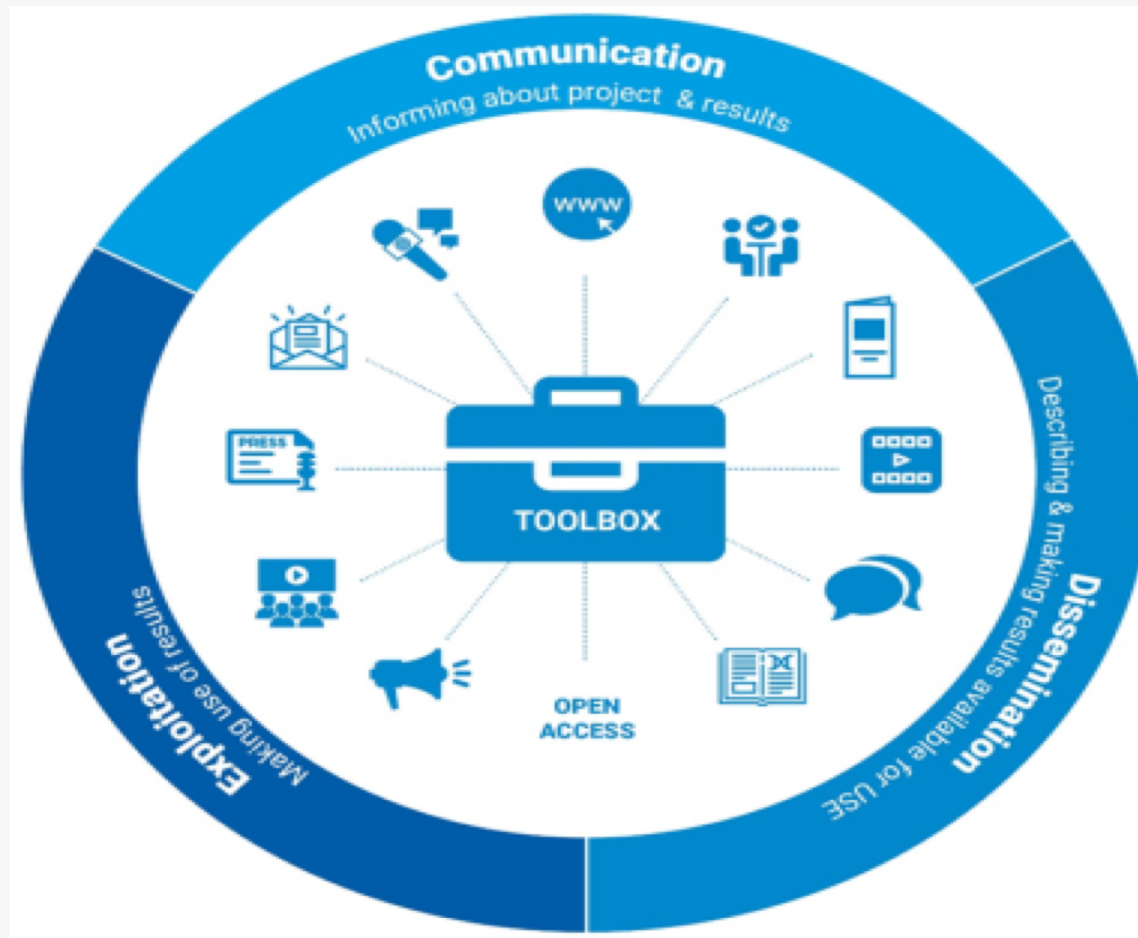
“Potential impact through the development, dissemination and use of project results”

- Contribution, at the European and/or African and international level, to the expected impacts listed in the work programme under the relevant topic/activity
- Appropriateness of measures for the dissemination, communication and/or exploitation of project results, and management of intellectual property.

Communication, Dissemination and Exploitation: Objective, Focus and Target Audience

C	D	E	
<p>Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</p>	<p>Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</p>	<p>Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.</p>	 Objective
<p>Inform about and promote the project AND its results/success.</p>	<p>Describe and ensure results available for others to USE → focus on results only!</p>	<p>Make concrete use of research results (not restricted to commercial use.)</p>	 Focus
<p>Multiple audiences beyond the project's own community incl. media and the broad public.</p>	<p>Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).</p>	<p>People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.</p>	 Target Audience

Potential Tools



Summary: NEEDS, RESULTS, D&E&C Measures

2.3 Summary

Provide a summary of this section by presenting in the canvas below the key elements of your project impact pathway and of the measures to maximise its impact.

KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
<p><i>What are the specific needs that triggered this project?</i></p> <p>Example 1 Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers.</p> <p>Example 2 Electronic components need to get smaller and lighter to match the expectations of the end-users. At the same time there is a problem of sourcing of raw materials that has an environmental impact.</p>	<p>What do you expect to generate by the end of the project?</p> <p>Example 1 Successful large-scale demonstrator: Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.</p> <p>Algorithmic model: Novel algorithmic model for proactive airport passenger flow management.</p> <p>Example 2 Publication of a scientific discovery on transparent electronics.</p> <p>New product: More sustainable electronic circuits.</p> <p>Three PhD students trained.</p>	<p>What dissemination, exploitation and communication measures will you apply to the results?</p> <p>Example 1 Exploitation: Patenting the algorithmic model.</p> <p>Dissemination towards the scientific community and airports: Scientific publication with the results of the large-scale demonstration.</p> <p>Communication towards citizens: An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.</p> <p>Example 2 Exploitation of the new product: Patenting the new product; Licencing to major electronic companies.</p> <p>Dissemination towards the scientific community and industry: Participating at conferences; Developing a platform of material compositions for industry; Participation at EC project portfolios to disseminate the results as part of a group and maximise the visibility vis-à-vis companies.</p>

Summary: TARGET GROUPS, OUTCOMES, IMPACTS

Call: [insert call identifier] – [insert call name]

EU Grants: Application form (HE RIA and IA): V3.3 – 27.09.2023

TARGET GROUPS	OUTCOMES	IMPACTS
<p><i>Who will use or further up-take the results of the project? Who will benefit from the results of the project?</i></p> <p>Example 1 9 European airports: Schiphol, Brussels airport, etc.</p> <p>The European Union aviation safety agency.</p> <p>Air passengers (indirect).</p> <p>Example 2 End-users: consumers of electronic devices.</p> <p>Major electronic companies: Samsung, Apple, etc.</p> <p>Scientific community (field of transparent electronics).</p>	<p><i>What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?</i></p> <p>Example 1 Up-take by airports: 9 European airports adopt the advanced forecasting system demonstrated during the project.</p> <p>Example 2 High use of the scientific discovery published (measured with the relative rate of citation index of project publications).</p> <p>A major electronic company (Samsung or Apple) exploits/uses the new product in their manufacturing.</p>	<p><i>What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?</i></p> <p>Example 1 Scientific: New breakthrough scientific discovery on passenger forecast modelling.</p> <p>Economic: Increased airport efficiency Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.</p> <p>Example 2 Scientific: New breakthrough scientific discovery on transparent electronics.</p> <p>Economic/Technological: A new market for touch enabled electronic devices.</p> <p>Societal: Lower climate impact of electronics manufacturing (including through material sourcing and waste management).</p>

Thank you for your attention / Questions?

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