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

Module 1 :
Thinking about Impact

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

Labels on the polyhedron: Products, Wealth, Collaboration, Technology, Jobs, Know-how, Competitiveness, Applications, Scientific Knowledge, Innovation, Education & Training, Applications
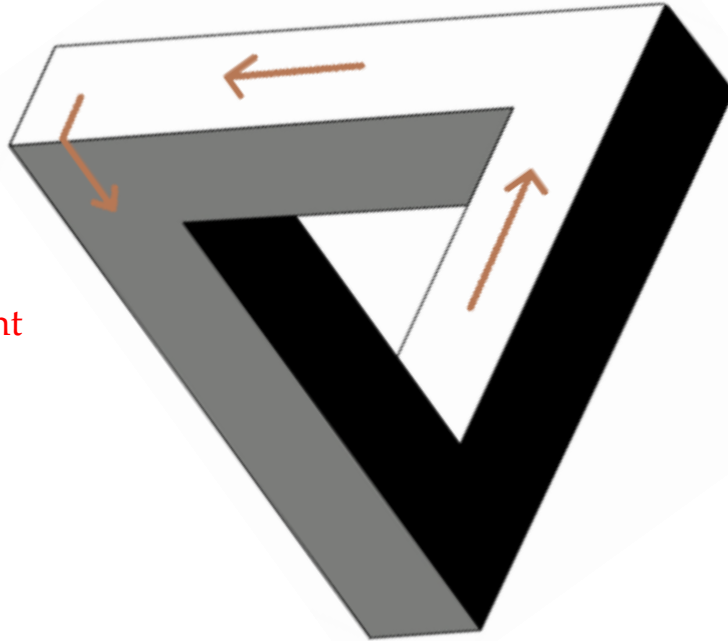
Tip

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
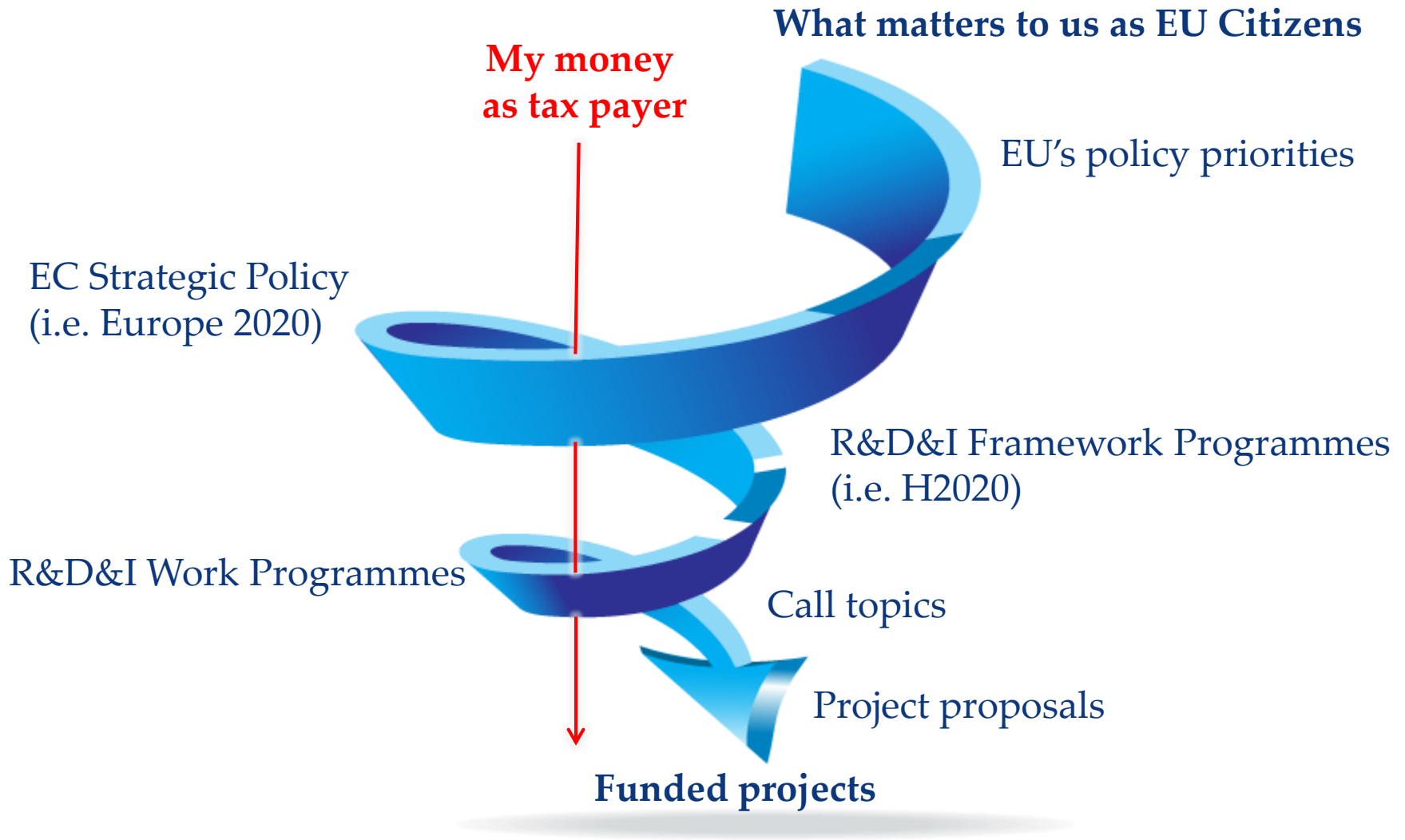- Public engagement
- Education
- Energy

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?

What matters to us as EU Citizens

My money as tax payer

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:

Identified impact items in my project	What EC and evaluators will look for

❑ 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...