Horizonte Europa
Cómo redactar una propuesta
Sección 2. Impacto

HORIZONTE EUROPA
@HorizonteEuropa

Los Lunes CDTI-SOST
Cristina Garrido
CDTI
28 marzo 2022

Advertencia

- Esta presentación no sustituye la información proporcionada en los documentos y guías oficiales

2 – Impact

2.1 Project's pathways towards Impacts
2.1.1 Expected outcomes and impacts
2.1.2 Scale and significance of the contribution of the project
2.1.3 Requirements and potential barriers

2.2 Measures to maximise impact – Dissemination, Exploitation and Communication
2.2.1 Dissemination activities
2.2.2 Communication activities
2.2.3 Exploitation of results
2.2.4 Management of Intellectual Property

2.3 Summary (Impact Canvas)

Ojo! No confundir, no mezclar conceptos

1) Impact logic

Key Impact Pathways

Key Impact Pathways (KIPs):
Indicadores establecidos por la Comisión para medir el cumplimiento de los objetivos de Horizonte Europa

2) Practical implications

Project's pathway to impact

Project's Pathway towards Impacts:
El camino que sigue el Proyecto hacia la consecución de los impactos esperados

9 Key Impact Pathways definidos en el Reglamento de Horizonte Europa

1. Creating high-quality new knowledge
2. Strengthening human capital in R&I
3. Fostering diffusion of knowledge and Open Science

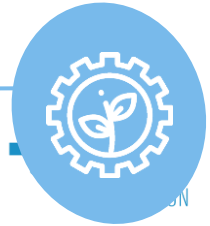
Scientific Impact

4. Addressing EU policy priorities & global challenges through R&I
5. Delivering benefits & impact via R&I missions
6. Strengthening the uptake of R&I in society

Societal Impact

7. Generating innovation-based growth
8. Creating more and better jobs
9. Leveraging investments in R&I

Economic/ Technological Impact



2 - Impact

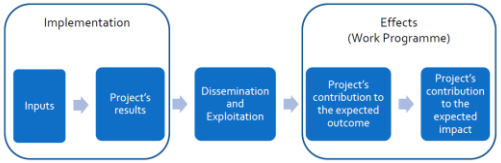
2.1 Project's pathways towards Impacts

2.1.1 Expected outcomes and impacts

Describe the **unique** contribution of your project results to the expected outcomes and impacts

⚠ - *State the target groups that would benefit from your project results*

- *Break target groups into particular interest groups or segments of society relevant to your project*



Scientific		
Outcome specified in the topic	**Project contribution**	**Means of verification**
Impact specified in the Destination	**Project contribution**	**Means of verification**
Economic/Technological		
Outcome specified in the topic	**Project contribution**	**Means of verification**
Impact specified in the Destination	**Project contribution**	**Means of verification**
Societal		
Outcome specified in the topic	**Project contribution**	**Means of verification**
Impact specified in the Destination	**Project contribution**	**Means of verification**

2.1.1 Expected Outcomes and Impacts

PROJECT RESULTS	What is generated during the project implementation. This may include for example know-how, innovative solutions, algorithms, proof of feasibility, new business models, policy recommendations, guidelines, prototypes, demonstrators, databases and datasets, trained researchers, new infrastructures, networks, etc. Most project results (inventions, scientific works, etc) are "Intellectual Property", which may, if appropriate be protected by formal "Intellectural Property Rights" **(short term)**
EXPECTED OUTCOMES => TOPIC	The expected effects of projects over the medium term. 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. **(medium term)**
EXPECTED IMPACTS => DESTINATION	Wider long term effects on society (including the environment), the economy and science, enabled by the outcomes of R&I investments. Impacts generally occur some time after the end of the project. **(long term)**

2.1.1 Expected Outcomes and Impacts - ¿dónde están?

Outcomes=> en cada uno de los topics

HORIZON-CL5-2021-D3-02-01: Demonstration of wave energy devices to increase experience in real sea condition

Specific conditions	
Expected EU contribution per project	The Commission estimates that an EU contribution of around EUR 15.00 million would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submission and selection of a proposal requesting different amounts.
Indicative budget	The total indicative budget for the topic is EUR 15.00 million.
Type of Action	Innovation Actions
Admissibility conditions	The conditions are described in General Annex A. The following exceptions apply: The page limit of the application is 70 pages.
Legal and financial set-up of the Grant Agreements	The rules are described in General Annex G. The following exceptions apply: The granting authority may object to a transfer of ownership or the exclusive licensing of results under certain conditions.

Expected Outcome: Project results are expected to contribute to all of the following expected outcomes:

- Demonstrated performance and reliability of wave energy devices producing comparable and public results using international metrics
- Improved knowledge on how to operate wave energy devices, their availability maintainability and to increase the impact it is expected that projects are sharing project data.
- Reduction of the LCOE in line with the SET Plan targets (actions should clearly justify estimated LCOE at project start and end, using a recognised calculation methodology).
- Reinforced industrial supply chain in Europe.
- Attraction of private investors to the sector and reduction of the cost of their investment by presented evidences and credible key performance indicators.

Scope: The action is expected to:

- Demonstrate wave energy devices in real sea conditions for long periods of time (12-24 months) providing invaluable learnings regarding performance, reliability, availability, maintainability, survivability and environmental impact.

Destination – Sustainable, secure and competitive energy supply

The **expected impact**, in line with the Strategic Plan, is to contribute to *"More efficient, clean, sustainable, secure and competitive energy supply through new solutions for smart grids and energy systems based on more performant renewable energy solutions"*, notably through

i. Fostering European global leadership in affordable, secure and sustainable **renewable energy technologies** and services by improving their competitiveness in global value chains and their position in growth markets, notably through the diversification of the renewable services and technology portfolio (more detailed information below).

ii. Ensuring cost-effective uninterrupted and affordable supply of energy to households and industries in a scenario of high penetration of variable renewables and other new low carbon energy supply. This includes more efficient approaches to managing **smart and cyber-secure energy grids** and optimisation the interaction between producers, consumers, networks, infrastructures and vectors (more detailed information below).

iii. Accelerating the development of **Carbon Capture, Use and Storage (CCUS)** as a CO_2 emission mitigation option in electricity generation and industry applications (including also conversion of CO_2 to products) (more detailed information below).

Fostering the European global leadership in affordable, secure and sustainable renewable energy technologies

The main impacts to be generated by topics targeting the renewable energy technologies and solutions under this Destination are:

a. Availability of disruptive renewable energy and renewable fuel technologies and systems in 2050 in order to accelerate the replacement of fossil-based energy technologies.

b. Reduced cost and improved efficiency of renewable energy and renewable fuel technologies and their value chains.

c. De-risking of renewable energy and fuel technologies with a view to their commercial exploitation and net zero greenhouse gas emissions by 2050.

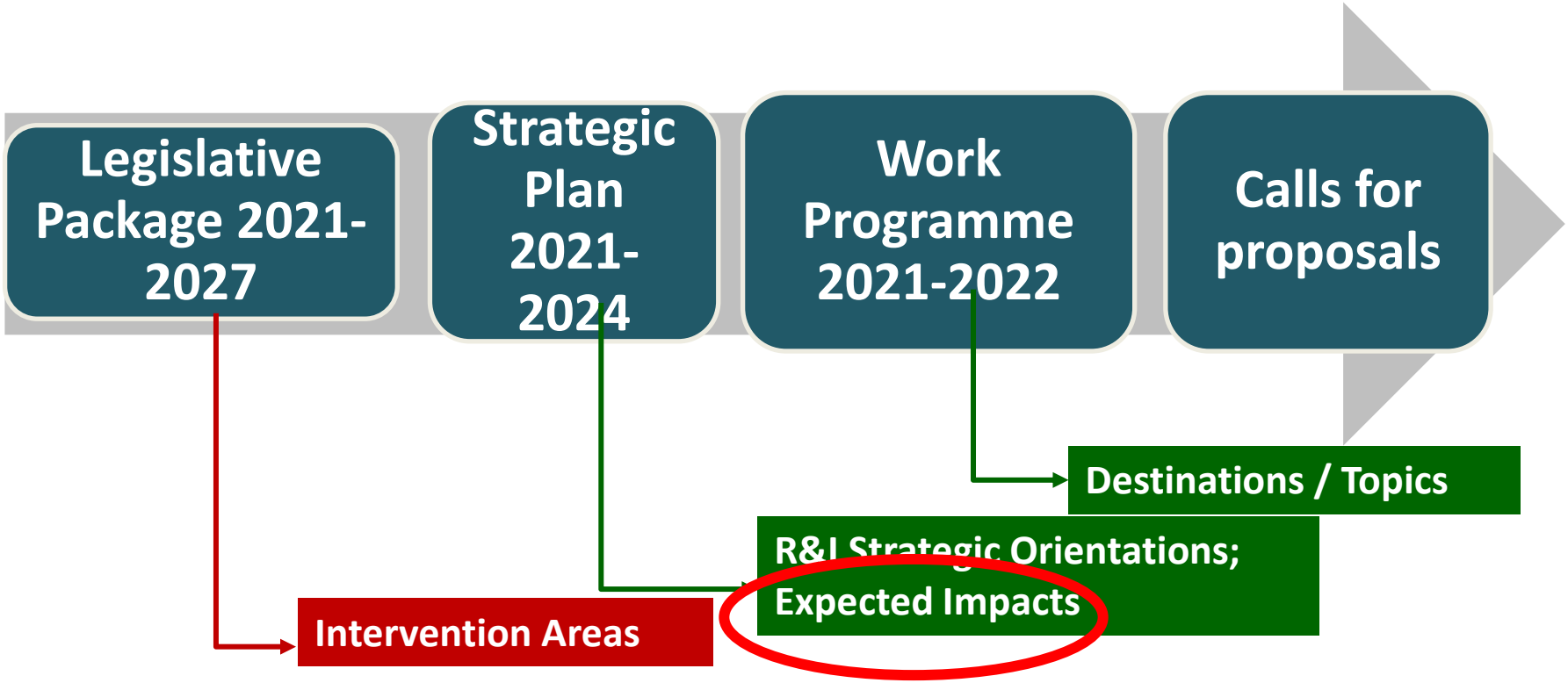
d. Better integration of renewable energy and renewable fuel-based solutions in energy consuming sectors.

e. Reinforced European scientific basis and European export potential for renewable energy technologies through international collaboration (notably with Africa in renewable energy technologies and renewable fuels and enhanced collaboration with Mission Innovation countries).

f. Enhanced sustainability of renewable energy and renewable fuels value chains, taking fully into account social, economic and environmental aspects in line with the European Green Deal priorities.

Impactos => en la introducción de cada Destination

Ojo! No confundir con los Expected Impacts del Strategic Plan



Los Expected Impacts del Strategic Plan son los Destination del Cluster

Ejemplo Cluster 5

Strategic Plan (2021-2024)

Transition to a climate-neutral and resilient society and economy	• D1 – **Climate science and responses**
Clean and sustainable transition of the energy and transport sectors towards climate neutrality	• D2 – **Cross sectoral solutions**
More efficient, clean, sustainable, secure and competitive energy supply	• D3 – **Energy supply**
Efficient and sustainable use of energy, accessible for all	• D4 – **Energy use**
Towards climate-neutral and enviromental friendly mobility	• D5 – **Solutions for all transport modes**
Safe, seamless, smart, inclusive, resilient, climate neutral and sustainable mobility systems for people and goods	• D6 – **Transport and mobility services**

WP 2021-2022

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CDTI INNOVACIÓN

2.1.1 Expected Outcomes and Impacts - ¿cuáles? Ejemplo

Project results are expected to contribute **to all of the following expected outcomes**:

- Increase bioenergy efficiency and sustainability.
- Increase sustainable biomass resource utilization.
- Generate negative emissions from biofuel production.

It is not necessary to link the outcomes to all the expected impacts but to the most relevant ones

In this case b) and f) are the most obvious ones, however this does not exclude other contributions the proposal may illustrate as well, e.g. to e)

The main **impacts** to be generated by topics targeting the renewable energy technologies

a. Availability of disruptive renewable energy and renewable fuel technologies and systems in 2050 in order to accelerate the replacement of fossil-based energy technologies.

b. Reduced cost and improved efficiency of renewable energy and renewable fuel technologies and their value chains.

c. De-risking of renewable energy and fuel technologies with a view to their commercial exploitation and net zero greenhouse gas emissions by 2050.

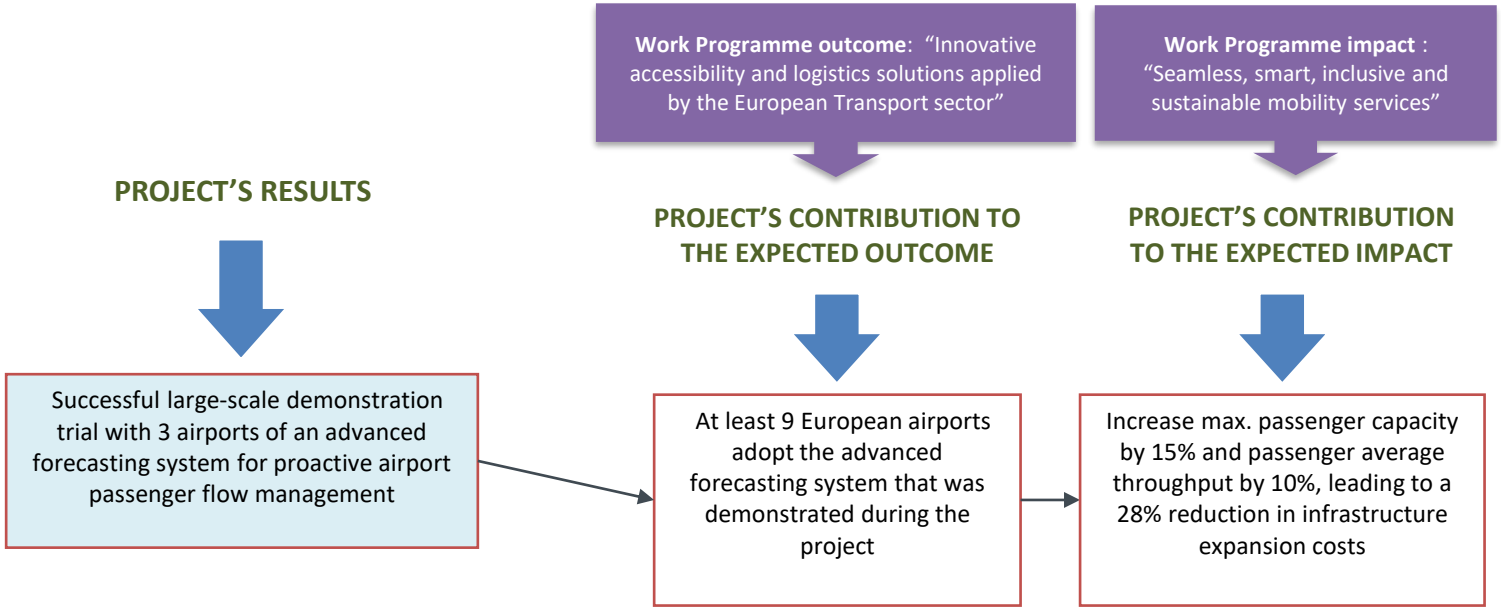
d. Better integration of renewable energy and renewable fuel-based solutions in energy consuming sectors.

e. Reinforced European scientific basis and European export potential for renewable energy technologies through international collaboration (notably with Africa in renewable energy technologies and renewable fuels and enhanced collaboration with Mission Innovation countries).

f. Enhanced sustainability of renewable energy and renewable fuels value chains, taking fully into account social, economic and environmental aspects in line with the European Green Deal priorities.

g. More effective market uptake of renewable energy and fuel technologies.

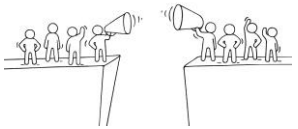
2.1.1 Expected Outcomes and Impacts - Ejemplo



2 - Impact

2.1 Project's pathways towards Impacts

2.1.2 Scale and significance of the contribution of the project



- To the expected outcomes and impacts
- Provide quantified estimates
- Explain your baselines, benchmarks and assumptions used for those estimates
- Explain assumptions, referring for example to any relevant study or statistics
- Try to use only one methodology for calculating your estimates, not different methodologies for each partner

⚠ - ***"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*

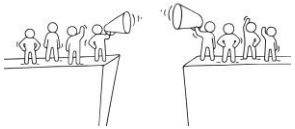
- ***"Significance"*** *=> refers to the importance, or value of those benefits. For example, number of additional healthy life years, efficiency savings in energy supply*

2 - Impact

2.1 Project's pathways towards Impacts

2.1.3 Requirements and potential barriers

Requirements and potential barriers to achive the outcomes and impacts
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.
Mitigating measures to address identified barriers
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



- **These may include, for example, other R&I work within and beyond Horizon Europe; regulatory environment; targeted markets; user behaviour**
- Is any potential negative environmental outcome or impact identified? (including when expected results are brought at scale, such as at commercial level)
- Is the management of the potential harm properly described?
- Indicate if these factors might evolve over time

⚠ - ***This does not include the critical risks inherent to the management of the project itself, which should be described under 'Implementation'.***

2 - Impact

2.2 Measures to maximise impact – Dissemination, exploitation and communication

2.2.1 Dissemination activities

2.2.2 Communication activities

2.2.3 Exploitation of results

2.2.4 Management of Intellectual Property

Admissibility conditions

Applications must include a **plan for the exploitation and dissemination of results**, unless provided otherwise in the specific call conditions.

All measures should contain concrete actions to be implemented both during and after the end of the project

Comunicación, Diseminación y Explotación

- Se comunican => el proyecto y sus resultados
- Se diseminan => los resultados
- Se explotan => los resultados

- Frontera difusa
  - Comunicación ⟷ Diseminación
  - Diseminación ⟷ Explotación

Resultados – ejemplos

Resultados
Nueva tarjeta inteligente para ……..
Intrumentación para caracterización magnética de ……
Kit de detección de …….
Sistema de conversión analógico-digital para antenas, láser, etc
Software de reconocimiento para operación remota y certificación
Sensores y electrónica para aplicación en ……..
Método para simular la inspección de ……
Método de testeado de …….
Procesos para el desarrollo de …… para la fabricación de ……
Base de datos de parámetros de xxx para mejorar las propiedades de ……

You have to clearly identify and name the result

Definiciones

Comunicación:

Promover el proyecto y sus resultados, proporcionando información a **múltiples audiencias** (incluyendo los medios de comunicación y el público en general)

- Posiblemente implicando un intercambio bi-direccional

Diseminación:

Desvelar públicamente los resultados por cualquier medio (incluyendo las publicaciones científicas) a **audiencias especializadas**

Explotación:

Utilizar los resultados en:

- otras actividades de investigación
- desarrollar, crear, fabricar y comercializar un producto o proceso
- crear y proporcionar un servicio
- actividades de estandarización y policy making

Communication versus Dissemination

- About the project and results
- Multiple audiences
  Beyond the project's own community (include the media and the public)
- Inform and reach out to society, show the benefits of research

- About results only
- Audiences that may use the results in their own work

  e.g. peers groups, industry and other commercial actors, professional organisations, policymakers
- Enable use and uptake of results

Comunicación versus Diseminación

Informing about project → Informing about results → Making results available for use

- Newsletter
- Press release
- Project factsheet, brochures
- Project website
- Social media (blogs, Twitter, Facebook, LinkedIn)
- Project website
- Videos, interviews
- Articles in magazines
- Exhibitions/open days/guided visits
- Conference presentation
- Scientific publication
- Policy brief/roadmap
- Training/workshops demonstration
- Sharing results on online repository (research data, software, reports)

Comunicación

¡Atención!
Documentos antiguos de H2020
.....pero que os pueden ayudar

- **New communication means**
  - creation of a blog
  - use of scientific, professional and social networking (e.g. Research Gate, Academia.edu, Twitter account, QR code included in all printed communication, create a wikipedia entry, etc)
- **Raise awareness of the project in the public domain**
- **Freely accessible tools at your disposal**
  - Horizon Europe Magazine
  - Research*eu results Magazine
  - Research*eu focus
  - Futuris Magazine
  - Cordis Wire

Communication Guidelines

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

Social media Guide

http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

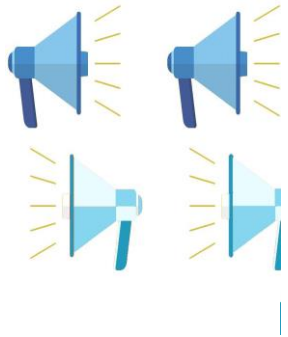
Comunicación

Ejemplo ficticio

Category of audience	Target audience	Type of information/ Material	Channels/tools	Objective of the communication	Key Performance Indicator
Scientific community	Universities Research Centres	Reports, presentations	Congress, Conferences, articles	Increase visibility on the new technology	> 1.000 scientists
Manufacturers of XXX	Product developers	Targeted information about technology/product developed	Site visits, Outreach videos	Raise awareness on the new capabilities	> 50 manufacturers
Integrators,,…	xxx	Targeted information about technology/product developed	Site visits, Outreach videos	Raise awareness on the new capabilities	> 10 integrators
Public authorities, Policy makers	Regional, national, European authorities	Summary reports, roadmaps	Presentations, dedicated meetings	Influence over the R&D priorities	> 160 policy makers
Associations	xxxx	Main outcomes, factsheeets	Press release, website, Newsletter	Gain visibility among key players	> 6 asssociations
General Public	Youth Students	Marketing material, flyers, mock-ups, materials for science experiments	Website, Social media (blogs, Twitter, Facebook, LinkedIn, Youtube), entry in Wikipedia, Researchers night/week	Inspirational, education, increase social awareness about XXX	> 60.000 interested parties

Diseminación

- **Proposals must include a draft plan for dissemination**
  - With clear objectives and identify relevant measures
  - Identify categories of target audience
  - With indicators for measuring the success of activities



- **Means for dissemination**
  - Publications in peer-reviewed **scientific journals =>** identificar las más relevantes para el tema del proyecto
  - **Conferences/workshops Papers / presentations =>** identificar los más relevantes, con lugar y fecha
  - Publication of a **handbook** for the project technologies, **device data sheets** and **user guide**
  - Live demonstrations
  - Trade fairs
  - Training sessions

- **Atención a los deliverables**: ojo si demasiados deliverables confidenciales

Diseminación

Ejemplo ficticio

Mean for dissemination	Event/Journal	Target audience	Key Performance Indicator
Conference/ Workshop		Scientific community in the field of xxx	> 1.000 scientists
Publication		Especialistas en xxx	> 50 manufacturers
Association/ Cluster		Fabricantes de xxx	> 10 integrators
Advisory Board		Usuarios de xxx	> 160 policy makers

2 - Impact

2.3 Summary (Impact Canvas – new) (1/2)

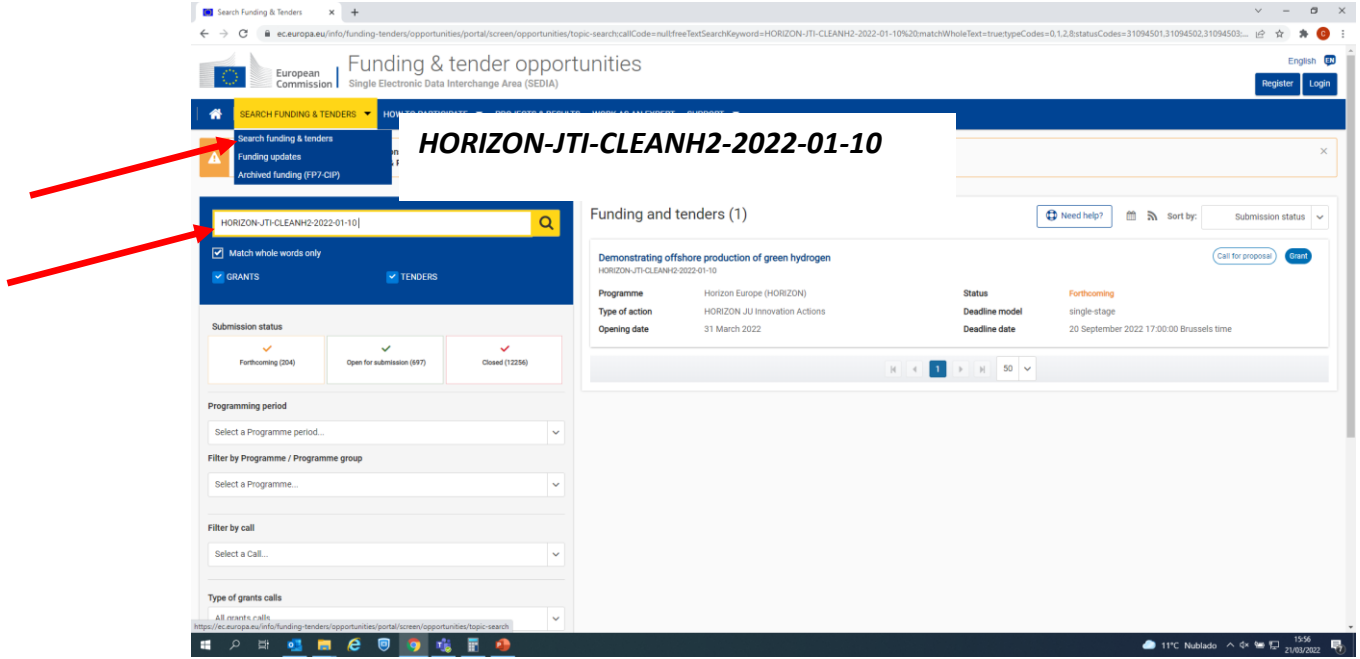
SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
What are the specific needs that triggered this project? Example 1 Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers. 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.	What do you expect to generate by the end of the project? Example 1**Successful large-scale demonstrator:** **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. Example 2 Publication of a **scientific discovery on transparent electronics.** **New product:** More sustainable electronic circuits. **Three PhD students trained.**	What dissemination, exploitation and communication measures will you apply to the results? 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. 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.

2 - Impact

2.3 Summary (Impact Canvas – new) (2/2)

TARGET GROUPS	OUTCOMES	IMPACTS
Who will use or further up-take the results of the project? Who will benefit from the results of the project? Example 1 **9 European airports**: Schiphol, Brussels airport, etc. **The European Union aviation safety agency.** **Air passengers (indirect).** Example 2 **End-users**: consumers of electronic devices. **Major electronic companies**: Samsung, Apple, etc. **Scientific community** (field of transparent electronics).	*What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?* Example 1 **Up-take by airports:** 9 European airports adopt the advanced forecasting system demonstrated during the project. 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.	*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?* 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. 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).

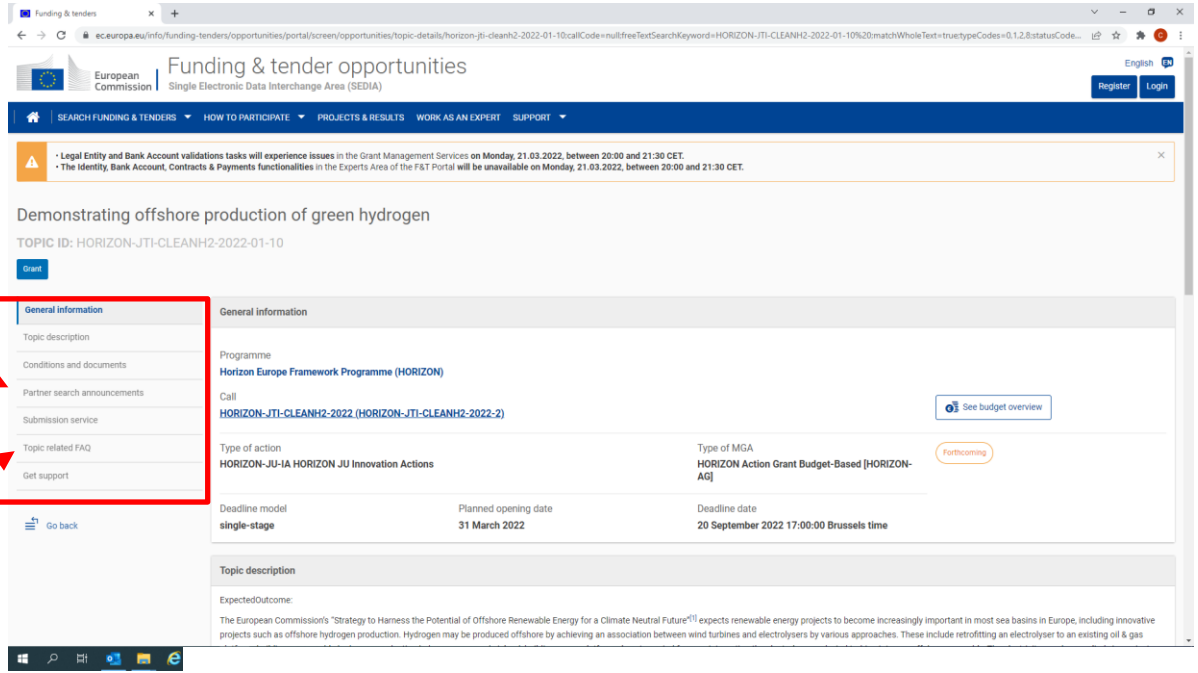
Revisar el topic en el Funding Portal



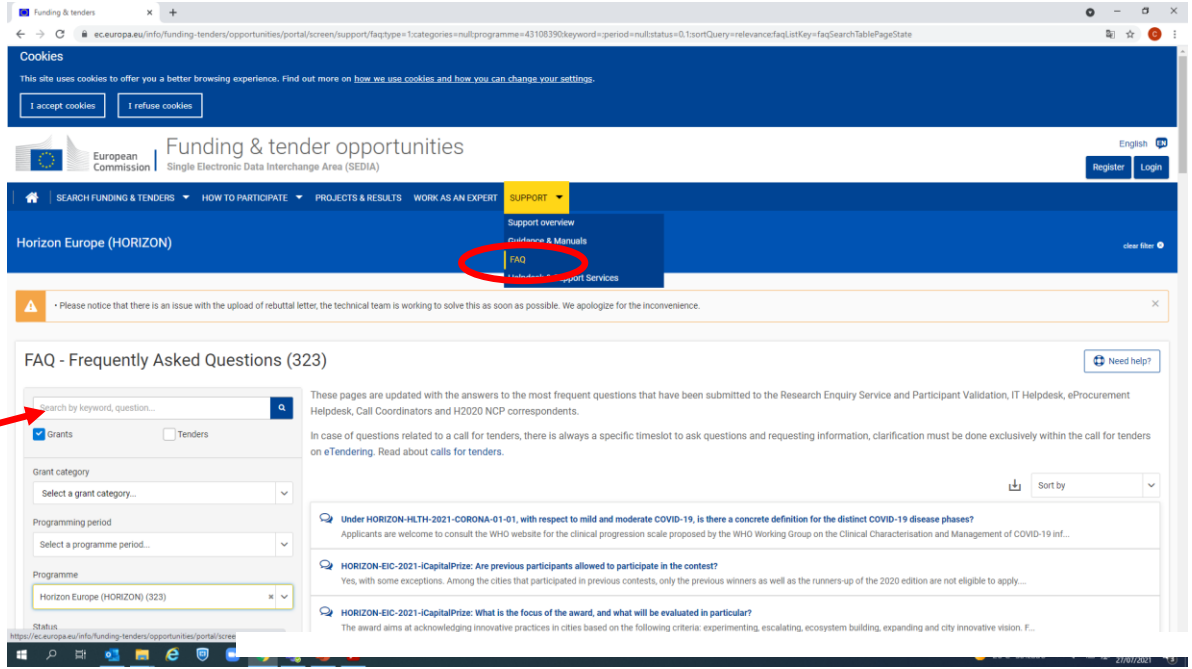
Revisar el topic en el Funding Portal

Partner Search

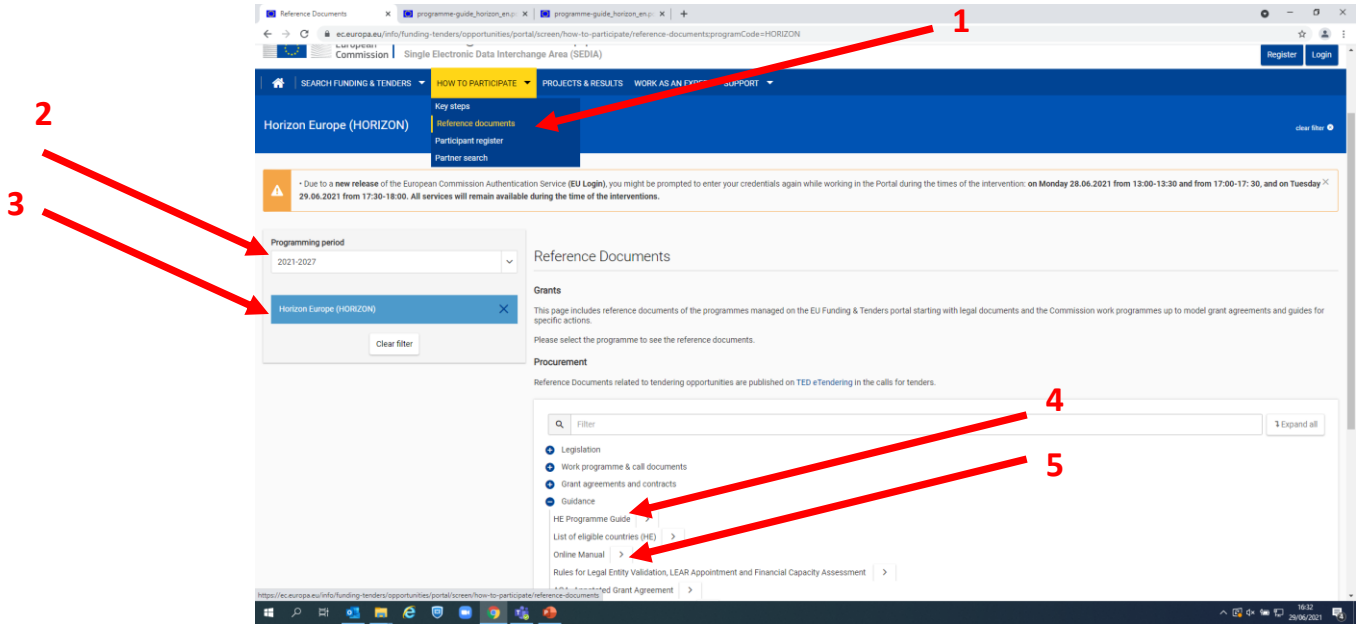
FAQs



Otra forma de acceder a las FAQs



Programme Guide, Online Manual y “IT How to”



https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/reference-documents;programCode=HORIZON

Información de interés

Webinars European Commission

- How to prepare a successful proposal in Horizon Europe (24 March 2021)
- A successful proposal for Horizon Europe (21 April 2021)
- The Funding & tenders Portal for beginners (27 May 2021)
- Dissemination, Communication and Exploitation (9 June 2021)
- Tips and Tricks while writing your Horizon Europe proposal (23 June 2021)
- New features Funding & Tenders Portal (28 September 2021)
- Avoiding errors in declaring personnel costs in Horizon 2020 grants (30 September 2021)
- Horizon Results Booster (5 October 2021)
- Submission and evaluation, Grant Agreement Preparation, Legal and Financial Aspects (10 December 2021)
- Preparing and submitting a successful proposal (18 January 2022)
- Grant Agreement Preparation, Legal and Financial Aspects (26 January 2022)
- Cost reporting of other costs (with focus on internal invoicing) (23 March 2022)
- Lump Sum funding: How does it work and what are the next steps? (7 April 2022)

Más información

Portal español Horizonte Europa
https://www.horizonteeuropa.es/

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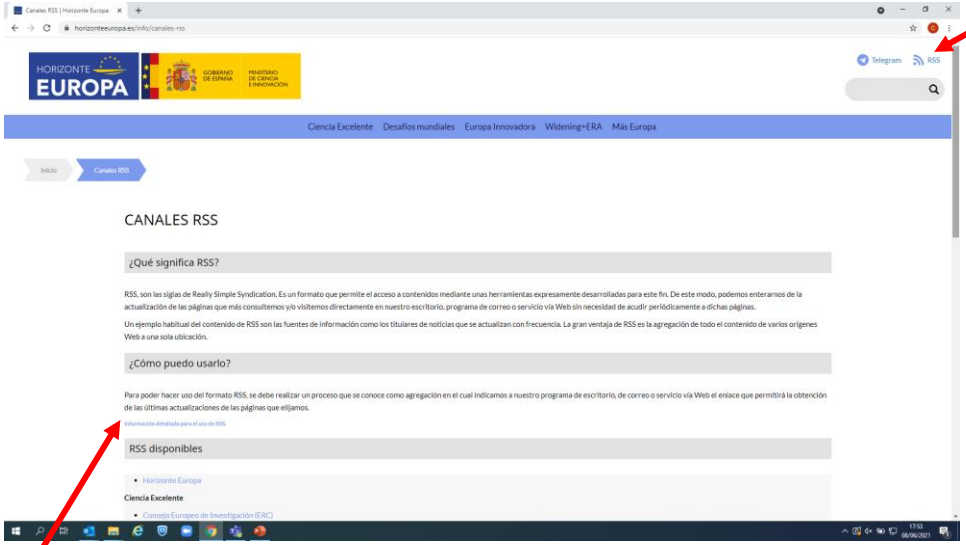
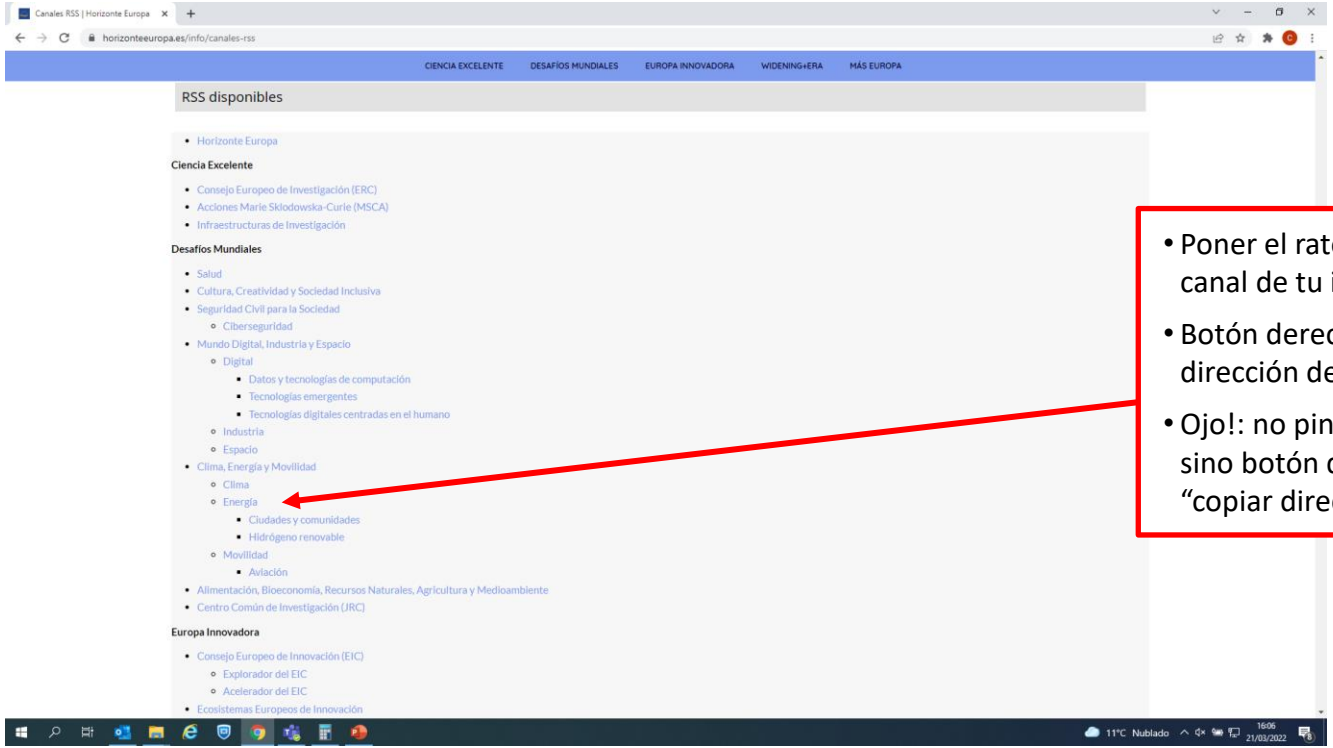
Canales RSS en www.horizonteeuropa.es (1/6)



Cómo usarlo

Canales RSS en www.horizonteeuropa.es (2/6)



- Poner el ratón sobre el canal de tu interés
- Botón derecho y “copiar dirección de enlace”
- Ojo!: no pinchar en el canal, sino botón derecho y “copiar dirección de enlace”

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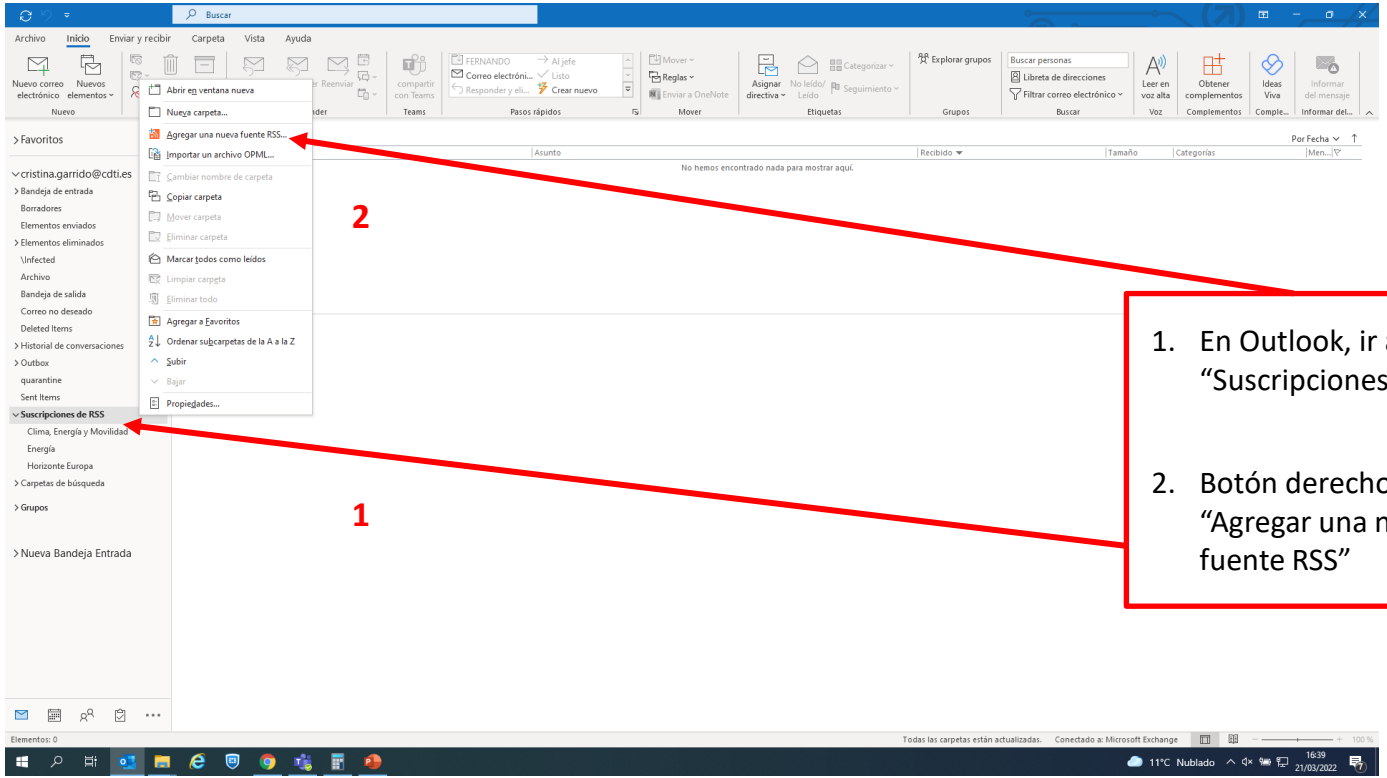
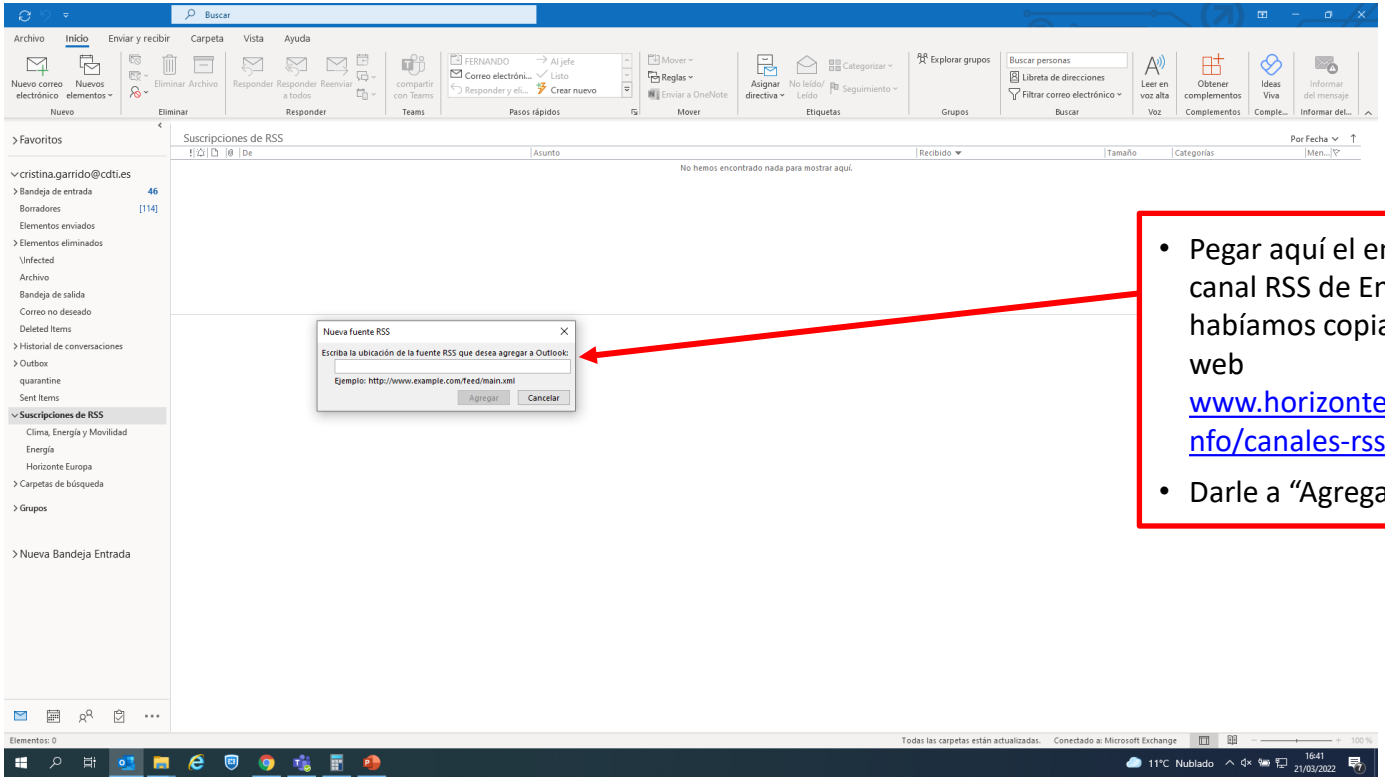


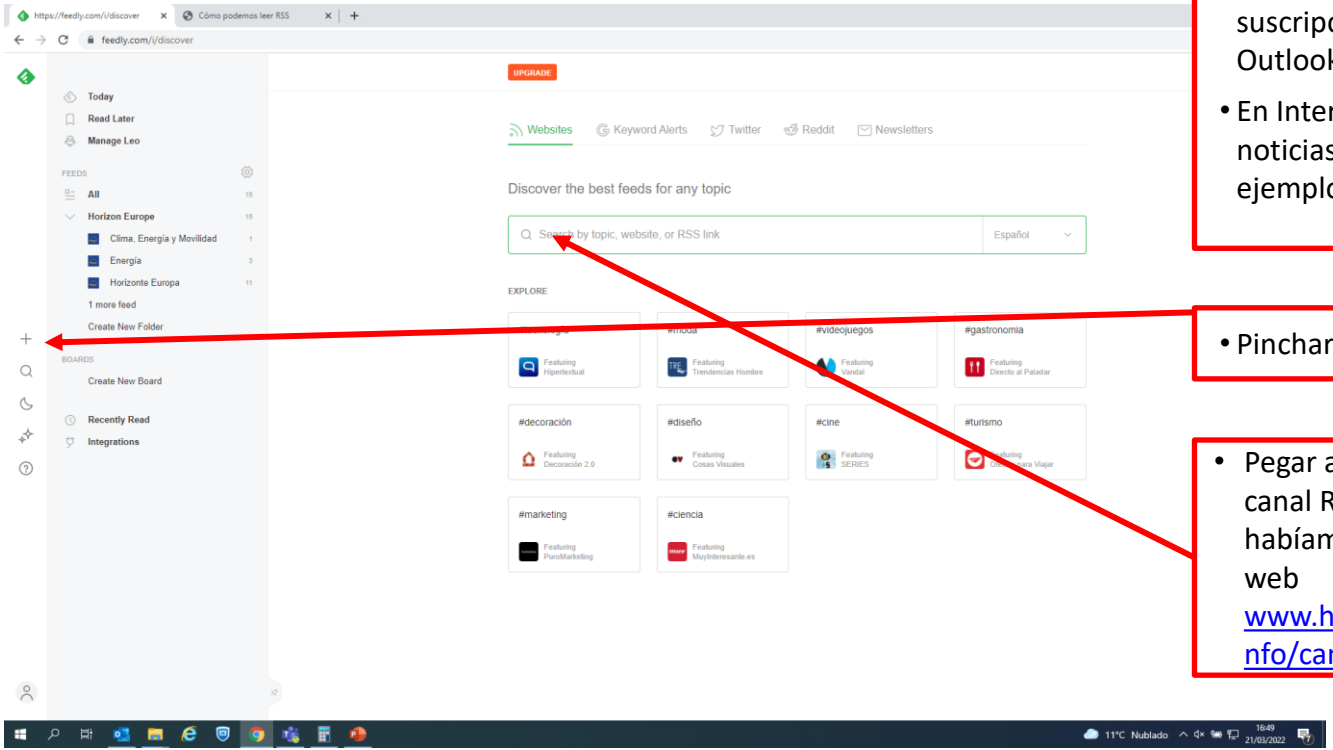
1. En Outlook, ir a “Suscripciones de RSS”
2. Botón derecho e ir a “Agregar una nueva fuente RSS”

Canales RSS en www.horizonteeuropa.es (4/6)



- Pegar aquí el enlace del canal RSS de Energía que habíamos copiado en la web www.horizonteeuropa.es/info/canales-rss
- Darle a “Agregar” y listo

Canales RSS en www.horizonteeuropa.es (5/6)



- Si no te funcionan las suscripciones de RSS de Outlook
- En Internet ir a un lector de noticias gratuito, por ejemplo Feedly

- Pinchar en este símbolo +

- Pegar aquí el enlace del canal RSS de Energía que habíamos copiado en la web www.horizonteeuropa.es/info/canales-rss

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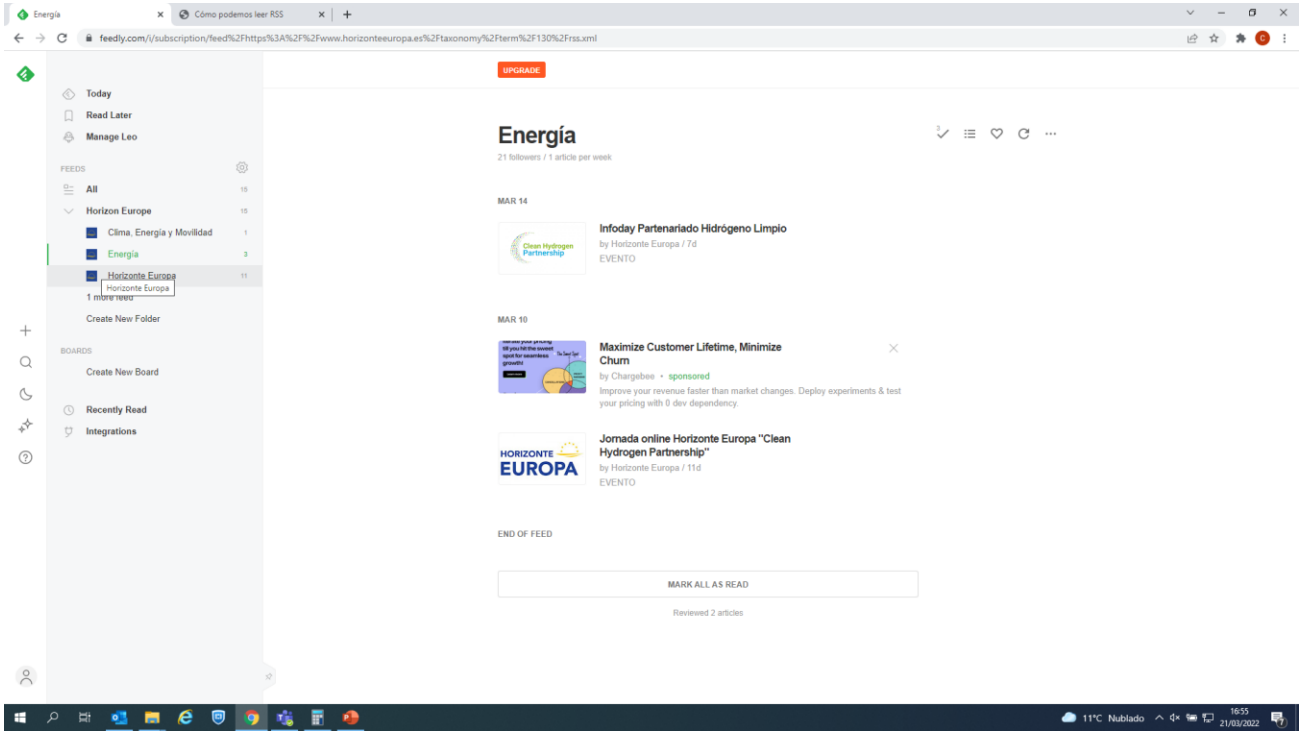
Canales RSS en www.horizonteeuropa.es (6/6)



Para cualquier consulta

Luisa Revilla
luisa.revilla@cdti.es

Cristina Garrido
cristina.garrido@cdti.es

Mantente informado a través del Portal español de Horizonte Europa

www.horizonteeuropa.es

Conclusiones

- Explicar cómo contribuyen los resultados a los “Expected outcomes” (del topic) y a los “Expected Impacts” (del Destination)
- Recursos valiosos => FAQs, Programme Guide, Online Manual, Guía “IT How to”
- Mantente informado => Canales RSS del Portal HorizonteEuropa y @HE_Energía_CDTI