

Part B Section 2 – Impact Thinking beyond the project



Results

→ control

Direct and immediate
insights
obtained by a
research project
or programme

*Models that predict
changes to the climate (eg
by IPCC)*

Outcome

→ influence

Changes in
behaviour,
relationships,
actions and
activities of
stakeholders

*Paris Climate Agreement
adopted by the members to
the Conference of the Parties*

Impact

→ interest

Cultural,
economic,
industrial,
ecological or
social changes

*Reduction of carbon
emissions due to policy
interventions following
from Paris Agreement*

He template: Impact

2. Impact

2.1 Project's pathways towards impact

2.2 Measures to maximise impact

a) Dissemination and exploitation of results

b) Communication activities

2.3 Summary

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.

In this section you should show how your project could contribute to the outcomes and impacts described in the work programme, the likely scale and significance of this contribution, and the measures to maximise these impacts.

2.1 Project's pathways towards impact

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.
- (b) Describe any requirements and potential barriers - arising from factors beyond the scope and duration of the project - that may determine whether the desired outcomes and impacts are achieved. These may include, for example, other R&I work within and beyond Horizon Europe; regulatory environment; targeted markets; user behaviour. Indicate if these factors might evolve over time. Describe any mitigating measures you propose, within or beyond your project, that could be needed should your assumptions prove to be wrong, or to address identified barriers.
- (c) Give an indication of the scale and significance of the project's contribution to the expected outcomes and impacts, should the project be successful. Provide quantified estimates where possible and meaningful.

2.1 Project's pathways towards impact

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 be:
 - **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.
- ❖ Only include such outcomes and impacts where your project would make a significant and direct contribution. Avoid describing very tenuous links to wider impacts. However, include any potential negative environmental outcome or impact of the project including when expected results are brought at scale (such as at commercial level). Where relevant, explain how the potential harm can be managed.

KPIs

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

Describe any requirements and potential barriers - arising from factors beyond the scope and duration of the project - that may determine whether the desired outcomes and impacts are achieved. These may include, for example, other R&I work within and beyond Horizon Europe; regulatory environment; targeted markets; user behaviour. Indicate if these factors might evolve over time. Describe any mitigating measures you propose, within or beyond your project, that could be needed should your assumptions prove to be wrong, or to address identified barriers.

- Note that this does not include the critical risks inherent to the management of the project itself , which should be described below under 'Implementation'

2.1 Project's pathways towards impact

Give an indication of the scale and significance of the project's contribution to the expected outcomes and impacts, should the project be successful. Provide quantified estimates where possible and meaningful.

- ❖ 'Scale' refers to how widespread the outcomes and impacts are likely to be. For example, in terms of the size of the target group, or the proportion of that group, that should benefit over time; 'Significance' refers to the importance, or value, of those benefits. For example, number of additional healthy life years; efficiency savings in energy supply.
- ❖ Explain your baselines, benchmarks and assumptions used for those estimates. Wherever possible, quantify your estimation of the effects that you expect from your project. Explain assumptions that you make, referring for example to any relevant studies or statistics. Where appropriate, try to use only one methodology for calculating your estimates: not different methodologies for each partner, region or country (the extrapolation should preferably be prepared by one partner).
- ❖ Your estimate must relate to this project only - the effect of other initiatives should not be taken into account

2.2 Measures to maximise impact – Dissemination, Exploitation and Communication [e.g. 5 pages]

- ❏ 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).
- ❏ Outline your strategy for the management of intellectual property, foreseen protection measures, such as patents, design rights, copyright, trade secrets, etc., and how these would be used to support exploitation.

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- 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
- 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. 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.

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- ❖ All measures should be proportionate to the scale of the project, and should contain concrete actions to be implemented both during and after the end of the project, e.g. standardisation activities. Your plan should give due consideration to the possible follow-up of your project, once it is finished. In the justification, explain why each measure chosen is best suited to reach the target group addressed. Where relevant, and for innovation actions, in particular, describe the measures for a plausible path to commercialise the innovations.
- ❖ If exploitation is expected primarily in non-associated third countries, justify by explaining how that exploitation is still in the Union’s interest.
- ❖ Describe **possible feedback to policy measures** generated by the project that will contribute to designing, monitoring, reviewing and rectifying (if necessary) existing policy and programmatic measures or shaping and supporting the implementation of new policy initiatives and decisions



Feeding the policy cycle = 'Windows of opportunity'

2.2 Policy Feedback

Focus on **results**
and what they
mean in the
specific policy
context



Prepare short executive summaries / policy briefs / contributions to public consultations



Share (any time) policy-relevant results with your PO



Provide policy feedback during project review meetings



Participate in cluster meetings, face-to-face meetings and other EC events when invited by REA or other EC services to share your results and network with other projects

2.2 Policy Briefs



Feeding the policy cycle = 'Windows of opportunity'

Main elements:

- **mandatory deliverable(s)** at each reporting period
- supports **knowledge transfer** Supports the EC in **monitoring achievements & impact**
- basis for reflection on potential **recommendations/best practice**
- means for ensuring evidence-based policy making within HE
- unless specified in the GA, the policy brief can be based on a template provided by the REA
- 4 key aspects to be addressed:
 - Evidence and Analysis
 - Policy implications and recommendations
 - Sustainability and legacy
 - Project objectives and methodology



2.2 Measures to maximise impact – Dissemination, Exploitation and Communication [e.g. 5 pages]

Outline your strategy for the management of intellectual property, foreseen protection measures, such as patents, design rights, copyright, trade secrets, etc., and how these would be used to support exploitation.

- ⌘ If your project is selected, you will need an appropriate consortium agreement to manage (amongst other things) the ownership and access to key knowledge (IPR, research data etc.). Where relevant, these will allow you, collectively and individually, to pursue market opportunities arising from the project.
- ⌘ If your project is selected, you must indicate the owner(s) of the results (results ownership list) in the final periodic report.

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

Topic: *Empowering sustainable food choices – Enabling food environments and dietary shifts*

Outcomes:

- Redesigning both digital and physical food environments as a way to influence food consumption shifts towards safe, healthy, nutritious, environmental and climate responsible, affordable, accessible, equitable and culturally acceptable and tasteful (“better”) foods

Scope:

- Applicants choosing to address this call topic might touch upon some of the aspects listed below:
 - ‘social tipping points’ to accelerate the adoption of sustainable and healthy diets and lifestyles
 - Investigating the role of AI in promoting food democracy
 - Designing policy actions improving the availability and affordability of healthy and sustainable foods for the more vulnerable groups (e.g. young children, elderly, disabled).
 - Developing new policy approaches towards sustainable and affordable diets.

| SPECIFIC NEEDS | EXPECTED RESULTS | D & E & C MEASURES |
|---|---|---|
| <p><i>What are the specific needs that triggered this project?</i></p> <p>Ethical and Economical issues linked to overconsumption of meat</p> <p>Limited spreading of vegetarian/vegan diets due to their low affordability</p> | <p><i>What do you expect to generate by the end of the project?</i></p> <p>Successful Large-Scale Demonstrator in three different cities</p> <p>New diets based on the addition of new and affordable supplements</p> | <p><i>What dissemination, exploitation and communication measures will you apply to the results?</i></p> <p><u>Exploitation</u>: Patenting the supplements</p> <p><u>Communication</u>: Event in shopping malls with free-of-charge nutrition assistances and flyers distribution</p> <p><u>Dissemination</u>: Scientific Papers on the effect of the new diets or on the biosynthesis of the new supplement</p> |
| 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><u>Consumers interested in a dietary change</u></p> <p><u>Scientific Community</u></p> <p><u>Health Regional Autorithies of the different cities</u></p> <p>EFSA</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><u>Further nutrition studies on the newly-developed supplement</u></p> <p>Better «food environments» in the three cities of the Demonstrator</p> <p><i>New Policies aimed to smoother transition to a vegetarian diet</i></p> | <p><i>What are the expected wider scientific, economic and societal effects of the project?</i></p> <p><u>Scientific</u>: New research lines on the use of supplements in diets</p> <p><u>Economic/Technological</u>: New market for supplements and diet-monitoring apps</p> <p><u>Societal</u>: Lower climatic impact of meat-based diet and higher awareness of benefits and limits of plant-based diet</p> |