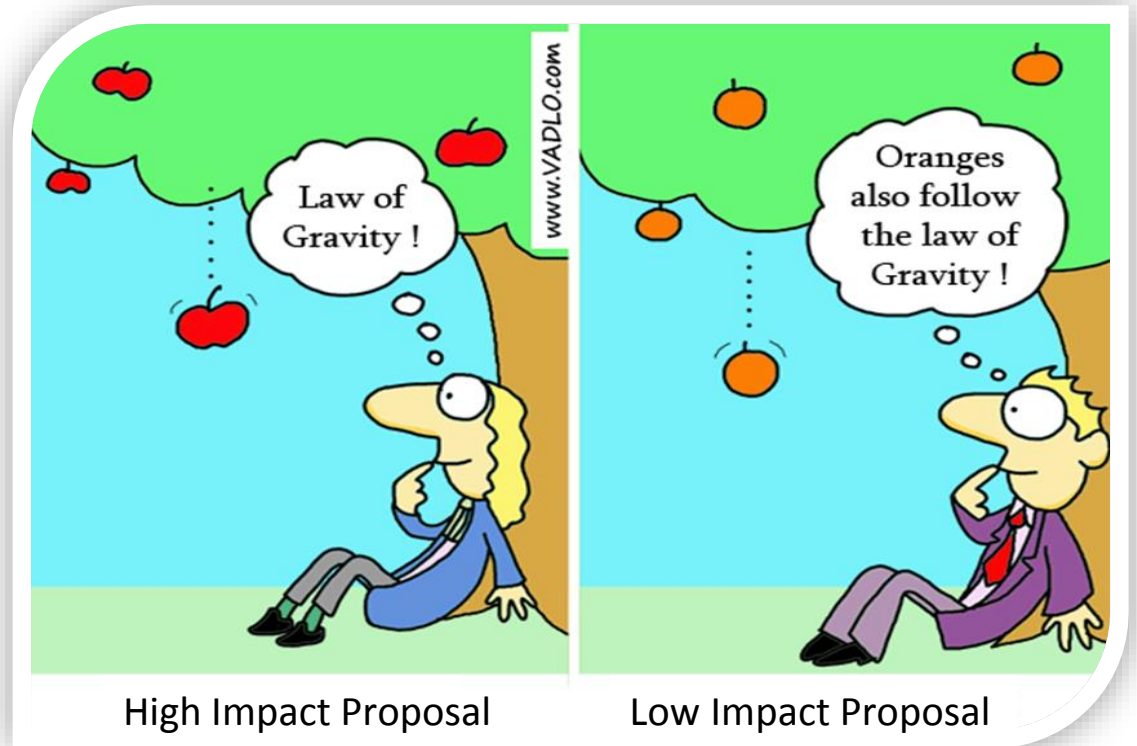


How to write an "Impact" Section in proposals under The H2020 Framework Programme

Module 2: From the big picture to your project



Debunking two myths



Myth number one



If you think like him most probably you will not get funded.

DOS

This project will develop a novel carbon fibre that company X will incorporate in a proof of concept fuselage structure (see WP Y).

Company X, a beneficiary of this consortium, will carry interviews with the participating PhD students for potential hiring (see WP Z and Gantt Chart)

International journals X,Y and Z will be targeted for the publication of at least N papers. Also contributions from this projects will be sent to the yearly international conference M.

The project will schedule a workshop with angel investors X and Y (see WP Z and Gantt Chart) to study the possibility for a start-up. The consortium partners have agreed in the Consortium Agreement to license the rights for the technology generated at reasonable conditions in positive cases and private investment commitment.

DON'TS

The technology developed in this project will find many applications in the aerospace area.

This project will open new possibilities for PhD students to find a job in industry.

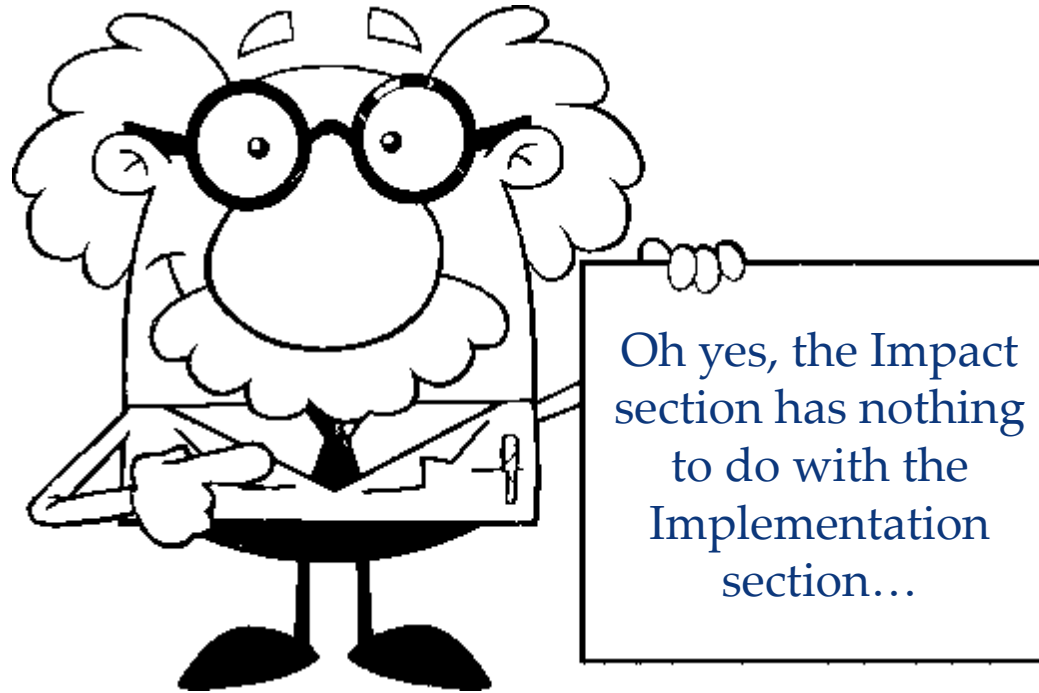
This project will generate publications in journals.

This project will generate a start-up.



Which one is more credible? And more important...WHY?

Myth number two



If you think like him most probably you will not get funded.

Impact & Implementation must be coherent

*Project claimed
Impacts*



*Deliverables in
Work Packages*

I cannot claim

That my project has such
and such industrial
applications...

That my project helps the
students to find a job...

That my project will carry
wide dissemination
measures...

without...

Having a Work Package
dedicated to demonstrate
some of them or at least a
proof of concept.

Implementing some
concrete actions in this
direction.

Specifying which ones they
are, to whom and when.



Tip

Before or while writing the Impact section send around this table to your partners and kindly ask them to fill it in with concrete examples.

| Project Concrete Expected Impact Item | Corresponding deliverable and Work Package | Partner(s) that will benefit | Concrete ways in which the benefit will materialise |
|---------------------------------------|--|------------------------------|---|
| Sensor X | Prototype of X (deliverable 3.1 in Work Package 3) | SME Y | The prototype X will allow acquisition of novel know-how and in 5 years time after further in-house development constitute new product X to serve clients in areas Z and K. For the in-house development N new job openings will be filled. |
| Sensor X | Prototype of X (deliverable 3.1 in Work Package 3) | CERN | The prototype X will be implemented in the system Z of the LHC. N PhDs students will be responsible for this under supervision. Due to prototype X the LHC will gain in performance related to the figures of merit K, L and M. |

Tip

Before or while writing the Impact section send around this table to your partners and kindly ask them to fill it in with concrete examples.

| Project Concrete Expected Impact Item | Concrete ways in which the deliverable is going to be disseminated | Corresponding Work Package and deliverable and timing foreseen | Concrete audience targeted |
|---------------------------------------|--|--|---|
| Sensor X | Publication in research journal X | WP8 deliverable 8.1 (Month X) | Specialised engineering audience. |
| | Factsheet downloadable in project website | WP8 deliverable 8.2 (Month Y) | Language accessible to general audience with scientific and technological background. |
| | Project newsletter | WP8 deliverable 8.5 (Month Z) | Language accessible to general public. |
| | Webinar | WP8 deliverable 8.6 (Month W) | Open and targeted to a wide industrial audience. |

Important messages to take home

- ❑ Impact in a project proposal is something very concrete.
- ❑ The more concrete you make it the more score you will get.
- ❑ The more concrete you make it the more credible a proposal is.
- ❑ Put your deliverables in the Implementation section where your mouth is in the Impact one.

Thanks for your attention questions...

