Security Research NCP Network 5
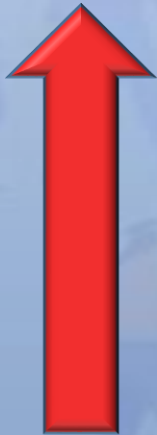
Maximising Impact in Horizon Europe

Cluster 3 Info Day and Brokerage Event – 13th June 2024

Zale Johnson – UK NCP Civil Security for Society

What is impact

The impact is:
- Effect
- Action
- Influence
- Value

of your project

Impact

Your project

Understanding Impact Strategy Horizon Europe

➤ **IMPACT** is the effect or positive change/s and the value that your project will generate

➤ **Three main elements** of the **IMPACT** strategy are:

  ➤ The scientific impact – to create more research

  ➤ The societal impact – positively impact citizens and their communities

  ➤ The technological/economic impact – for added innovation value

➤ **IMPACT** is an **essential** element and a **mandatory** requirement of Horizon Europe project proposals

➤ As part of a project proposal, **IMPACT** must be **planned** out at the earliest opportunity

➤ The objectives of the **IMPACT** plan, must be included at the **proposal stage**

➤ The strategy must be that which **maximises** the **IMPACT** of the project

➤ The strategy for **IMPACT** must be **credible**

➤ The projects Impact Pathway should be firstly directed by the Work Programme's:

  ➤ Expected impacts of the destination – general goals

  ➤ Expected outcomes of the call topic – specific goals

➤ Familiarise yourself with the Horizon Europe Strategic Plan

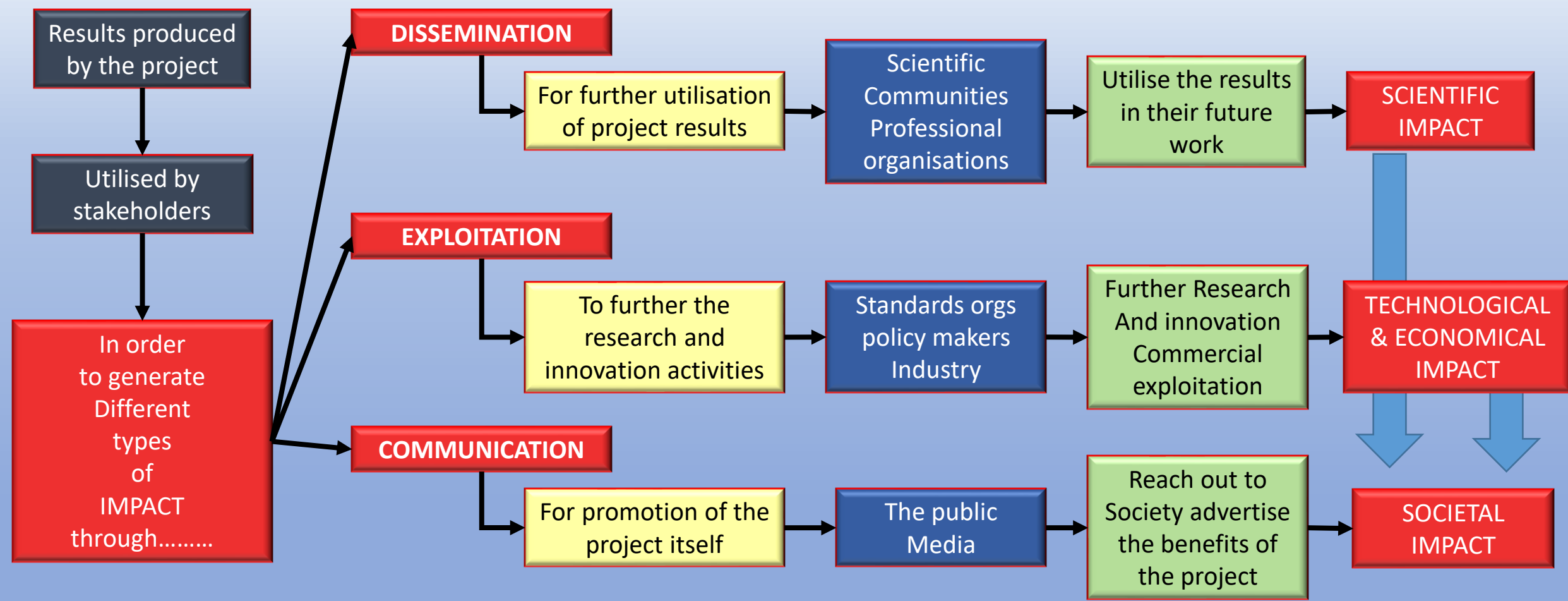## Impact strategy – Plan as early as possible

Dissemination, Exploitation and Communication

➢ Maximising **<u>IMPACT</u>** is attained through the projects **<u>Communication , Dissemination and Exploitation</u>** plan

➢ The **<u>Management of Intellectual Property</u>** will also contribute to enhancing **<u>IMPACT</u>**

➢ In some projects flagged as a need for **<u>SSH integration -</u>** mention this within your impact plan – scientific impact & understanding societal impact

➢ Data produced by a project must be made available to others to generate impact

➢ Dissemination and Exploitation should be planned out from the very beginning

    ➢ Facilitates the projects pathway towards impact

    ➢ Advances knowledge production and circulation

    ➢ Supports more robust evidence-based policy making

    ➢ Not simply a tick box approach

➢ An admissibility condition and a first version of a D&E plan and communication activity should be provided

➢ Be included in the Impact section and contribute to the' Impact Pathway Plan' of the proposal template (2.2 & 2,3)

➢ Projects will be evaluated on the suitability and quality of the DE&C plan and how they maximise the expected project outcomes

➢ Watch [video](#)

Understand the key drivers for maximising impact

Dissemination, Exploitation and Communication Plan

The project proposal must state .. → The 'what' → The 'who' → The 'why' → The IMPACT

Results produced by the project → Utilised by stakeholders → In order to generate Different types of IMPACT through………

DISSEMINATION
For further utilisation of project results → Scientific Communities Professional organisations → Utilise the results in their future work → SCIENTIFIC IMPACT

EXPLOITATION
To further the research and innovation activities → Standards orgs policy makers Industry → Further Research And innovation Commercial exploitation → TECHNOLOGICAL & ECONOMICAL IMPACT

COMMUNICATION
For promotion of the project itself → The public Media → Reach out to Society advertise the benefits of the project → SOCIETAL IMPACT

Differences Dissemination, Exploitation and Communication

The D,E &C plan for your project – legal requirement

Article 39
Exploitation and Dissemination
Each beneficiary that has received Union funding shall use its best efforts to exploit the results it owns, or to have them exploited by another legal entity.
Beneficiaries shall disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

Communication (promotion of the project)	Dissemination (further utilisation)	Exploitation (further research and innovation activities)
About the project and results	Public disclosure of the results	Obligation to exploit
Multiple audiences (media & public)	Audiences that may use the results in their work	Make use of and benefiting from project results
Beyond the projects own community	Peers, scientific community internal and external to the project	Illustrates the projects results and suggests ways of how to make the most of them
Media and public	Commercial actors, professional organisation	For further research and innovation
Reach out to society	Policy makers	Commercial exploitation
Show the benefits of the research	Enable use and uptake of results	Standardisation and Policy making

Major part of your Project – Plan it well!

Project proposal template – Part B

> **IMPACT (9 PAGES) – section 2**
> PART 2.1 – Projects Pathway towards impact (4 pages)
>
> INCLUDE

- Credibility of the project's pathways to impact

- How your project results will make a unique contribution

  - Results – immediate short-term outputs of the project

  - Expected Outcomes are the expected effects over the medium-term

  - Expected Impacts are the the wider and long-term impacts

- Likely **scale** (how widespread e.g. size of the target group) and **significance** (importance/value e.g. savings)) of the contribution

  - Which specific target groups would benefit e.g. interest groups, segments of society

  - Scientific, economic/technological and societal impacts

- Potential barriers and the requirements to manage these (these are not your overall risks)

The template is there to guide you

Project proposal template – Part B

> **IMPACT (9 PAGES) – section 2**
> PART 2.2 Measures to maximise impact (5 pages including section 2.3)

INCLUDE

- Planned measures to maximise impact (Dissemination, Exploitation and Communication activities)

- Target groups addressed (e.g. scientific community, end users, public)

- This is an admissibility condition unless otherwise stated (D&E&C plan)

- More detailed plan required - Mandatory project deliverable - if your project is successful

- Impact plan muust be updated as your project progresses

- Communication – promotion of the project messages and the tools for communication

- Strategy for the management of IP – an appropriate consortium agreement

- List of owners of the results in the final report

Horizon Europe Programme
Standard Application Form (HE RIA, IA)

Application form (Part A)
Project proposal – Technical description (Part B)

Version 8.0
4 April 2024

The template is there to guide you

Project proposal template – Part B

PART 2.3

- Summary (1-2 pages) Impact canvas use this to summarise the impact elements of the project research/work

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
What are the specific needs that triggered this project?	*What do you expect to generate by the end of the project?*	*What dissemination, exploitation and communication measures will you apply to the results?*
TELL THE EVALUATOR	***TELL THE EVALUATOR***	***TELL THE EVALUATOR***
Where the gaps are and, what is needed?	*What gap your project will 'fill' that is beyond the 'state of the art'*	*About your D & E & C plan*
Examples: Something that is:	*Examples:*	*Exploitation*
• *Faster*	• *New service*	• *Patenting a new model or product*
• *Smaller*	• *New product*	• *Offering licences to companies*
• *More effective*	• *New training model*	
• *More efficient*	• *New system*	*Dissemination*
• *Improved*		• *Informing the scientific community of your projects results - how this will be carried out e.g. scientific publication*
• *More cost effective*	• *What will be different between the present and the future*	• *Informing relevant end users e.g. police, border forces, first and second responders*
• *Know what is out there now*	• *Evidence why something new is needed*	
• *Do your research*		*Communication*
• *Provide evidence that you know the present situation*		• *Citizens – dedicated events, newsletters, conferences to explain how the outcomes are relevant to them and their Communities*
		• *Know the difference between the D,E & C measures*
		• *Apply the each of the measures to reach out to specific recipients*

Key Elements of Impact

TARGET GROUPS

Who will use or further uptake the results of the project? Who will benefit from the results of the project?

TELL THE EVALUATOR
Who will benefit from your project
- *Police forces*
- *Border Force*
- *First and second responders*
- *Local government administration*
- *Policy makers*
- *Companies/industry*
- *Scientific community*

- *Think about the call topic participation criteria required for your topic*
- *What policy documents are relevant*
- *Target the right companies*
- *Target the right scientific discipline*

OUTCOMES

What change do you expect to see after successful dissemination and exploitation of project results to the target groups?

TELL THE EVALUATOR
What you expect the outcome will be
End-users
- *Uptake of the new discovery e.g. the service or product or system within an operational environment*
Scientific Community
- *Further use of the new discovery to for further development e.g. Incremental innovation*
Companies
- *Makes use of the new product or system within their own Manufacturing*

- *Be bold about your expectations*
- *Make this a joint effort*
- *Expected outcomes of the call topic*

IMPACTS

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?
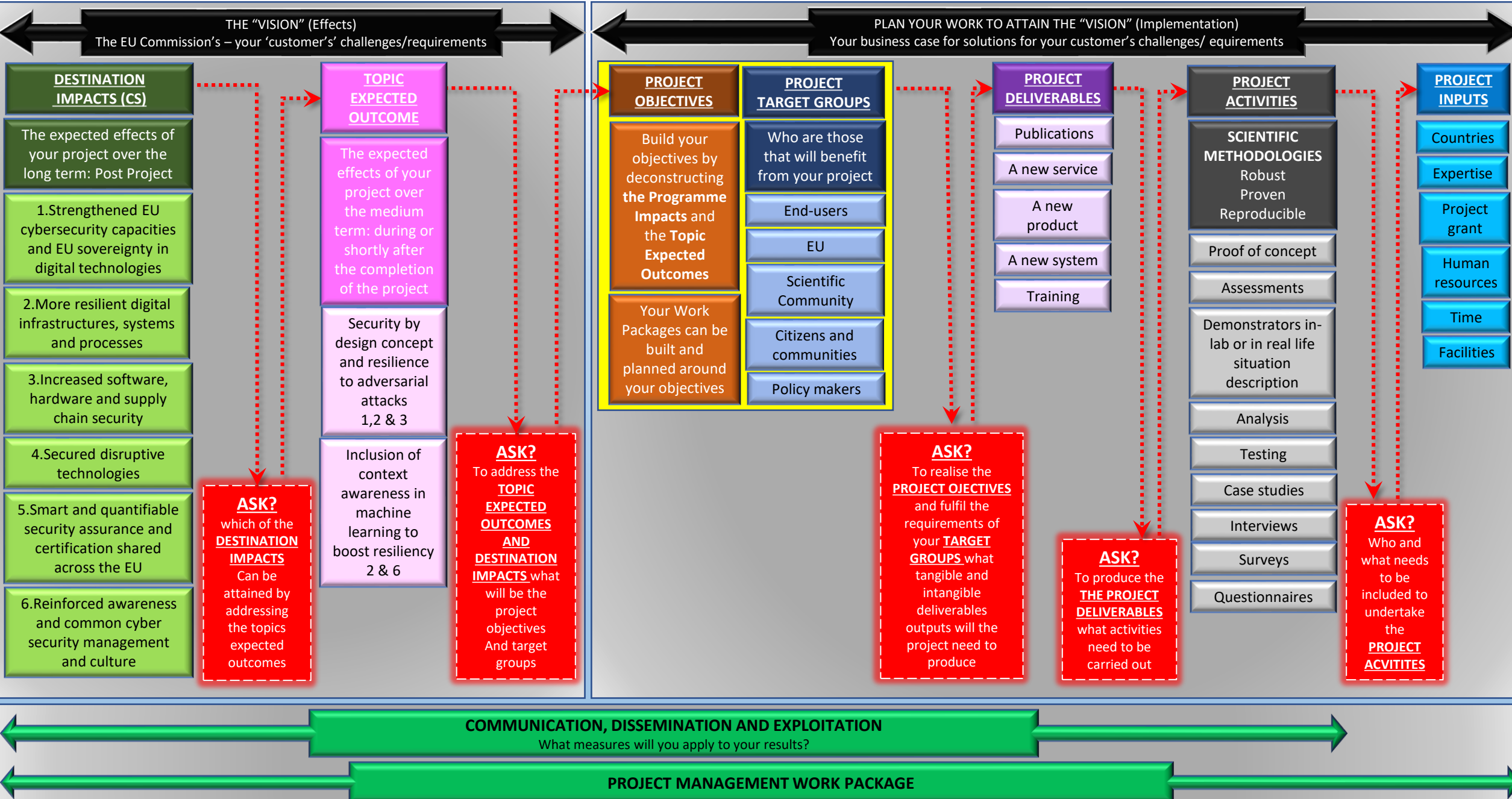
TELL THE EVALUATOR
What you expect the impacts to be
Scientific
- *New breakthrough*
- *New scientific discovery*
Economic
- *Increased efficiency*
- *Reduction of costs*
Technological
- *New market*
Societal
- *Improved living environment*
- *Improving way of life*

- *Be bold about your expectations*
- *Make this a joint effort*
- *Expected impacts of the destination*

VISIONING YOUR PROJECTS PATHWAY TOWARD IMPACT (Example: SECURITY OF ROBUST AI SYSTEMS – HORIZON-CL3-2023-CS-01-03)

THE "VISION" (Effects)
The EU Commission's – your 'customer's' challenges/requirements

PLAN YOUR WORK TO ATTAIN THE "VISION" (Implementation)
Your business case for solutions for your customer's challenges/ equirements

DESTINATION IMPACTS (CS)

The expected effects of your project over the long term: Post Project

1. Strengthened EU cybersecurity capacities and EU sovereignty in digital technologies

2. More resilient digital infrastructures, systems and processes

3. Increased software, hardware and supply chain security

4. Secured disruptive technologies

5. Smart and quantifiable security assurance and certification shared across the EU

6. Reinforced awareness and common cyber security management and culture

ASK?
which of the **DESTINATION IMPACTS** Can be attained by addressing the topics expected outcomes

TOPIC EXPECTED OUTCOME

The expected effects of your project over the medium term: during or shortly after the completion of the project

Security by design concept and resilience to adversarial attacks 1,2 & 3

Inclusion of context awareness in machine learning to boost resiliency 2 & 6

ASK?
To address the **TOPIC EXPECTED OUTCOMES AND DESTINATION IMPACTS** what will be the project objectives And target groups

PROJECT OBJECTIVES

Build your objectives by deconstructing **the Programme Impacts** and the **Topic Expected Outcomes**

Your Work Packages can be built and planned around your objectives

PROJECT TARGET GROUPS

Who are those that will benefit from your project

End-users

EU

Scientific Community

Citizens and communities

Policy makers

PROJECT DELIVERABLES

Publications

A new service

A new product

A new system

Training

ASK?
To realise the **PROJECT OJECTIVES** and fulfil the requirements of your **TARGET GROUPS** what tangible and intangible deliverables outputs will the project need to produce

ASK?
To produce the **THE PROJECT DELIVERABLES** what activities need to be carried out

PROJECT ACTIVITIES

SCIENTIFIC METHODOLOGIES
Robust
Proven
Reproducible

Proof of concept

Assessments

Demonstrators in-lab or in real life situation description

Analysis

Testing

Case studies

Interviews

Surveys

Questionnaires

PROJECT INPUTS

Countries

Expertise

Project grant

Human resources

Time

Facilities

ASK?
Who and what needs to be included to undertake the **PROJECT ACVITITES**

COMMUNICATION, DISSEMINATION AND EXPLOITATION
What measures will you apply to your results?

PROJECT MANAGEMENT WORK PACKAGE

R2 - Informacja wewnętrzna (internal)

Thank you for listening