How to write the impact in a Horizon 2020 proposal
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Impact is increasingly important...
For an H2020 project to be approved you need in principle at least 4/5 in the evaluation of impact
- The EU must be able to show that the funding of research leads to real results
- H2020 is closer to the market – you need to show the need for your results
- Very high competition

Important for you as a researcher to demonstrate impact
Universities will be evaluated on impact
Impact Cases will be an important tool
- for funding
- to communicate your research to the world
10 years ahead – what do you want to achieve?
20 years ahead...
How to work now to create opportunities?

Create more impact
- Use strategic partners more? Partners used by other research groups? Adjunct faculty at KTH?
- Is there a company/organization which would be good to have prolonged and deeper contact with since they regularly fit into dissemination plans?
- Connect to other groups/centers at KTH?
- Can my results be used in different research fields?
- Can my results be used in different regions/sectors/industries to create more impact?
- Can I incorporate my research more into education at KTH?

Capture your impact
Do I have any systematic way of capturing relevant societal impact to prove my research impact?
- Can I backtrack the activities I or my research group have done in order to create and communicate our research?
- Can I prove the chain of events that led to the claimed impact?

Communicate your impact
- Do I/my research group have a long term plan regarding how to communicate our research efficiently, in order to get the most impact from the communication effort?
- Do I/my research group have activities aimed at schools or other organizations to reach out in society? Do we engage in public debate?
- Project web page – is someone responsible of updating it? Does it connect to other channels?
- Do I/my research group use relevant research platform activities to communicate our impact to stakeholders?
Successful impact

One researcher, having his/her research financed from different funding bodies. Being able to communicate the research to "non-researchers".

A research group with several years of research in a research field. Roles within the group, responsibility for different impact generating activities – education, board engagements, networks, articles in newspapers etc.

Several research groups interacting and collaborating. Creating results by connecting projects.

Impact in the proposal (1)

- Follow exactly the Impact description in the call text and cover all aspects - you can add but not leave out
- Start writing the impact section
- Clear presentation – table format
- Quantitative/qualitative: benefits for EU-citizens, jobs and growths... who will gain? Show that you think of all aspects
- Can you measure the impact? Key Performance Indicators

Impact in the proposal (2)

- Consider to include impact and impact activities in the other parts of the proposals (excellence and implementation, including the Work Packages)
- Contributions to standards
- IPR – often it is enough to describe that you are going to deal with it
- Not enough to copy a template - at least adapt it

Expected impact from the call text

Increase Europe's technological capacity and competitiveness through the development of advanced cloud solutions. Proposals should provide appropriate metrics for the claimed impacts.

- Increased and predictable performance of cloud offerings, facilitating deployment of critical applications and services.
- Increased trust in clouds through stronger security and data protection practices, including open and auditable solutions for data security. Increased control by users of their data and trust relations.
- Experimentation across a variety of settings that enhance Quality of Experience and contribute to standardisation and interoperability, in cooperation with other international initiatives and projects.
- Increased readiness for adoption of trustworthy cloud-based solutions for SMEs and public sector organisations, spanning from generic enabling services to specific applications.
- Demonstration, through appropriate use cases, of the potential to improve the competitive position of the European cloud sector and to facilitate the emergence of innovative businesses.

Make sure you can explain:

- Where is my research in "the big picture"?
  - Who cares?
  - Is it a national/European priority? Which documents prove that?
  - What problems do I aim to solve?
  - Where in the value chain is the user of my results? TRL

- Who will use my results – who is waiting for them? LEAD USER

- Who will benefit in the long run of my results? END USER

General advice and success factors (1)

- Present clearly what you are going to do
- The three parts of the proposal (excellence, management, impact) must form ONE proposal
- Get to the key points quickly
- Refer to relevant EU-policy and show that you understand policy context
- Show why this should be funded by EU?
- Articulate what you would like to achieve (in 5-10 years...)
- Show synergies/leverage with national programmes and other activities
General advice and success factors (2)

• The proposal must be understood by evaluators with different background, specialists, generalists (interdisciplinary projects)
• Impact should permeate the complete proposal
• Describe how your research is part of creating results so a "non-scientist" can understand how they will be used
• The proposal must be understood by evaluators with different background, specialists, generalists - projects are often interdisciplinary
• Don’t tell me you are fantastic, show me!

Winning proposals are usually clear

• Argumentation is complete and persuasive
• Proposal is well worked through and factual
• Issues and possible weaknesses are addressed
• Proposers show a clear view on what is intended with the results
• The partnership is obviously good!

This should be obvious, but still...

• Don’t cram pages
• Do not exceed recommended page length
• Do not repeat chunks of the call text
• Avoid generic statements
• Follow the structure in the proposal template (use the same headings etc)
• Answer ALL questions

Conclusions impact

• In many calls the score on Impact will decide if a project will be funded or not
• Even with modest impact a good description might give 0.5 – 1 point extra
• A good description might not always give more points but avoids reduced score
• The importance of impact leads (sometimes) to that projects of highest scientific excellence do not get funded, i.e. projects with lower quality get funded

KTH Research Office

<table>
<thead>
<tr>
<th>Idea</th>
<th>Proposal</th>
<th>Contract and formalities</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funding information</td>
<td>Support is the key to the process</td>
<td>Contract negotiations - formalities - governance - financial rules - results - etc.</td>
<td></td>
</tr>
<tr>
<td>Contact with funding bodies</td>
<td>Interception of calls, guide for applicants, rules</td>
<td>Qualify excellence - Signing of contracts</td>
<td></td>
</tr>
<tr>
<td>Planning and preparation (&quot;need to know&quot;)</td>
<td>Focus on impact</td>
<td>Project administration - financial reporting - Contract amendments etc</td>
<td></td>
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<tr>
<td>Early information on work programmes and calls</td>
<td>Additional support for KTH coordinators (HS222)</td>
<td></td>
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</tbody>
</table>

Finally...

If the impact sections are written by other partners and are of poor quality, you might consider not to participate

Contact Research Office early for assistance
Questions?

KTH Pathways to impact

- Enhancing the research capacity, knowledge and skills of public, private sector and 3rd sector organizations
- Publishing, conferences etc.
- Identifying key bottlenecks in the future for industry and society and directing research groups to this work
- Carrying the industry frontier forward, giving rise to new technologies
- Bringing academia, industry and public sector stakeholders together
- Providing highly skilled and analytical personnel to society
- Enhancing the effectiveness and sustainability of organisations, including public services and businesses
- Improving the framework and efficiency on which progress is made in public and private bodies. Standards, flagships etc.
- Changing organizational culture and practices
- Evidence-based policy-making and influencing public policies
- Environmental sustainability, protection and impact
- Enhancing cultural enrichment and quality of life
- Solving "real" problems in industry and society, including through Master Theses, Visiting students, etc.
- Improving health and well-being
- Improving social welfare, social cohesion and/or national security
- Enhancing public engagement with research and related societal issues
- Increasing the base/supply of future researchers: students, teachers, children
- Development of tools and infrastructure for innovation
- Improving health and well-being