

Proposal Writing Labs | Pillar II: Cluster 1, Cluster 2, Cluster 4, Cluster 5, Cluster 6

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Who am I?



- Biotechnology Degree
- PhD in Molecular Biology
- Post graduation course in Science Communication
- Project Manager

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My expertise

Science-Society relationship

Science Communication

Open Science

Citizen Science

Public Engagement and Stakeholder Engagement





Who am I?



- Politics and International Relations Degree
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My expertise

Communication
Project Management
Stakeholder Engagement





Impact

Impact = The benefits derived from the innovation

- ▣ The larger the benefit, the larger the impact
- ▣ Impact is not limited to economic or commercial aspects
- ▣ it can also be societal, environmental, technical, educational, or scientific

It must go beyond the life-cycle of the project



CULTURAL



Contribution to understanding of ideas and reality, values and beliefs.

ECONOMIC



Contribution to the sale price of products, a firm's costs and revenues (micro level), and economic returns either through economic growth or productivity growth (macro level).

ENVIRONMENTAL



Contribution to the management of the environment, for example, natural resources, environmental pollution, climate and meteorology.

HEALTH



Contribution to public health, life expectancy, prevention of illnesses and quality of life.

POLITICAL



Contribution to how policy makers act and how policies are constructed and to political stability.

SCIENTIFIC



Contribution to the subsequent progress of knowledge, the formation of disciplines, training and capacity building.

SOCIAL



Contribution to community welfare, quality of life, behaviour, practices and activities of people and groups.

TECHNOLOGICAL



Contribution to the creation of product, process and service innovations.

TRAINING



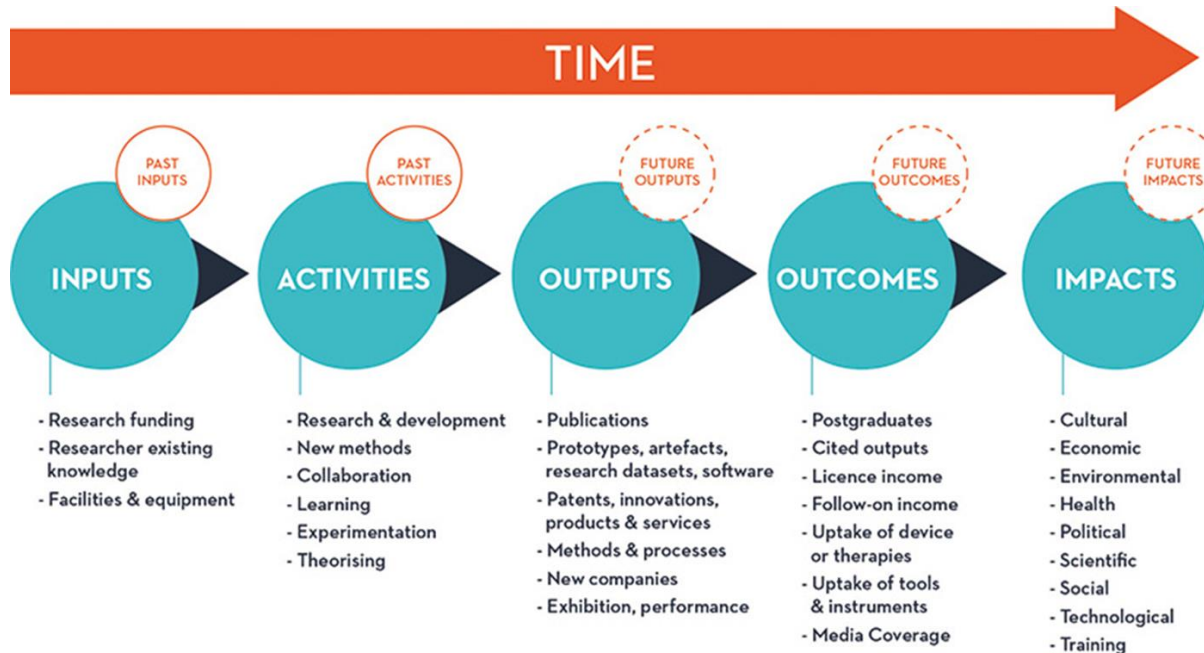
Contribution to curricula, pedagogical tools, qualifications

The impact in different contexts

European Science Foundation Impact Classifications



The impact journey



The impact journey traces research impact over time including identification of distinctive stages in its development, and its subsequent diffusion between disciplines and the wider society.



Strategic documents



STRATEGIC PLAN

sets the strategic orientations for the targeting of investments in the programme's first four years. It ensures that EU research and innovation actions contribute to **EU priorities**, including a climate-neutral and green Europe, a Europe fit for the digital age, and an economy that works for people.

Strategic Plan*	EC Policy Priority	Based on the Political Guidelines for the European Commission 2019-2024 with a focus on three key priorities: Green Deal, Europe fit for the Digital Age, and Economy that Works for People	General policy level
	Key Strategic Orientation	Set of strategic objectives within the EC policy priorities where R&I investments are expected to make a difference	Programme level
	Expected Impacts	Wider effects on society (including the environment), the economy and science, enabled by the outcomes of R&I outcomes (long-term)	Cluster level
Work Programme	Destination	Packages of actions around which each Work Programme part within Pillar II will be designed. Destinations are a series of coherent packages aimed at contributing to the expected impacts set out in the Strategic Plan. The Destinations will provide the policy narrative for the calls and actions included in the WP. In the WP, the text of the Destination should reflect the expected impact as set out in the Strategic Plan.	Cluster WP Level
	Call for proposal	Each Destination will be implemented by means of calls for proposals. Under Horizon Europe, we need to align our definition of a 'call' with the Financial Regulation and with the common approach across all MFF programmes.	

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Introduction

Destination 1 – Biodiversity and Ecosystem Services

Call - Biodiversity and Ecosystem Services.....

- Conditions for the Call.....
- Understanding biodiversity decline
- HORIZON-CL6-2021-BIODIV-01-01: European participation in global biodiversity genomics endeavours aimed at identifying all biodiversity on Earth
- HORIZON-CL6-2021-BIODIV-01-02: Data and technologies for the inventory, identification and monitoring of endangered wildlife and other species groups
- HORIZON-CL6-2021-BIODIV-01-03: Understanding and valuing coastal biodiversity and ecosystem services
- HORIZON-CL6-2021-BIODIV-01-04: Assess and predict integrated impacts of direct and indirect stressors on coastal and marine biodiversity, ecosystem services
- Valuing and restoring biodiversity and ecosystem services
- HORIZON-CL6-2021-BIODIV-01-05: The economics of nature-based solutions: benefit analysis, market development and funding
- HORIZON-CL6-2021-BIODIV-01-06: Nature-based solutions, prevention of risks and the insurance sector
- HORIZON-CL6-2021-BIODIV-01-07: Ecosystems and their services for a nature-based policy and decision-making
- HORIZON-CL6-2021-BIODIV-01-08: Supporting the development of a coherent and resilient Trans-European Nature Network
- HORIZON-CL6-2021-BIODIV-01-09: Assessing and consolidating recent advances on freshwater ecosystem restoration
- HORIZON-CL6-2021-BIODIV-01-10: Demonstration of measures and management of coastal and marine ecosystems restoration and resilience in simplified socio-ecological systems
- HORIZON-CL6-2021-BIODIV-01-11: What else is out there? Exploring the potential of nature-based solutions

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Destination 1 – Biodiversity and Ecosystem Services

The EU Biodiversity Strategy for 2030 is a cornerstone of the European Union's recovery plan for 2021-2026. It will also prepare the EU to take a leading role in the negotiations on a new global framework to halt biodiversity loss. With the 'no harm' vision, all EU policies will become more biodiversity-friendly, supporting the sustainable use of ecosystems, supporting the recovery in a post-pandemic world. The vision is fully supported in the Strategic Plan of Horizon Europe for 2021-2026, with a strategic orientation 'Protecting and restoring ecosystems and bioresources'. Consequently, Destination 1 'Biodiversity and Ecosystem Services' achieves the following expected impact from Cluster 6 'Biodiversity recovery, and ecosystems and their services are preserved and restored on land, inland water and at sea through improved knowledge and innovation funded under this destination must therefore contribute to deliver this impact:

Research and innovation is key to delivering important impacts in food-health-water-climate and to achieving the goal of healthy and resilient ecosystems by 2030. It will also enable transformational change engaging Europe and their global impacts, making decisions more biodiversity-friendly, develop nature-based solutions⁸ and holistic approaches to address causes of biodiversity loss, particularly in connection to productive sectors to be integrated in ecosystem-based management. Investments will protect and restore the integrity of terrestrial, aquatic and marine ecosystems, and their capacity to deliver a wide range of ecosystem services. In Horizon Europe, a long-term strategic research agenda for biodiversity recovery is developed.

The sixth mass extinction is taking place: one million species are at risk of degradation of ecosystems severely affects the fabric of life that sustains humankind⁹. None of the globally agreed targets of the Strategic Plan for Biodiversity 2020 has been fully achieved¹⁰, with the biodiversity crisis even deepening. Understanding biodiversity status, pressures, impacts and responses needs to be supported by scientific work in certain ecosystems. Understanding the main drivers through data-driven science, integrated tools, models and scenarios, will support Europe's recovery plan.

⁸ The 2020 EU Biodiversity Strategy for 2030: Bringing nature back into our lives. Nature-based solutions are "inspired and supported by nature, which are cost-effective, socially and economically beneficial and help build resilience. They use and mimic natural processes and features and processes into city planning, infrastructure, agriculture, forestry and fisheries, health and well-being, and energy production. They are locally adapted, resource-efficient and systemic interventions. They aim to protect and restore biodiversity and support the delivery of a range of ecosystem services." (European Commission, 2019). Summary for policy-makers. European Commission's 5th Global Biodiversity Outlook (2020).

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Biological Diversity. All topics will directly contribute to the EU Biodiversity Strategy for 2030 and to the Sustainable Development Goals (SDGs) 13, 14, 15, 17.

Several Missions will also help to achieving biodiversity-related impacts, notably in the areas of "Adaptation to climate change including societal transformation", "Climate-neutral and smart cities", "Ocean, seas and waters" and "Soil health and food".

Expected impact

Proposals for topics under this Destination should set out a credible pathway contributing to Biodiversity and Ecosystem Services, and more specifically to one or several of the following impacts:

- **Biodiversity decline, its main direct drivers and their interrelations are better understood and addressed** through the production, integration and use of open data, knowledge, education and training, innovative technologies, solutions and control measures, in collaboration with European and international initiatives.
- **Biodiversity and natural capital are integrated into public and business decision-making at all levels for the protection and restoration of ecosystems and their services**; science base is provided for planning and increasing protected areas, and sustainably managing ecosystems.
- **Europe builds competitive sustainability and tackles climate change and natural disasters through the deployment of nature-based solutions**, fully reaping their economic, social and environmental benefits for a green recovery across all European regions.
- **The interrelations between biodiversity, health, food, soil, water and climate are better known** and communicated to citizens and policy-makers; in particular, risks associated with microbiomes and biodiversity-friendly prevention/mitigation measures, and opportunities for biodiversity recovery are identified.
- **Practices in agriculture and forestry support biodiversity and the provision of other ecosystem services** based on a) a better understanding of functional biodiversity (above and below ground), b) effective knowledge and innovation systems and c) ready-to-use solutions for land managers, adapted to specific conditions.
- **Access to a wider range of crops and breeds with a broadened genetic base is improved in line with global biodiversity commitments** through increased insight into the characteristics of genetic resources and enhancing capacities for their preservation and use in breeding and in primary production (farming, forestry, fisheries, aquaculture). More (bio)diverse, resilient production systems will have positive knock-on effects on value chains, consumption, healthy diets and the wider, non-managed biodiversity.
- **Approaches for enabling transformative changes in society** for biodiversity and ecosystems recovery are identified, tested and implemented in policy, governance, law

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and society; all indirect drivers of biodiversity loss are addressed and 'do not harm' biodiversity policies are mainstreamed across sectors.

Research is interconnected across Europe, supporting and enhancing the integration of national, EU and international environmental policies and conventions.

Actions under this destination will have impacts in the following areas: "Ecosystems and biodiversity on land and in waters"; "Climate change mitigation and adaptation"; "Clean and healthy air, water and soil"; "Sustainable food systems and rural development"; "A resilient EU prepared for emerging threats"

All(s) in this work programme contribute to this destination:

	Budgets (EUR million)		Deadline(s)
	2021	2022	
-2021-	218.50	20.00	01 Sep 2021
-2022-		90.00	15 Feb 2022
-2022-stage		46.00	15 Feb 2022 (First Stage) 01 Sep 2022 (Second Stage)
Overall budget	218.50	156.00	

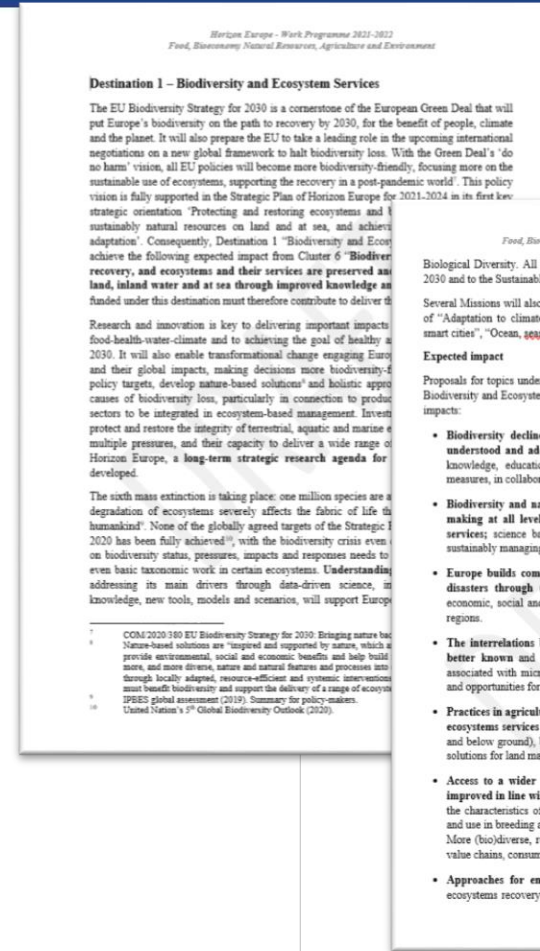
WP CLX (Structure)

- Introduction
- DestinationX
 - Intro, expected impact
 - Call 2021
 - Call 2022
 - Call 2022 – two stage (if any)



Horizon Europe: destination structure

Title	<ul style="list-style-type: none"> • short and meaningful, communicating the essence of the expected impact and policy direction
Introductory narrative	<ul style="list-style-type: none"> • sets the scene, describes briefly the challenges, includes the overall rationale for the choice of the topics
Expected impacts	<ul style="list-style-type: none"> • “Proposals for topics under this destination should set out a credible pathway to contributing to [title of the destination], and more specifically [to one or several of/all] the following impacts...” • list of expected impacts → primary impact of each destination corresponds to one of the expected impacts identified in the relevant Cluster-specific annex of the Strategic Plan
Link to impact areas	<ul style="list-style-type: none"> • a final paragraph makes the link with impact areas set out in the draft Strategic Plan
Table	<ul style="list-style-type: none"> • a table summarizing the calls in the Destination will be generated by the IT system



<i>Legal and financial set-up of the Grant Agreements</i>	The rules are described in General Annex G.
<i>Financial and operational capacity and exclusion</i>	The criteria are described in General Annex C.
<i>Procedure</i>	The procedure is described in General Annex F.

Innovating with governance models and supporting policies

Proposals are invited against the following topic(s):

HORIZON-CL6-2021-GOVERNANCE-01-01: Mobilising the network of National Contact Points in Cluster 6



Specific conditions	
<i>Expected EU contribution per project</i>	The EU estimates that an EU contribution of around EUR 2.50 million would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submission and selection of a proposal requesting different amounts.
<i>Indicative budget</i>	The total indicative budget for the topic is EUR 2.50 million.
<i>Type of Action</i>	Coordination and Support Actions
<i>Eligibility conditions</i>	The conditions are described in General Annex B. The following exceptions apply: Applicants must be Horizon Europe national support structures (e.g. NCP) responsible for Cluster 6 'Food, Bioeconomy, Natural Resources, Agriculture and Environment' and officially nominated to the Commission, from a Member State or Associated Country or any third country associated to Horizon Europe. Only in case and as long as Horizon Europe structures would not yet be officially nominated, national support structures responsible for Societal Challenges 2 (SC2) and 5 (SC5) would be eligible.
<i>Procedure</i>	The procedure is described in General Annex F. The following exceptions apply: The granting authority can fund a maximum of one project.

Expected Outcome: In line with the European Green Deal priorities, the successful proposal will interconnect National Contact Point (NCP) service across Europe and will help develop

innovative governance models enabling sustainability and resilience notably to achieve better informed decision-making processes, societal engagement and innovation.

- An improved and more interconnected National Contact Point (NCP) service across Europe, in the areas covered by Horizon Europe Cluster 6 'Food, Bioeconomy, Natural Resources, Agriculture and Environment', thereby simplifying access to Cluster 6 Horizon Europe calls, lowering the entry barriers for newcomers, and raising the average quality of proposals submitted;
- A more harmonised level of NCP support services across Europe.
- Widening – promoting participation in actions in the areas covered by Horizon Europe Cluster 6 'Food, Bioeconomy, Natural Resources, Agriculture and Environment' to new stakeholders, such as, but not limited to, civil society organisations.
- Enhanced integration of all the crosscutting issues throughout Horizon Europe.
- Increased participation of less active member states, associated countries, regions and stakeholders in the actions funded under Horizon Europe Cluster 6 programme to leverage the full R&I potential.
- Connection with NCP Academy activities.
- Increased cooperation of NCPs with the Enterprise Europe Network.

Scope: Proposals should aim to facilitate trans-national co-operation between National Contact Points (NCPs) in the areas covered by Horizon Europe Cluster 6 'Food, Bioeconomy, Natural Resources, Agriculture and Environment', with a view to identifying and sharing good practices and raising the general standard of support to programme applicants, taking into account the diversity of actors that make up the action will provide important feedback on issues and evaluation.

Proposal should aim to facilitate trans-cluster cooperation, with a view to identifying synergies, to make it possible. Coordination and cooperation are key to achieving these networks.

The activities of this topic should build on the knowledge of NCP networks developed under Horizon 2020.

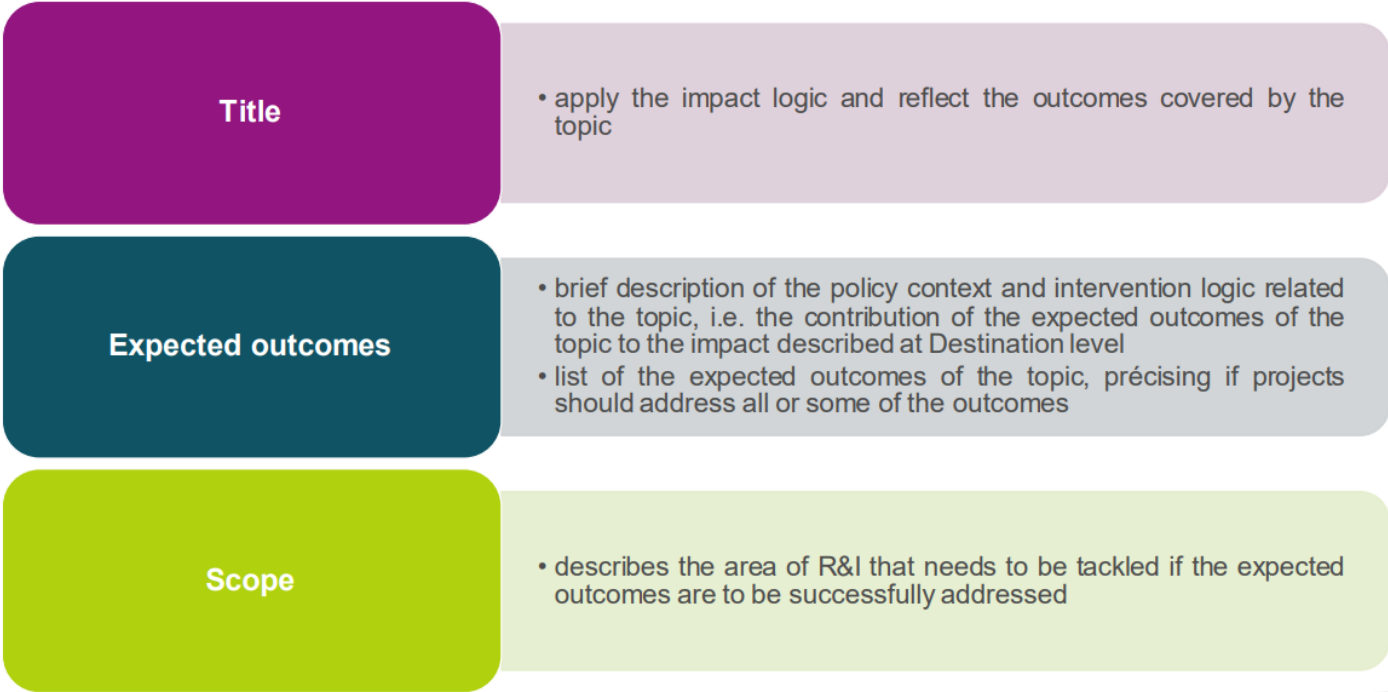
In view of the changes brought about by the action, NCPs will organise transnational events to communicate about new research activities; to draw lessons from previous experiences for cooperation; to help interested stakeholder structures.

Topic

- Conditions related to the topic
- Expected outcomes
- Scope



Horizon Europe: topic structure



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<i>Legal and financial set-up of the Grant Agreements</i>	The rules are described in General Annex G.
<i>Financial and operational capacity and exclusion</i>	The criteria are described in General Annex C.
<i>Procedure</i>	The procedure is described in General Annex F.

Innovating with governance models and supporting policies
Proposals are invited against the following topic(s):
HORIZON-CL6-2021-GOVERNANCE-01-01: Mobilising the network of National Contact Points in Cluster 6

Specific conditions

<i>Expected EU contribution per project</i>	The EU estimates that an EU contribution would allow these outcomes to be addressed; this does not preclude submission and selection of different amounts.
<i>Indicative budget</i>	The total indicative budget for the topic is
<i>Type of Action</i>	Coordination and Support Actions
<i>Eligibility conditions</i>	The conditions are described in General Annex A. Applicants must be Horizon Europe partner responsible for Cluster 6 'Food, Bioeconomy, Natural Resources, Agriculture and Environment' and Commission, from a Member State or a country associated to Horizon Europe. Only in case and as long as Horizon Europe officially nominated, national support structure Challenges 2 (SC2) and 5 (SC5) would be
<i>Procedure</i>	The procedure is described in General Annex A apply: The granting authority can fund a maximum

Expected Outcome: In line with the European Green Deal, this will interconnect National Contact Point (NCP) service across

*Horizon Europe - Work Programme 2021-2022
Food, Bioeconomy, Natural Resources, Agriculture and Environment*
innovative governance models enabling sustainability and resilience notably to achieve better informed decision-making processes, societal engagement and innovation.

- An improved and more interconnected National Contact Point (NCP) service across Europe, in the areas covered by Horizon Europe Cluster 6 'Food, Bioeconomy, Natural Resources, Agriculture and Environment', thereby simplifying access to Cluster 6 Horizon Europe calls, lowering the entry barriers for newcomers, and raising the average quality of proposals submitted;
- A more harmonised level of NCP support services across Europe.
- Widening – promoting participation in actions in the areas covered by Horizon Europe Cluster 6 'Food, Bioeconomy, Natural Resources, Agriculture and Environment' to new stakeholders, such as, but not limited to, civil society organisations.
- Enhanced integration of all the crosscutting issues throughout Horizon Europe.
- Increased participation of less active member states, associated countries, regions and stakeholders in the actions funded under Horizon Europe Cluster 6 programme to leverage the full R&I potential.
- Connection with NCP Academy activities.
- Increased cooperation of NCPs with the Enterprise Europe Network.

Scope: Proposals should aim to facilitate trans-national co-operation between National Contact Points (NCPs) in the areas covered by Horizon Europe Cluster 6 'Food, Bioeconomy, Natural Resources, Agriculture and Environment', with a view to identifying and sharing good practices and raising the general standard of support to programme applicants, taking into account the diversity of actors that make up the constituency of this Cluster. In addition, the action will provide important feedback on issues relating to programme planning, design and evaluation.

Proposal should aim to facilitate trans-cluster cooperation in the areas covered by Pillar 2, with a view to identifying synergies, to make it possible to share good practices and tools. Close coordination and cooperation are key to achieve the objectives and impacts of the NCP networks.

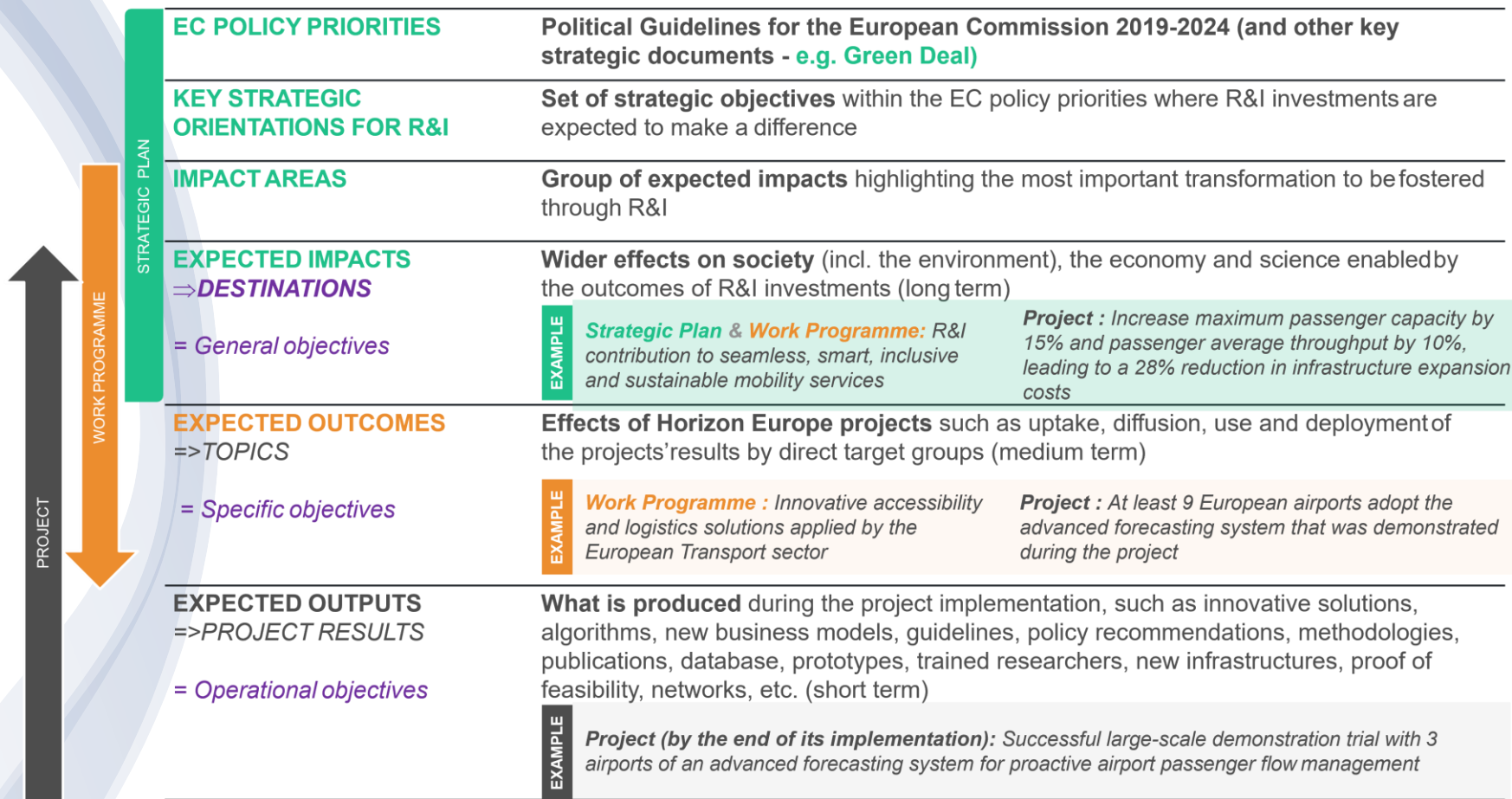
The activities of this topic should build on the knowledge and tools already generated by the NCP networks developed under Horizon 2020.

In view of the changes brought about by the adoption of Horizon Europe, the network of NCPs will organise transnational events to communicate with all interested actors regarding new research activities; to draw lessons from previous research programmes on best practice for cooperation; to help interested stakeholders prepare for new funding schemes and structures.



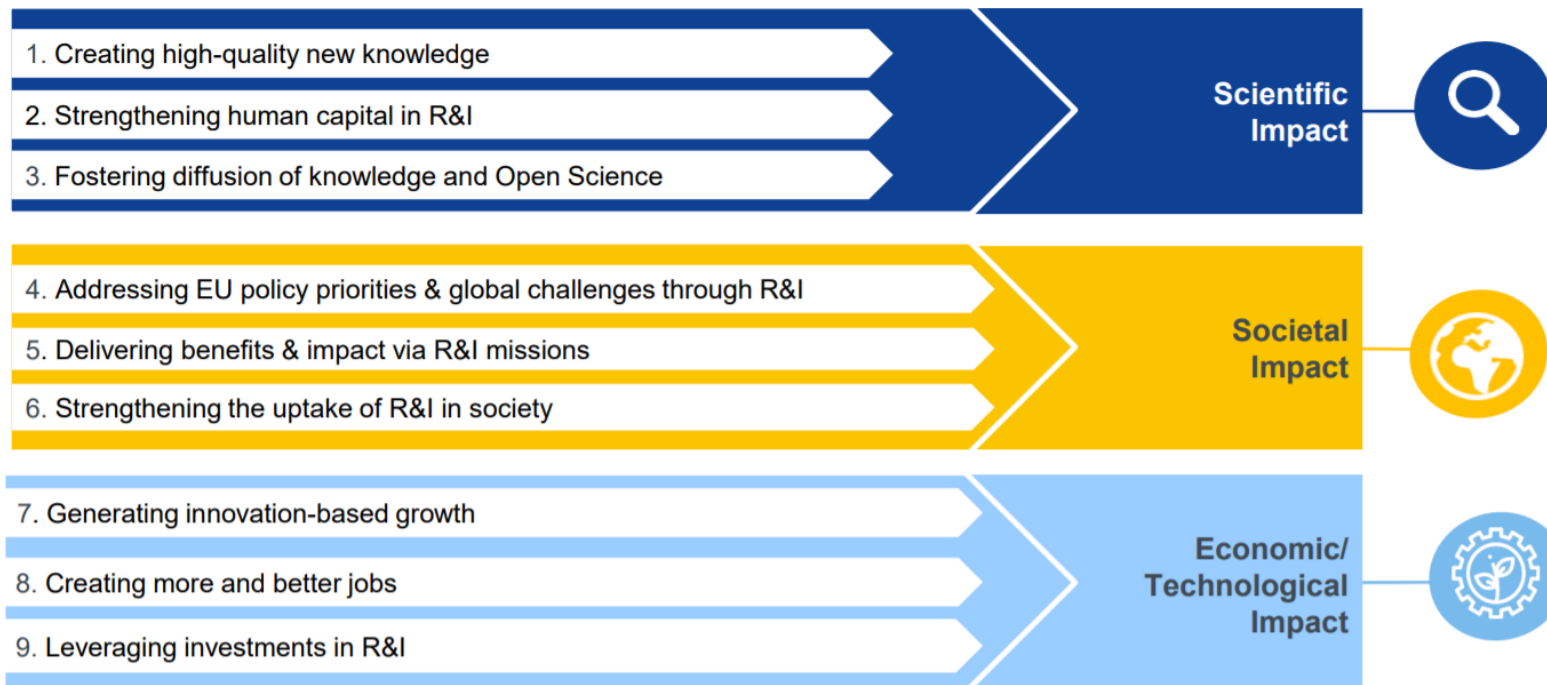


Impact pathway





The 9 KIPs

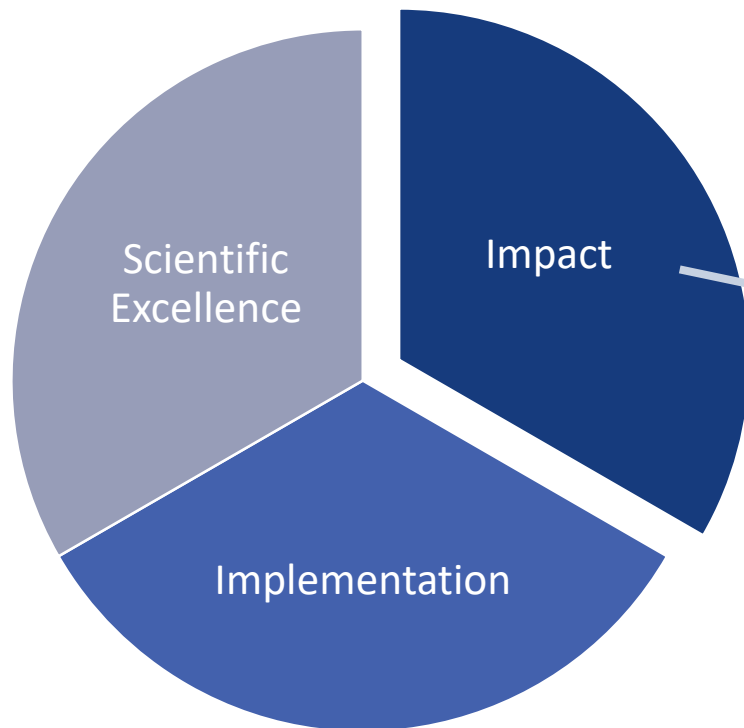


THE 9 KIPs

Article 50 & Annex V 'Time-bound indicators to report on an annual basis on progress of the Programme towards the achievement of the objectives referred to in Article 3 and set in Annex V along impact pathways'



HE template



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

- 1. Excellence
 - 1.1 Objectives and Ambition
 - 1.2 Methodology

- 3. Implementation
 - 3.1 Work plan and resources
 - 3.2 Capacity of participants and consortium as a whole

https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/temp-form/af/af_he-ria-ia_en.pdf



Some definitions

Results

Results

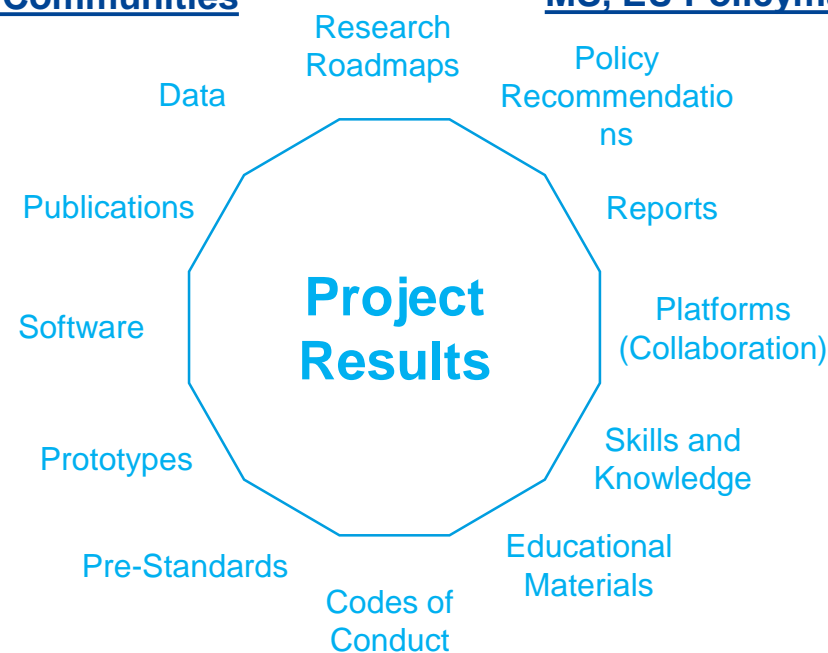
Results' means any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights...

Key results are the **outputs generated during the project which can be used and create impact**, either by the project partners or by other stakeholders

Project results can be reusable and exploitable (e.g. inventions, prototypes, services) as such, or elements (knowledge, technology, processes, networks) that have potential to contribute for further work on research or innovation

Research Communities

MS, EU Policymakers



Industry, Innovators

Civic Society, Citizens



Some definitions

Outcomes and Impact

The expected effects, over the **medium term**, of projects supported under a given **topic**. The results of a project should contribute to these outcomes, fostered in particular by the dissemination and exploitation measures. This may include the uptake, diffusion, deployment, and/or use of the project's results by direct target groups. Outcomes generally occur **during or shortly after the end of the project**.

Example: 9 European airports adopt the advanced forecasting system demonstrated during the project

Wider **long term** effects on society (including the environment), the economy and science, enabled by the outcomes of R&I investments (long term). It refers to the specific contribution of the project to the work programme expected impacts described in the **destination**. Impacts generally occur some time **after the end of the project**.

Example: The deployment of the advanced forecasting system enables each airport to increase maximum passenger capacity by 15% and passenger average throughput by 10%, leading to a 28% reduction in infrastructure expansion costs



Some definitions

Impact Pathway

Logical steps towards the achievement of the expected impacts of the project over time, in particular beyond the duration of a project. A pathway begins with the projects' results, to their dissemination, exploitation and communication, contributing to the expected outcomes in the work programme topic, and ultimately to the wider scientific, economic and societal impacts of the work programme destination.



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 [e.g. 4 pages]

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 [e.g. 4 pages]

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.

KIPs



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 [e.g. 4 pages]

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.



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).

- 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.



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).

- ❖ 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



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.

https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/temp-form/af/af_he-ria-ia_en.pdf



In a nutshell

Communication, dissemination and exploitation

Communication:
Promote your action and results

Inform, promote and communicate your activities and results

Reaching multiple audiences
Citizens, the media, stakeholders

How?

- Having a well-designed strategy
- Conveying clear messages
- Using the right media channels

When?
From the start of the action until the end

Why?

- Engage with stakeholders
- Attract the best experts to your team
- Generate market demand
- Raise awareness of how public money is spent
- Show the success of European collaboration

Legal obligation of your Grant Agreement

Dissemination:
Make your results public

Open Science: knowledge and results (free of charge) for others to use

Only to scientists?
Not only but also to others that can learn from the results: authorities, industry, policymakers, sectors of interest, civil society

How?
Publishing your results on:

- Scientific magazines
- Scientific and/or targeted conferences
- Databases

When?
At any time, and as soon as the action has results

Why?

- Maximise results' impact
- Allow other researchers to go a step forward
- Contribute to the advancement of the state of the art
- Make scientific results a common good

Legal obligation of your Grant Agreement

Exploitation:
Make concrete use of results

Commercial, Societal, Political Purposes

Only by researchers?
Not only, but also:

- Industry including SMEs
- Those that can make good use of them: authorities, industrial authorities, policymakers, sectors of interest, civil society

How?

- Creating roadmaps, prototypes, softwares
- Sharing knowledge, skills, data

When?
Towards the end and beyond, as soon as the action has exploitable results

Why?

- Lead to new legislation or recommendations
- For the benefit of innovation, the economy and the society
- Help to tackle a problem and respond to an existing demand

Legal obligation of your Grant Agreement

Summary 2.3

- 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





SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
<p><i>What are the specific needs that triggered this project?</i></p> <p>Example 1 Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers.</p> <p>Example 2 Electronic components need to get smaller and lighter to match the expectations of the end-users. At the same time there is a problem of sourcing of raw materials that has an environmental impact.</p>	<p>What do you expect to generate by the end of the project?</p> <p>Example 1 Successful large-scale demonstrator: Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management. Algorithmic model: Novel algorithmic model for proactive airport passenger flow management.</p> <p>Example 2 Publication of a scientific discovery on transparent electronics. New product: More sustainable electronic circuits. Three PhD students trained.</p>	<p>What dissemination, exploitation and communication measures will you apply to the results?</p> <p>Example 1 Exploitation: Patenting the algorithmic model. Dissemination towards the scientific community and airports: Scientific publication with the results of the large-scale demonstration. Communication towards citizens: An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.</p> <p>Example 2 Exploitation of the new product: Patenting the new product; Licencing to major electronic companies. Dissemination towards the scientific community and industry: Participating at conferences; Developing a platform of material compositions for industry; Participation at EC project portfolios to disseminate the results as part of a group and maximise the visibility vis-à-vis companies</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>Example 1 9 European airports: Schiphol, Brussels airport, etc. The European Union aviation safety agency. Air passengers (indirect).</p> <p>Example 2 End-users: consumers of electronic devices. Major electronic companies: Samsung, Apple, etc. Scientific community (field of transparent electronics).</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>Example 1 Up-take by airports: 9 European airports adopt the advanced forecasting system demonstrated during the project.</p> <p>Example 2 High use of the scientific discovery published (measured with the relative rate of citation index of project publications). A major electronic company (Samsung or Apple) exploits/uses the new product in their manufacturing.</p>	<p><i>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?</i></p> <p>Example 1 Scientific: New breakthrough scientific discovery on passenger forecast modelling. Economic: Increased airport efficiency Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.</p> <p>Example 2 Scientific: New breakthrough scientific discovery on transparent electronics. Economic/Technological: A new market for touch enabled electronic devices. Societal: Lower climate impact of electronics manufacturing (including through material sourcing and waste management).</p>



Proposal Writing Labs - Topic

- 🏷️ [HORIZON-HLTH-2024-CARE-04-04-two-stage: Access to health and care services for people in vulnerable situations](#)
- 🏷️ [HORIZON-CL2-2024-HERITAGE-01-02: Cultural and creative industries for a sustainable climate transition](#)
- 🏷️ [HORIZON-CL4-2024-TWIN-TRANSITION-01-44: Digital transformation and ensuring a better use of industrial data, which can optimise steel supply chains \(Clean Steel Partnership\) \(IA\)](#)
- 🏷️ [HORIZON-CL5-2024-D1-01-04: Improved toolbox for evaluating the climate and environmental impacts of trade policies](#)
- 🏷️ [HORIZON-CL6-2024-FARM2FORK-01-2: New healthy and sustainable food products and processes](#)
- 🏷️ [HORIZON-CL6-2024-ZEROPOLLUTION-01-3: Environmental impacts of food systems](#)



SPECIFIC NEEDS	TARGET GROUPS



EXPECTED RESULTS	OUTCOMES	IMPACTS



(TARGET GROUPS)	D & E & C MEASURES



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