How to write an "Impact" Section in proposals under The H2020 Framework Programme

Module 1: Thinking about Impact

"I was close to a breakthrough when the grant money ran out."
Let’s talk about IMPACT
What is Impact?
Impact is what creates a difference...
Practical definition...

It’s what makes your project proposal outstanding above others
A difference is multifaceted
Tip

Before you start writing the impact section make a list of items that make your proposal outstanding.

Take 20 min to do it.
Tip: Maybe a small classification helps

Societal Impact
- Quality of life
- Health
- Environment
- Public services
- Policy
- Public engagement
- Education
- Energy
Etc...

Scientific & Technological Impact
- Theory
- Method
- Knowledge
- Technology development
- Researcher training
- Teaching and training
- Application
Etc...

Economic Impact
- Innovations
- Competitiveness
- Growth
- Jobs
- Budget savings
Etc...
Why the EC insists on Impact?

My money as tax payer

What matters to us as EU Citizens

EU’s policy priorities

EC Strategic Policy (i.e. Europe 2020)

R&D&I Framework Programmes (i.e. H2020)

R&D&I Work Programmes

Call topics

Project proposals

Funded projects
How the EC defines impact and brief evaluators?

1) The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the work programme under the relevant topic;

2) Any substantial impacts not mentioned in the work programme that would enhance:
   - innovation capacity,
   - create new market opportunities,
   - strengthen competitiveness and growth of companies,
   - address issues related to climate change or the environment, or
   - bring other important benefits for society;

3) Quality of the proposed measures to:
   - Exploit and disseminate the project results (including management of IPR), and to manage research data where relevant
   - Communicate the project activities to different target audiences
Tip

Before you start writing the impact section make a two column table like this:

<table>
<thead>
<tr>
<th>Identified impact items in my project</th>
<th>What EC and evaluators will look for</th>
</tr>
</thead>
<tbody>
<tr>
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- Consider for the moment only points 1 and 2 previous slide.
- Take 20 min to do it.
IMPACT IS NOT ABSTRACT: IT IS VERY CONCRETE
Thanks for your attention questions...