Impact in Horizon 2020 ...
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VINNOVA in brief
• Swedish government agency working under the Ministry of Enterprise
• During 2014 the funds for Research and Development were 2.6 Billion SEK
• National responsibility for providing information and advice regarding Horizon 2020
• Over 200 people work at VINNOVA offices in Stockholm and Brussels
• Director General Charlotte Brogren

Horizon 2020 – facts in short

Horizon 2020
The basics: three priorities

Excellent science
Industrial leadership
Societal challenges

Horizon 2020 Evaluation criteria

S&T Excellence
Impact
Implementation
Evaluation criteria
Research and Innovation Actions/Innovation Actions/ SME Instrument

S&T Excellence
- Clarity and pertinence of the objectives
- Soundness of the concept, and credibility of the proposed methodology
- Extent that the proposed work is beyond the state of the art, and demonstrates innovation potential (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models)
- Appropriate consideration of interdisciplinary approaches and, where relevant, use of stakeholder knowledge

Implementation
- Quality and effectiveness of the work plan, including extent to which the resources assigned to work packages are in line with their objectives and deliverables;
- Appropriateness of the management structures and procedures, including risk and innovation management;
- Complementarity of the participants and extent to which the consortium as whole brings together the necessary expertise;
- Appropriateness of the allocation of tasks, ensuring that all participants have a valid role and adequate resources in the project to fulfill that role.

Impact
- The fine art of leaving a trail of breadcrumbs …

Impact
- The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the work programme under the relevant topic;
- Any substantial impacts not mentioned in the work programme, that would enhance innovation capacity (create new market opportunities, strengthen competitiveness and growth of companies, address issues related to climate change or the environment, or bring other important benefits for society);
- Quality of the proposed measures to:
  - Exploit and disseminate the project results (including management of IPR), and to manage research data where relevant;
  - Communicate the project activities to different target audiences

How to do it … ?

Dissemination
- Publication in leading scientific journals etc.
  - i.e. what universities do on a regular basis …
- But also dissemination to the stakeholders of concern …

Communication
- Communicate with society on a wider scale
  - Publish articles in Ny Tidsskriften or Similar
  - Graphene exhibition at Universitetsmuseet in Gothenburg
- 30 minutes of EU research on SVT’s Kunskapskanalen
- Researchers pitching their research at Forskningsdag/Forskar Grand Prix

Exploitation
- “Knowledge Transfer” to Private or Public Sector
Impact

- Link to standardisation
  - How, be specific …?
- Open source or other forms of ‘freely’ available results
  - But how do the stakeholders get the results?
- Business plan?
  - Start-up, Small- and Medium Sized company (mid-size), multi-national, …?
  - What are their markets and their plans for these markets?
- ‘Chain of evidence’, identified activities and prior experience/achievements makes it probable that …

Why do companies participate in EU projects?

- Money for a new product, process or service
- Risk sharing
- New markets and customers
- Cooperation with world leading scientists

What is the strategy of the participating companies?

Evaluation Summary Reports

Comments from good scoring

- The high level of industry engagement and clear industry involvement indicate a high potential impact across sectors identified
- The expected outcome is of primary importance for EU strategy for …, but also may have a long term impact on …
- A specific WP is devoted to knowledge transfer to industry with identified activities for the intellectual property rights management

Evaluation Summary Reports

Comments from bad scoring

- The impact of interaction with the industry and the promotion of foreground resulting from the funded projects should have been better developed.
- Whereas the goals for the intended impact are well described, the proposal remains unclear on how these goals shall be achieved.
Winning proposals
• Well worked through and credible
• Original idea, within the scope of the topic
• Statements backed with facts
• Complementary partnership
• Clear (measurable) objectives
• Address impacts stated in the topic

Winning proposals cont.
• The implementation section is consistent with the other sections
• Convincing dissemination, exploitation & communication plan
• Clear workplan & risk assessment
• Budget and resources are reasonable

Contact us for further support on Horizon 2020
Nationella contact points: www.vinnova.se/NCP
Horisont 2020: www.vinnova.se/h2020
Newsletter Inside: www.vinnova.se/inside

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