Come massimizzare l'impatto in Horizon 2020

Introduzione ai lavori

Chi sono

Trainer

Project Manager

H2020 NCP - Food Security, Sustainable Agriculture and Forestry, Marine, Maritime and Inland Water Research and the Bioeconomy (SC2)

H2020 NCP - Climate Action, Environment, Resource Efficiency and Raw Materials (SC5)

Bechelor Degree in Natural Science

Master Degree in Communication and Fundraising

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Agenda

Gli argomenti di questa giornata…

09.30 – 13.30

- Impatto come beneficio che deriva dall'innovazione
- Impatto in Horizon 2020: Dal Grant Agreement al Template della Proposta
- Le varie forme di impatto da considerare in proposta
- Differenza tra comunicazione, disseminazione e explotiation
- Comunicazione e valorizzazione della scienza: Teorie e Modelli
- Come strutturare un piano di comunicazione e disseminazione
- Standards
- Open Access e Open Data
- Public Engagement
- I principali canali di disseminazione e comunicazione usati in proposta.
- I tre criteri di valutazione ed errori tipici da evitare


ARE YOU
READY?

Impatto come beneficio dell’innovazione.

What is the impact

- **“Consequences of an action that affects people’s lives in areas that matter to them”** (ESF, 2012).
- **“An effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia”** (REF, 2014).
- **“Influence of research or its effect on an individual, a community, the development of a policy, or the creation of a new product or service”** (Pathways to Impact, AHRC).
- Your **demonstrable** contributions…

Impatto

Impatto = misura del beneficio che deriva dall'Innovazione

- Più grande sarà il beneficio maggiore sarà l'impatto
- Ogni tipo di beneficio
- Non deve essere necessariamente finanziario
- …ma anche sociale, tecnico, commerciale, ambientale…

<u>Deve andare al di là della durata del progetto</u>

Ci sono varie forme di impatto

- Impatto **scientifico**
- Impatto **economico**
- Impatto **ambientale**
- Impatto sulla **salute e il benessere**
- Impatto **professionale**
- Impatto sull'**internazionalizzazione**
- Impatto sul **capacity building**
- Impatto sulle **politiche**

Benefits ☺ If strategy for effective Comm/Diss/Ex is in place	**Risks ☹** If strategy for effective Comm/Diss/Ex is missing
Improve your proposal's chances of success.	**Lower prospects of success for your proposal.**
Increase the visibility of your research, enhance your reputation and help your efforts gain understanding and support (also financially), by presenting your work and its results not only to the scientific community, but also to potential industrial partners, policymakers and society at large.	**Recognition and reputation of your work remains limited** to a small circle of experts. Advancing your field of research has less traction.
Sharpen your profile within the scientific community and attract talented scientists/students for your own or partner institution(s).	**Needless duplication of your resources and spending of public funds** (i.e. limited "return on investment" of public R&I funding).
Tap into additional funding sources by explaining how your project successfully tackles current issues and challenges, and how this positively affects our daily lives (e.g. by creating new jobs, improving public knowledge, influencing a change in policy).	**Little awareness of the needs and significance of your research** on policy level, potentially resulting in limited public funding/investment.
Discover novel approaches and solutions by promoting the exchange of knowledge on all levels – cross-sectoral and interdisciplinary.	**Untapped potential** of your project results and data. New knowledge and insights, which could lead to whole new fields of application are lost.
Attract potential users of the project results – including business partners for commercial exploitation, but also other users such as reseachers, educators, policymakers, etc.	**Difficulties to find partners** who might take an interest in (commercially) exploiting your results, leading to missed opportunities for commercialisation of project results.
Help strengthen the research and innovation landscape in Europe by ensuring knowledge transfer, uptake and commercialisation of novel technologies and results by industry, decision makers and the scientific community.	Europe's **full innovation potential remains untapped.**
Spread knowledge and allow that knowledge to be built upon by making your project results openly available and searchable under fair conditions.	**Uphold barriers** that prevent others from gaining access to research publications and data they can check and re-use.

Knowledge production

- **New peer reviewed publications and citations**
- **Presentations to national and international conferences**
- New ‘grey literature’ including research reports, interviews, policy briefings, editorials, newsletters, web articles, social media, presentations with/to stakeholders
- New systematic reviews or findings
- Increased availability of evidence including open access data
- **Establishment of new datasets, databases or research data**

Economic impact

- **New or expanded products, licenses, or services created**
- Spinout or start-up businesses registered
- Improved performance or processes adopted
- **Employment created or increased**
- Improved international reputation for investment in Ireland
- More efficient use of public resources
- Leveraging of national and international funding
- Increased income generated
- Reduced redundancies and costs

Environmental impacts*

- Improving awareness and understanding of climate change and its consequences
- **Stimulation of public debate and awareness on the environment**
- Provision of information to civil and civic societies
- **Environmental policy or planning decisions are evidence-informed**
- Improved management or conservation of natural resources to advance climate justice
- **Improved management of environmental risks or hazards**
- Improved private or public services to meet relevant environmental policies or goals
- New/improved technologies or processes to reduce pollution and/or the impact of pollutants
- Improvement in sustainable use of resources for resilient societies
- Improved understanding of health risks to livestock and disease risks to crops for better health and food security
- Improved built environment infrastructure including transportation systems and land use.

Climate action and sustainable development

- As key Horizon 2020 objectives, climate action and sustainable development are relevant to all areas of the programme. At least 35% of Horizon 2020's total budget is expected to address climate action, while at least 60% is expected to involve sustainable development.
- When drafting your proposal, please specify your project's expected contribution to climate action and sustainable development objectives, if applicable.

Climate action includes:

- **mitigating** climate change (helping to cut greenhouse gas emissions)
- **adapting** to the impact of climate change by building resilience to phenomena such as flooding, droughts and other extreme weather events
- **contributing to understanding** the causes of climate change.

Activities contributing to climate action

- energy efficiency, energy savings or energy recovery in any sector;
- renewable non-fossil energy (e.g. wind, solar, aero-thermal, geothermal, hydrothermal, ocean energy, hydropower, biomass, landfill gas, sewage treatment plant gas, biogases) & related infrastructure including energy storage and 'smart grids';
- low-carbon technologies, manufacturing processes, goods & services;
- carbon capture & storage;
- reducing road & air traffic emissions; encouraging cycling, walking & use of public transport systems, inland waterways & short sea shipping,
- biological sequestration/conservation of CO2 emissions (e.g. afforestation, re-vegetation, forest/cropland management, reduced tillage, soil maintenance/remediation), including sinks & reservoirs of greenhouse gases (e.g. soil, peatlands, wetlands, forests);
- eliminating or substantially reducing emissions of other greenhouse gases such as methane, N2O, PFCs, HFCs, SF6 & NF3;
- building resilience & reducing vulnerability to climate-related disasters (heatwaves, floods, extreme weather events, etc.), covering any sector including transport, energy, supply chains, communication networks & other infrastructure, planning, insurance; risk prevention & risk/disaster management, ICT for early warning systems;
- combating heat effects &/or adapting to drought, including water efficiency measures;
- strengthening coastal defences against erosion, storm surges & sea-level rise;
- taking advantage of any opportunities that may arise as a result of climate change;
- integrating climate change concerns in specific policy activities, developing capacity, strengthening the regulatory & policy framework;
- socioeconomic issues associated with climate change options, such as behavioural patterns, societal acceptance & barriers to uptake of policies or technologies;
- understanding climate change processes &/or effects, including sea ice/ice sheet/glaciers, permafrost, air and sea surface temperatures, precipitation, biodiversity loss, movement or distribution of plant/fish/animal species, ocean acidity, crop yields, hydropower potential, seasonal tourism patterns, habitats for disease vectors, etc.

What Is Sustainable Development?

- **Definition** - development that meets the needs of the present without compromising the ability of future generations to meet their own needs within the planet's physical boundaries.
- **Sustainable Development Goals**

In 2015, world leaders paved the way for a more sustainable society worldwide by adopting the **2030 Agenda for Sustainable Development**. The Agenda includes 17 Sustainable Development Goals (SDGs) to **end poverty, fight inequality and injustice**, and **tackle climate change** by 2030

What Is Sustainable Development?

- **Resource efficiency** - sustainable development means improving resource efficiency, an aspect of several Sustainable Development Goals. Resource efficiency is strongly linked with climate action, as more efficient use of resources can mitigate climate change.
- Resource efficiency can be achieved through **activities** with the following aims:
- making consumption & production in all areas of society/the economy more resource-efficient;
- avoiding waste; improving waste management; increasing re-use, repair or recycling; using waste from some production processes as a resource in others, in all sectors including food, construction/demolition, processing industries & raw materials;
- ensuring the provision of clean water in sufficient quantities; promoting efficient & economical water supply & use; helping reduce water shortages, droughts & floods;
- improving air quality & reducing air pollution (including particulate matter, ground-level ozone, nitrogen dioxide); tackling the effects of air pollution;
- protecting the soil or improving soil protection; reducing soil-sealing; tackling or helping to prevent erosion, landslides, soil contamination, salinisation & desertification;
- ensuring that all operators along the value chain manage fishery & marine resources more sustainably, including in the fields of mineral extraction, pharmaceuticals, biotechnology & energy; contributing to good environmental status in marine waters;
- increasing sustainable chemistry/'green' chemistry; replacing dangerous chemicals by safer, more technologically & economically viable alternatives;
- producing food in a more resource-efficient way, so that food/drink value chains have less environmental impact (e.g. using water & fertilisers more economically);
- managing forests more sustainably;
- protecting and/or restoring ecosystems or biodiversity;
- reducing noise pollution;
- improving energy efficiency & cutting greenhouse gas emissions (see 'climate action' above);
- addressing behavioral patterns, societal acceptance & barriers to uptake of policies or technologies; raising awareness of resource efficiency issues, including through education & training.

Integrating Climate Action And Sustainable Development Objectives In Research And Innovation

How can you integrate climate action and sustainable development in your proposal?

- Using the guidance above, determine how relevant climate action and/or sustainable development objectives are to your research and innovation proposal. Mention any relevant aspects clearly in your proposal.
- Where relevant, say what impact the research or innovation can be expected to have on climate objectives and/or on one or more of the Sustainable Development Goals. The impact may be immediate or longer-term.
- Refer to existing evidence or indicators to substantiate your statements.

Health & wellbeing impacts

- National or international health and wellbeing outcomes due to new or improved interventions, services, drug/treatments/therapies, diagnostic or medical technologies, care practices or processes.
- **Improved health and wellbeing at an individual level**
- Reduced inequalities in health status and health and social care utilisation through information and policies targeting vulnerable/disadvantaged groups
- **Increased efficiency in the delivery of public health and social services, as well as health-related interventions and services delivered by NGOs and others in the community**
- Decisions by public, private and voluntary stakeholders informed by research evidence
- Improved quality of life due to improved health and wellbeing services/interventions, products or processes
- Enhanced animal health and welfare
- **Reduction in costs and delays for treatments, interventions, practices, and processes due to newly**
- Developed or improved alternatives (e.g. new treatments, interventions, drugs, devices or diagnostics)
- Mitigation of risks to health or well-being through preventative or early intervention services and measures
- Increase in number of participants enrolled in clinical and community-based trials
- Increase in number of individuals engaging in healthy lifestyles

Social and cultural impacts

- Enhanced opportunities for creativity, self-expression and human development
- **Increased appreciation and/or design of cultural services such as museums, galleries, libraries**
- Attitudinal changes, education and understanding
- Stimulation or informing of public debate or interest
- **Greater awareness of the public's role and responsibility in contributing to solving social challenges**
- **Increased confidence of the general public to address issues affecting them**
- Exchange of public tacit knowledge to inform new or improved products, services and processes
- Improved quality of life through improved access to services
- Local, regional or national development and regeneration plans
- New processes for responding to public research needs and partnerships
- Improved human performance due to new or changed technologies or processes.

Policy & product development impacts

- **Implementation, revision or evaluation of policies to improve efficiency, efficacy of public services, products and processes, and government regulation**
- **Policy and related budget decisions, changes to legislation, regulations, guidelines, or funding are evidence-informed**
- Revised educational curricula, across all levels, informed by new knowledge
- Commissioned reports or projects from government departments or agencies
- Policy briefing papers, practical handbooks and other grey material produced for / disseminated to relevant professionals, policy makers, and civic and civil society organisations
- Patents and other IP applications and award of commercialisation support grants to develop products or services
- **License agreements and revenues generated as a result of spin-out companies or formal collaborative**
- Partnerships between researchers and relevant research stakeholders.

Professional & public service impacts

- **New or improved professional standards, working practices, guidelines or training**
- Quality, efficiency or productivity of a service
- **Professional body practices are evidence-informed**
- Practice or process changes in companies or other organisations through capacity building
- **Increased inter-agency collaboration**
- Improved services evaluation methods and technologies
- Improvements in risk management across public and private sectors
- Advancements against strategic plans.

Internationalisation impact

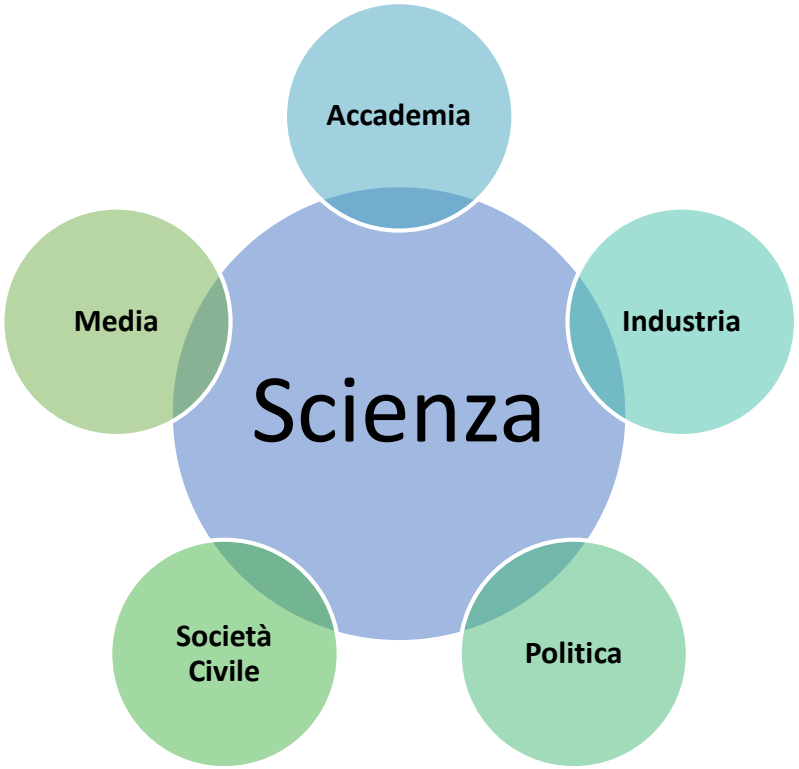
- **Success of researchers and relevant entities in attaining international research funding, for example, through EU Framework programmes**
- Improved international reputation of Ireland in the research arena
- **Attraction and retention of international talent**
- New connections to international expertise providing access to state-of-the-art knowledge, ideas and publics
- Leveraging of international funding through industrial and collaborative research
- New national/international collaborations or strategic partnerships formed with other research teams, community and industry partners or relevant agencies.
- **Increased global social responsibility, cultural awareness, and languages**
- Contribution to international relations and the international profile and reputation of EU.

Capacity-building impacts

- **Education, training and improved skills of current and future populations and workers for public and industry services, and academia**
- Improved relevancy of educational curricula at all levels
- Higher degrees and research experience obtained by research personnel
- **Retention rates of research personnel in national research system**
- Increased leveraged funding due to number and level of highly skilled researchers
- Increased national, EU, international social capital
- **Increased research capacity in CSOs**
- Increased levels of engagement of members of the public with research, and corresponding levels of confidence in public-science dialogue
- Spin-off projects developed and further research funding leveraged
- Development and use of novel research techniques
- Establishment of new datasets, databases or research data lodged in national database

Comunicazione e valorizzazione della Scienza: Teorie e Modelli

Contesto



Cambiato il modo di fare scienza
Mode 1 <-> Mode 2

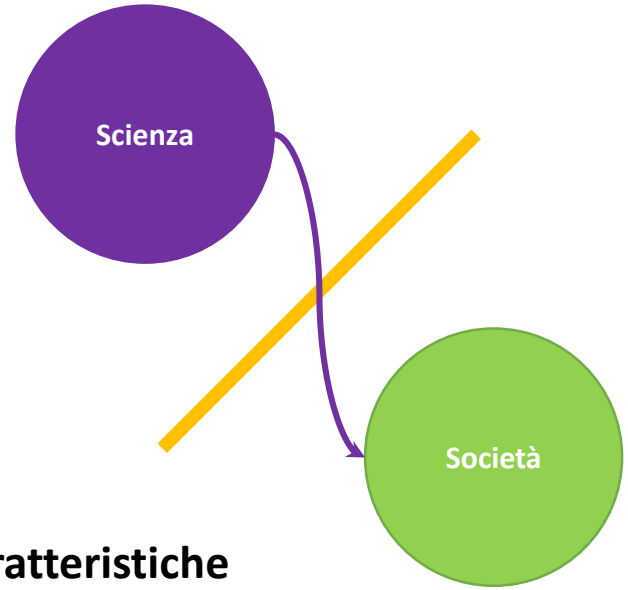
DIMENSION	MODE 1	MODE 2
KNOWLEDGE FOCUS	Produced considering interests of the scientific community	Produced considering the context of application
MODE OF KNOWLEDGE PRODUCTION	Expert-centered	Produced in network or with the interaction of diverse actors
CHARACTERISTICS	Disciplinary and hierarchical	Transdisciplinary and horizontal
RELEVANCE	Relevant to the scientific community	Relevant to society
DISSEMINATION	Through indexed journals	Diverse channels reaching a wider audience
QUALITY MARKER	Publication in an indexed journal	Quality review processes and research uptake/policy influence

Cambiate le interazioni fra i vari attori del «sistema ricerca»

Cambiato il peso nei rapporti fra i vari attori del «sistema ricerca»

Image credit: http://www.researchtoaction.org/2015/02/mechanisms-markers-research-quality-think-tanks/

Deficit Model



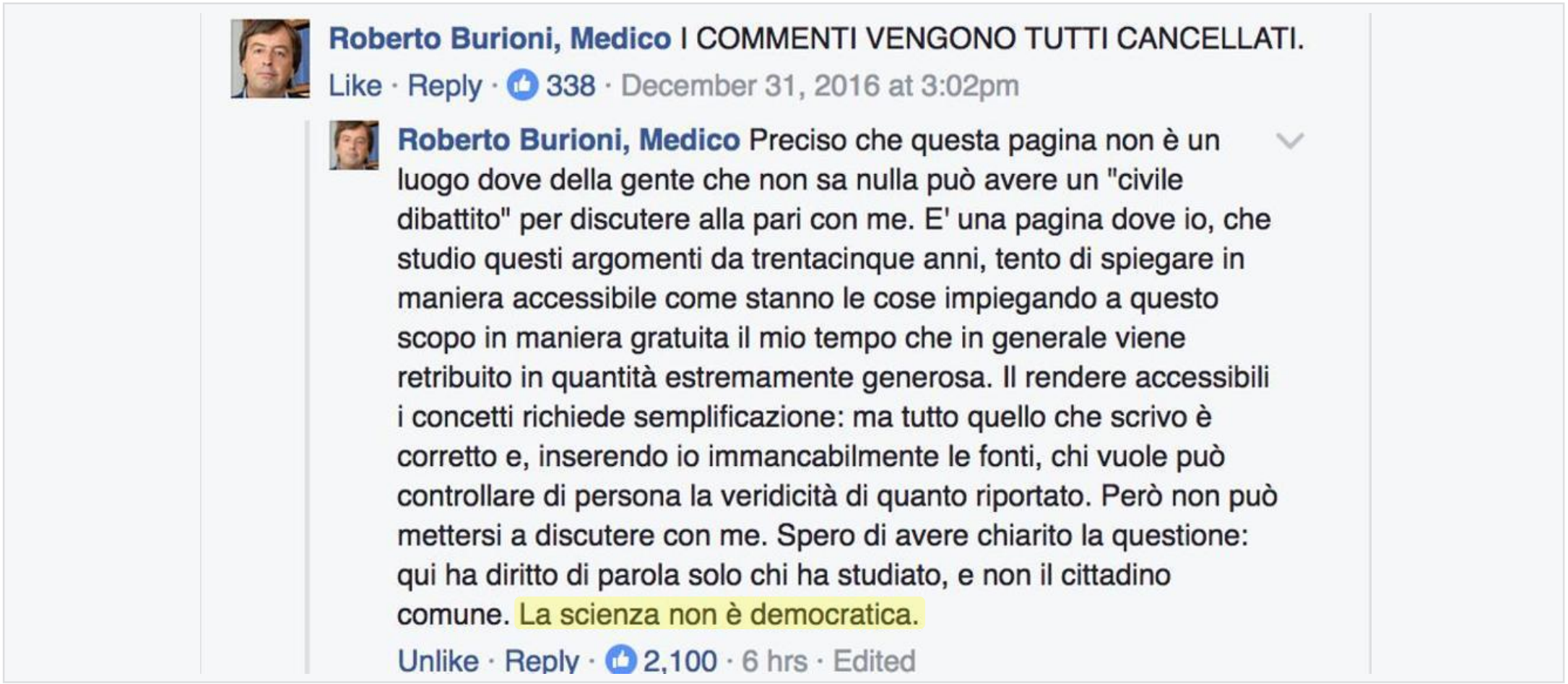
Caratteristiche

- Approccio top-down
- Flusso di informazioni unidirezionale
- Obiettivo di aumentare il grado di alfabetizzazione scientifica della società

I limiti

- Basato sul gap conoscitivo della società, ipotizzato ma non misurato
  - Rischio banalizzazione
- Alfabetizzazione scientifica influenza in minima parte come si formano le opinioni. Conta di più:
  - Ideologia
  - Identità religiosa
  - Appartenenza politica
- la tendenza a problematizzare, nel rapporto tra scienza e pubblico, soltanto il secondo termine della relazione, cioè il pubblico.

Deficit model?



Roberto Burioni, Medico I COMMENTI VENGONO TUTTI CANCELLATI.

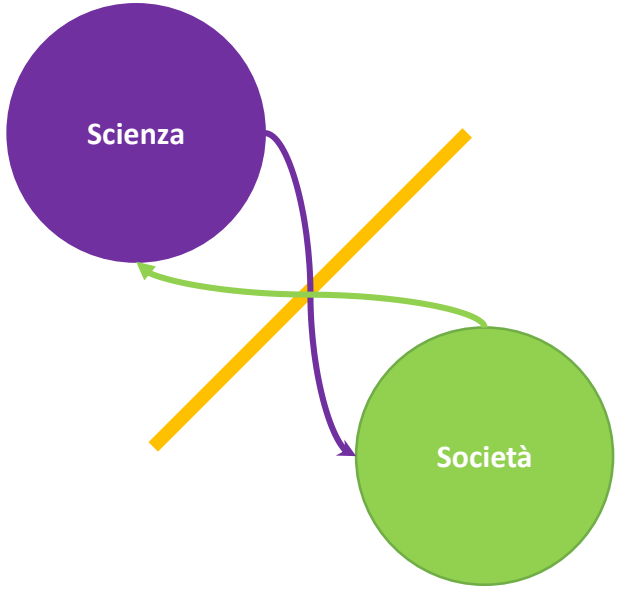
Like · Reply · 338 · December 31, 2016 at 3:02pm

Roberto Burioni, Medico Preciso che questa pagina non è un luogo dove della gente che non sa nulla può avere un "civile dibattito" per discutere alla pari con me. E' una pagina dove io, che studio questi argomenti da trentacinque anni, tento di spiegare in maniera accessibile come stanno le cose impiegando a questo scopo in maniera gratuita il mio tempo che in generale viene retribuito in quantità estremamente generosa. Il rendere accessibili i concetti richiede semplificazione: ma tutto quello che scrivo è corretto e, inserendo io immancabilmente le fonti, chi vuole può controllare di persona la veridicità di quanto riportato. Però non può mettersi a discutere con me. Spero di avere chiarito la questione: qui ha diritto di parola solo chi ha studiato, e non il cittadino comune. La scienza non è democratica.

Unlike · Reply · 2,100 · 6 hrs · Edited

Dialogue e Conversation Model
(*Public engagement with science and technoloy*)

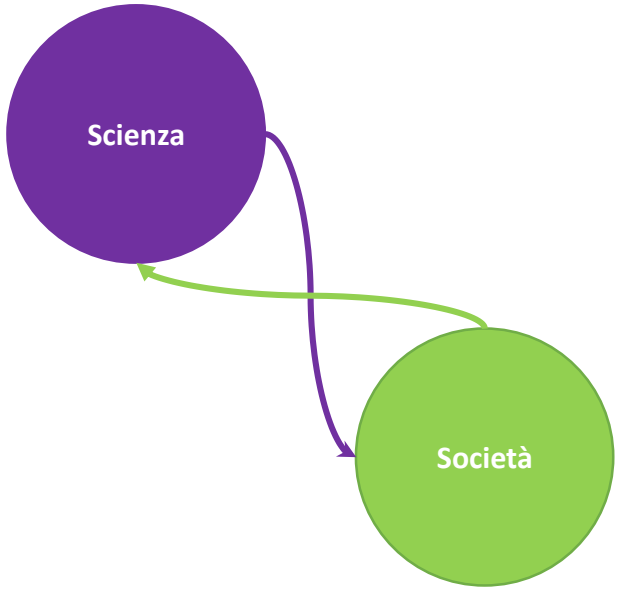
Dialogue Model



Caratteristiche

- Flusso bidirezionale della conoscenza
- Gap conoscitivo misurato e non ipotizzato
  - Non si corre il rischio della banalizzazione
- L'opinione del pubblico serve a calibrare il messaggio
- Il pubblico consultato e ingaggiato

Conversation Model



Caratteristiche

- Partecipazione del pubblico attiva
- Il pubblico partecipa ed co-crea il futuro con la scienza
- Ruolo del pubblico attivo nel processo decisionale e agenda setting
- Citizen Science

Si comunicava già nel passato

Galileo: accusato dalla chiesa perché scriveva in volgare

Faraday: che ogni venerdì teneva delle conferenze alla Royal Istitution per raccontare i progressi della scienza

Ed oggi? I grandi comunicatori del nostro tempo

Richard Dawkins

Piero e Alberto Angela

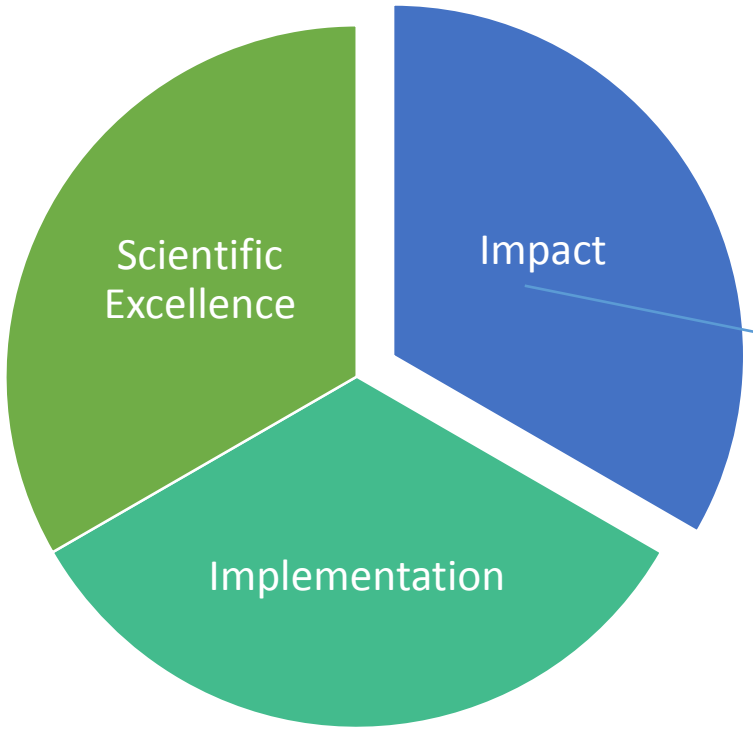
ITA

«La verità è che: non c'è scienza senza comunicazione»

Pietro Greco - Vittorio Silvestrini

Analizzare il template della proposta.

Impact Section



1: Excellence

1.1 Objectives

1.2 Relation to work programme

1.3 Concept and methodology

1.4 Ambition

2. Impact

2.1 Expected impacts

2.2 Misure to maximase impact

a) Dissemination and exploitation of results

b) Communication activities

3. Implementation

3.1 Work plan – work packages, deliverables and milestones

3.2 Management structure and procedures

3.3 Consortium as a whole

3.4 Resources to be committed

Impact

2.1 Expected impacts

Describe how your project will 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

Example **PHC 10 – 2014: Development of new diagnostic tools and technologies: in vitro devices, assays and platforms**

Expected impact:

- Innovative, more accurate, more reliable and cost effective in vitro **diagnostic tools** and technologies for earlier disease diagnosis, patient stratification and/or prognosis of disease outcome leading to improved clinical decisions and health outcomes.
- Contribution to the sustainability of **health care systems**.
- Growth of the European diagnostics sector, in particular for **SMEs**.

Il template in dettaglio

each of the expected impacts mentioned in the work programme, under the relevant topic;

Aiutati con:

- Tabella comparativa

Considera sempre:

- Informazioni quantitative
- Indicatori Misurabili
- Giustificare le ragioni per cui hai risposto a quanto chiesto nel topic

Il template in dettaglio

any substantial impacts not mentioned in the work programme, ***that would enhance innovation capacity****;*

- **Innovation Capacity**
  - Which further innovations will be stimulated by your project results --> increase the amount of benefits delivered?
  - Potential to be used in other areas beyond project objectives? (© Eugene Sweeney)
- **Innovation Potential**
  - How much benefit (innovation) can project results potentially deliver? (© Eugene Sweeney)

Il template in dettaglio

Describe any barriers/obstacles, and any framework conditions (such as regulation, standards, public acceptance, workforce considerations, financing of follow-up steps, cooperation of other links in the value chain), that may determine whether and to what extent the expected impacts will be achieved. (This should not include any risk factors concerning implementation, as covered in section 3.2.)

Considera:

- Legislazione e standard
- Publica accettazione
- Considerazioni sulla forza lavoro
- Finanziamento degli step di follow-up
- Cooperazione dei diversi elementi che compongono della value chain)

Impact

2.2 Measures to maximise impact

a) Dissemination and exploitation of results

- Provide a draft '**plan for the dissemination and exploitation of the project's results'**.Please note that such a draft plan is an admissibility condition, unless the work programme topic explicitly states that such a plan is not required.
  Show how the proposed measures will help to achieve the expected impact of the project.
  The plan, should be proportionate to the scale of the project, and should contain measures to be implemented both during and after the end of the project. For innovation actions, in particular, please describe a credible path to deliver these innovations to the market.

- Include a business plan where relevant.

- If you will take part in the pilot **on Open Research Data** , include information on how the participants will manage the research data generated and/or collected during the project.

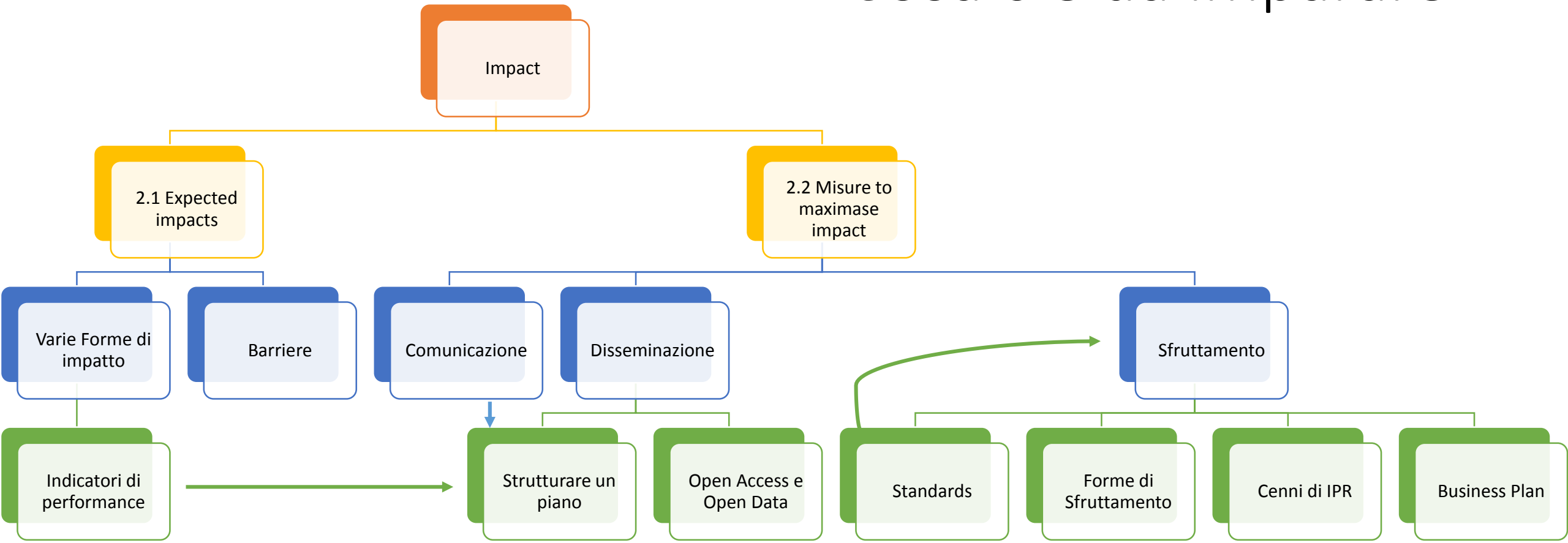
- Outline the strategy **for knowledge management and protection**. Include measures to provide **open access** (free on-line access, such as the 'green' or 'gold' model) to peerreviewed scientific publications which might result from the project

Impact

b) Communication activities

- Describe the proposed communication measures for promoting the project and its findings during the period of the grant. Measures should be proportionate to the scale of the project, with clear objectives. They should be tailored to the needs of various audiences, including groups beyond the project's own community. Where relevant, include measures for public/societal engagement on issues related to the project.

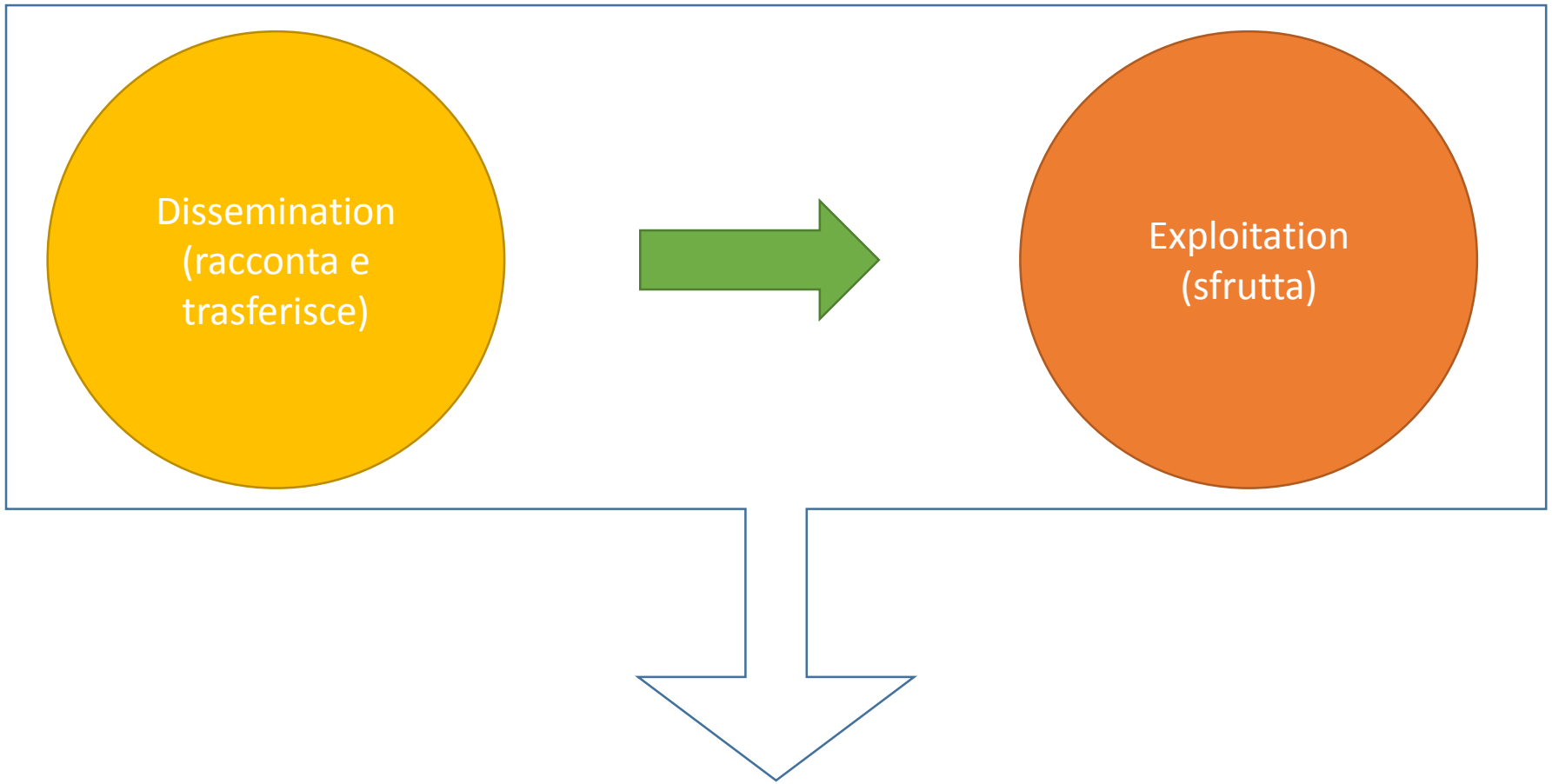
Cosa c’è da imparare



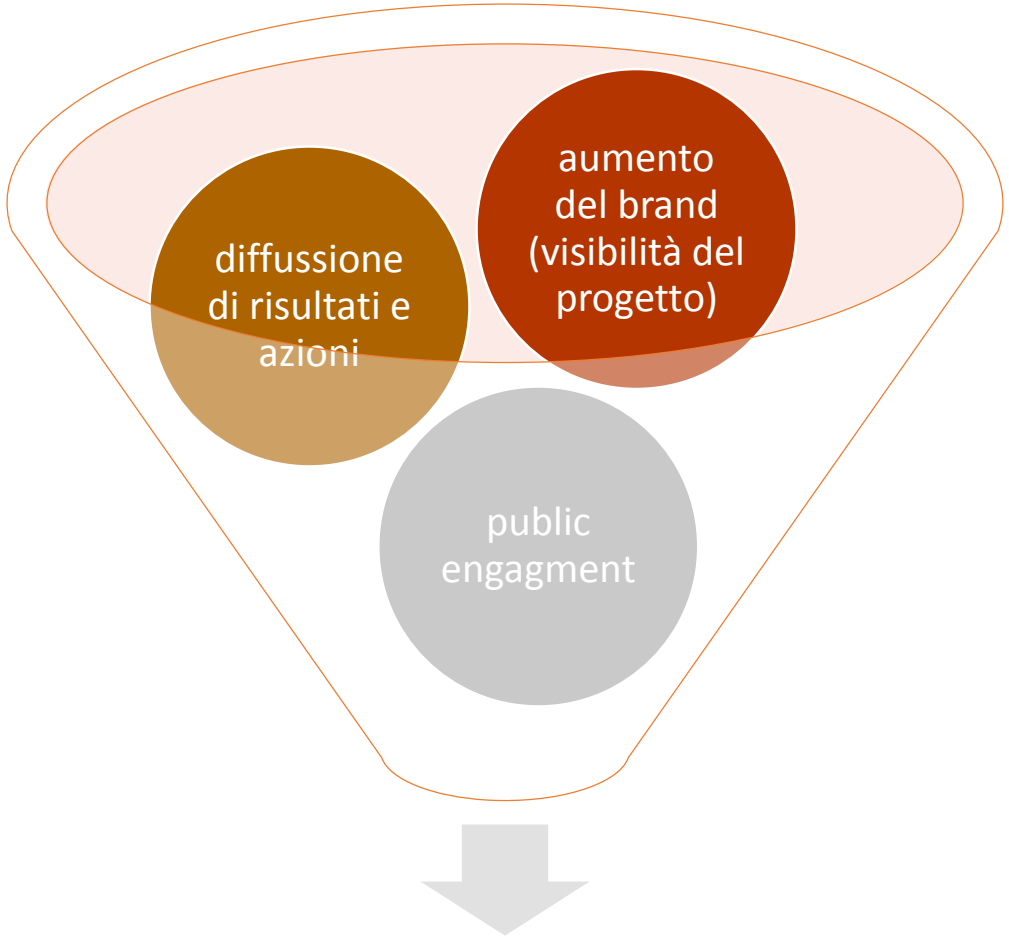
Come scrivere un piano di comunicazione e disseminazione

- Dissemination
- Communication
- Explotiation

Tutto insieme



Comunicazione
(Ingaggia e aumenta visibilità)



Ruolo della Comunicazione

Communication	Dissemination
About the **project** and **results**	About **results only**
Multiple audiences *Beyond the project's own community (include the media and the public)*	**Audiences that may use the results** in their own work *e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers*
Inform and **reach out to society**, show the benefits of research	**Enable use** and **uptake** of **results**
Grant Agreement art. **38.1**	Grant Agreement art. **29**

Source: http://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf

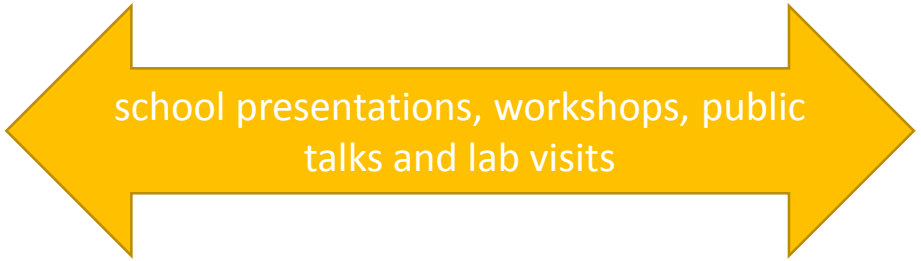
- Dissemination
- Communication
- Explotiation

Differenze tra Disseminazione e comunicazione

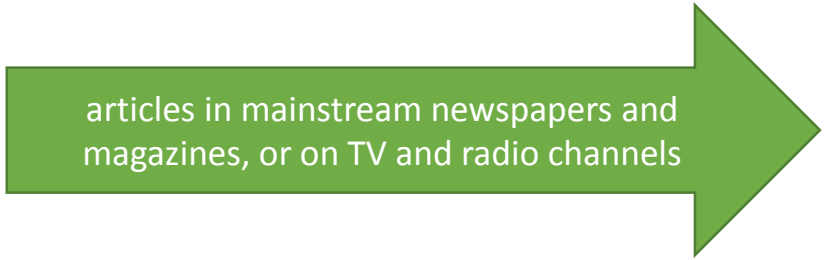
→ Disseminazione	→ Comunicazione (Outreach)
Collegato solo ai risultati	Collegato ai risultati e al progetto
Audience che può usare il risultato	Audience multiplo
Target con un alto grado di alfabetizzazione scientifica	Target con conoscenza differente
Favorire lo sfruttamento dei risultati	Aumentare la visibilità del progetto e dei suoi risultati
Inizia con la produzione dei primi risultati	Parte sin da subito
G.A. art 29	**G.A. art 38.1**

Communication and Outreach

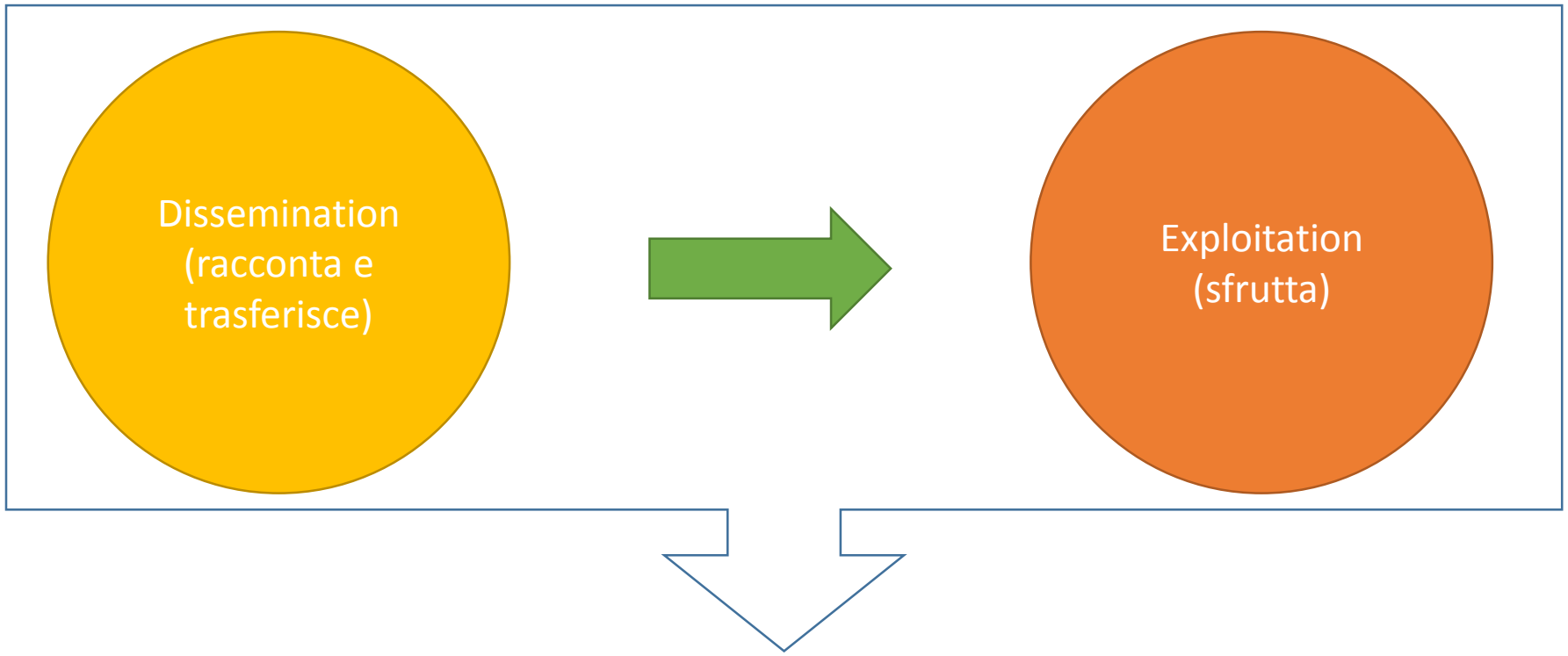
- **Outreach** implies an interaction between the sender and the receiver of the message, there is an engagement and a two-way communication between the researcher and the public



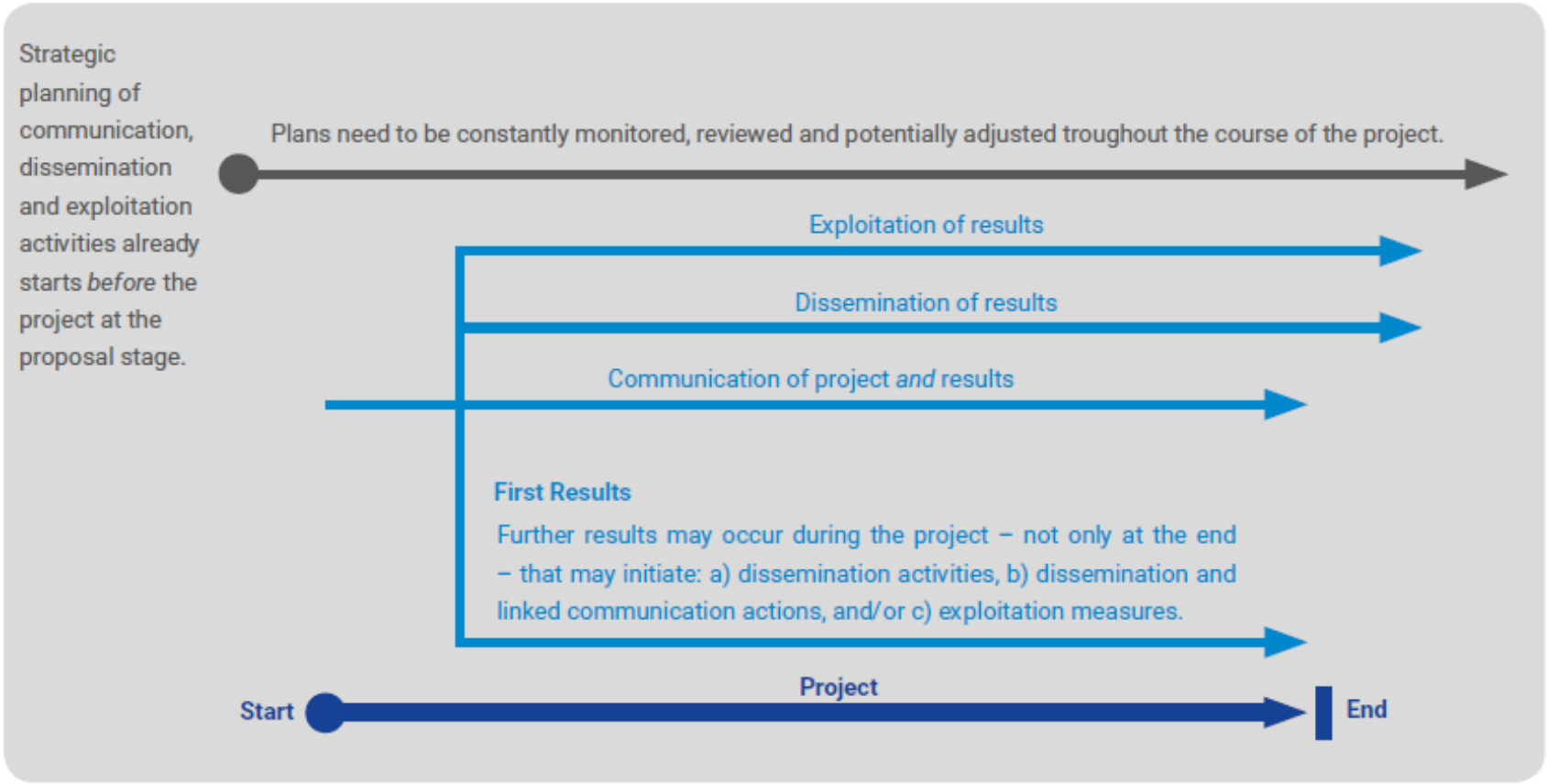
- **Communication**, on the other hand, only goes in one direction from the sender to the receiver.



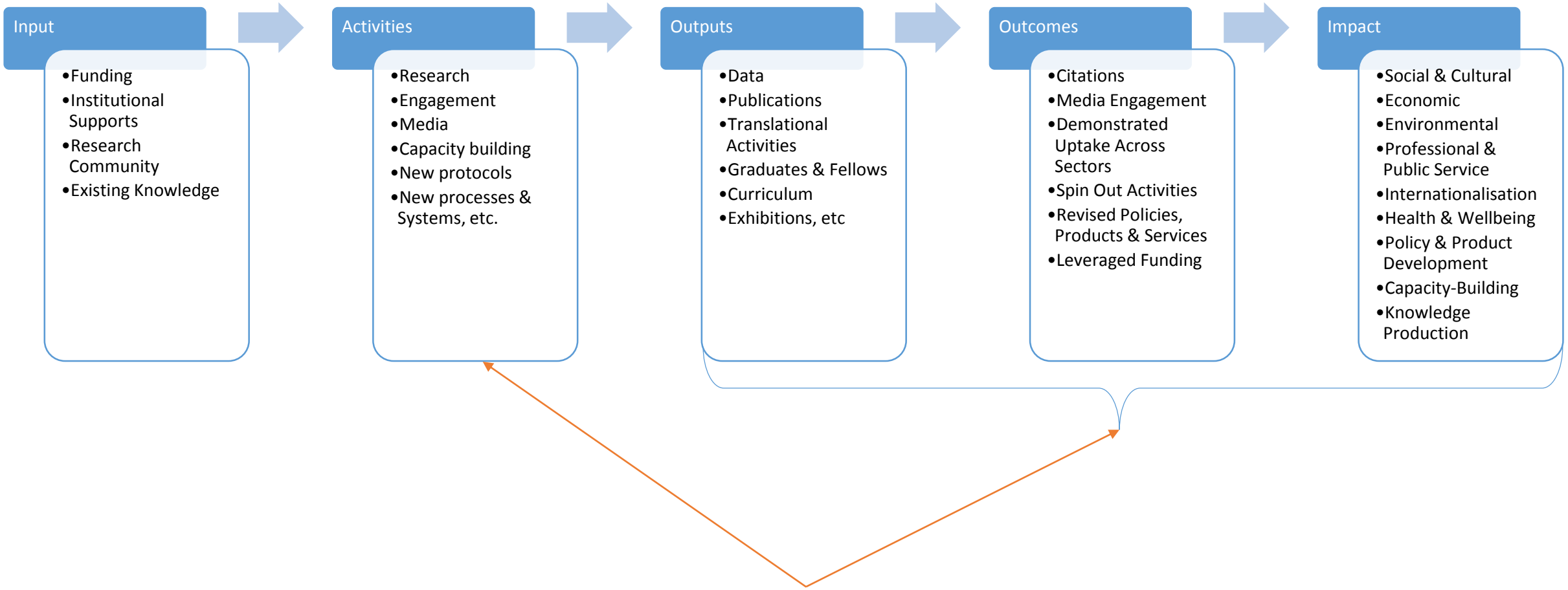
Tutto insieme



Disseminazione, Comunicazione e sfruttamente nel life-cycle del progetto

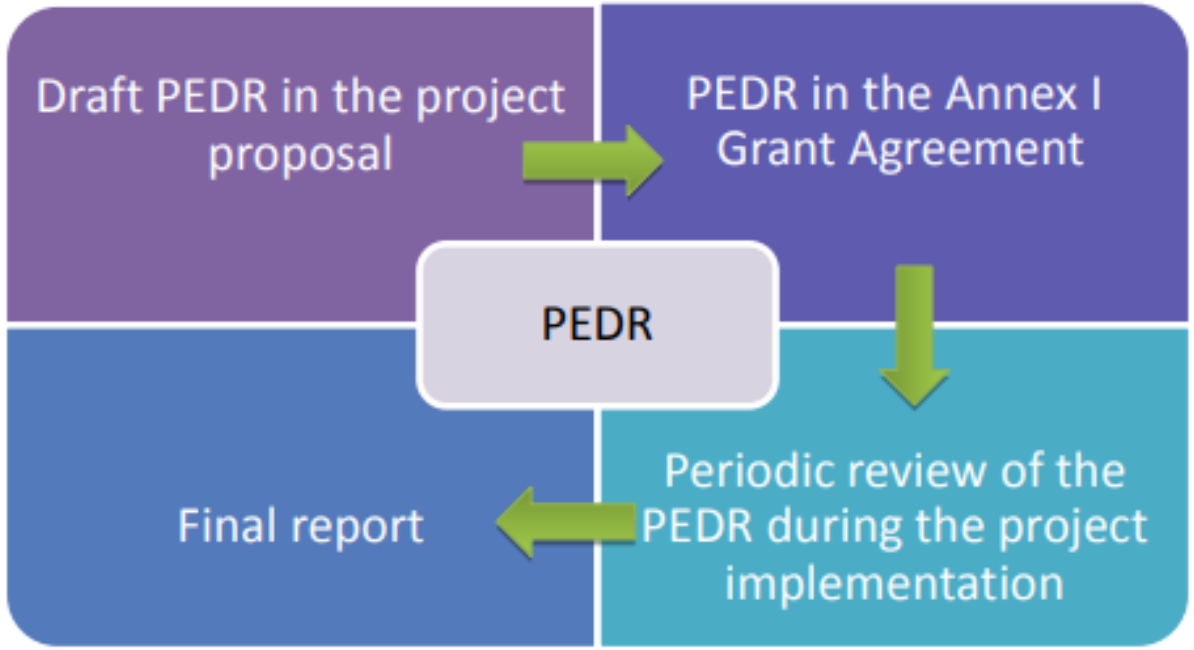


I punti fissi di un piano di Disseminazione, Exploitation e Comunicazione



Dissemination and Communication Plan

Il Piano durante la vita del progetto



Il template in dettaglio

*Provide a draft '**plan for the dissemination and exploitation of the project's results'**. […]. For innovation actions, in particular, please describe a credible path to deliver these innovations to the market.*

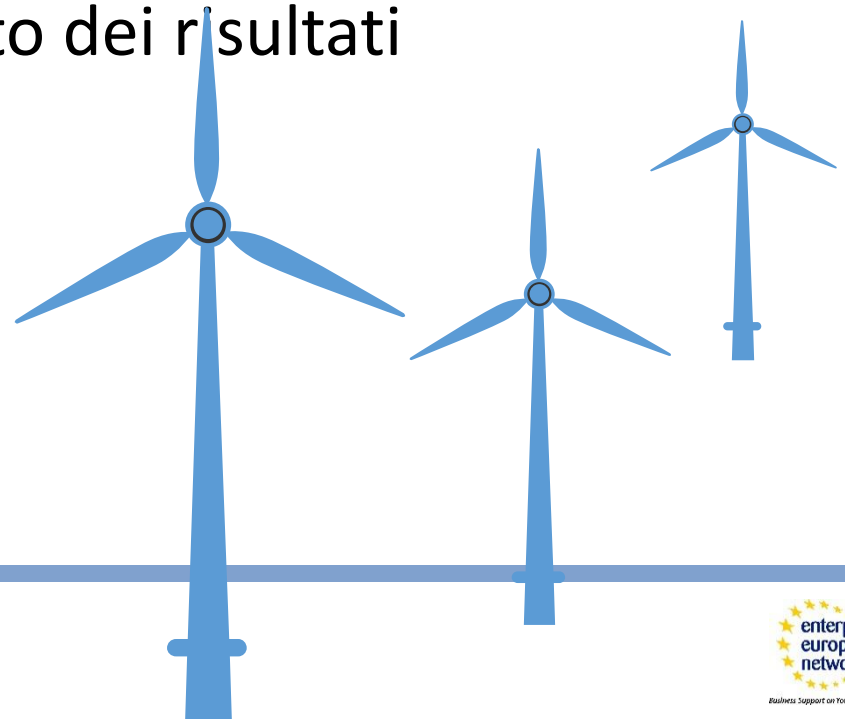
A cosa serve

- Raccogliere le informazioni
- Analizzare le informazioni raccolte
- Pianificare le azioni
  - Massimizzare l'impatto
  - Evitare lo spreco di risorse

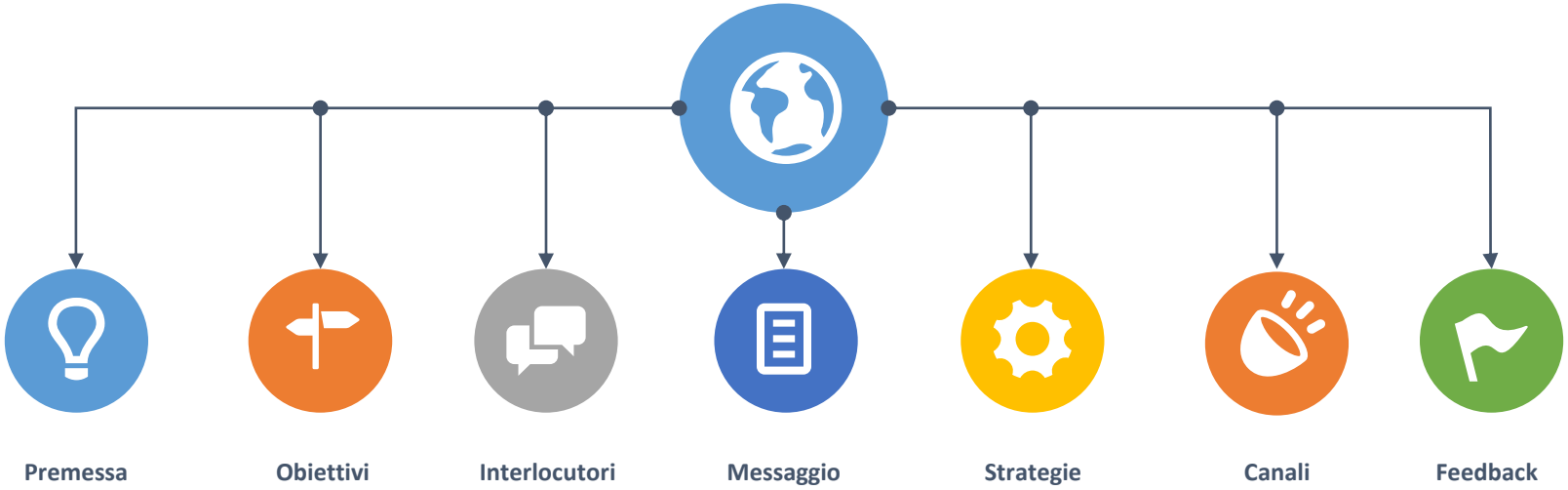
- In fase di proposta: obbligatorio e in bozza
- In fase di progetto: sviluppato per intero (M3)

Il piano di Comunicazione, Disseminazione e Sfruttamento

- Proporzionale al progetto e ai suoi risultati
- Coordinare le attività
- Evitare di inviare messaggi conflittuali
- Stabilire la strada per lo sfruttamento dei risultati
- Monitorare l'impatto del progetto



Il piano di comunicazione e disseminazione



Il piano di comunicazione e disseminazione

SWOT Analysis

Caratteristiche Di chi comunica

Caratteristiche Dell'ambiente dove si comunica

Premessa

Elementi importanti che condizionano in modo rilevante le attività di comunicazione

- gli elementi caratterizzanti dell'oggetto della nostra comunicazione (attributi oggettivi)
- Cosa è stato fatto di simile (in termini di comunicazione)
- Elementi di scenario rilevanti (sociali, politici, legislativi)

Il piano di comunicazione e disseminazione

Obiettivi

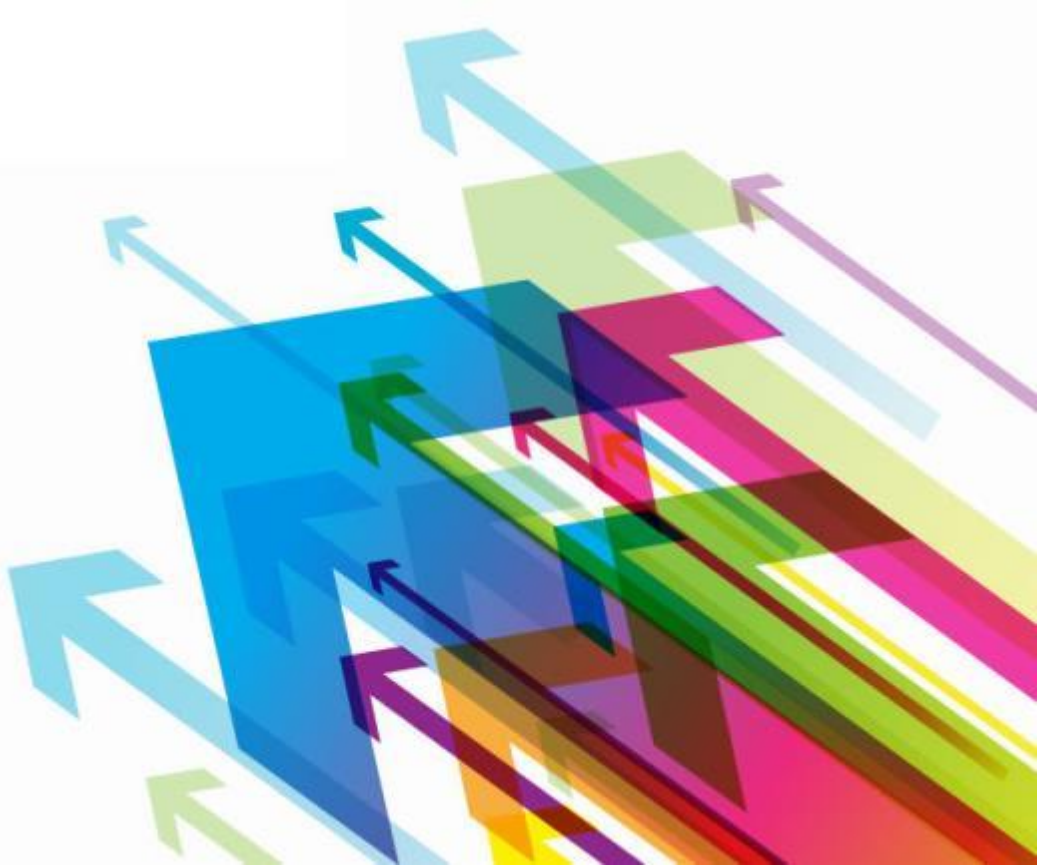
Obiettivi: quali risultati vogliamo raggiungere? Perché comunicare?

Obiettivi di comunicazione

- *trasferimento d'informazione*
- *visibilità / awareness*
- *dialogo*
- *Persuasione*

Obiettivi di Disseminazione

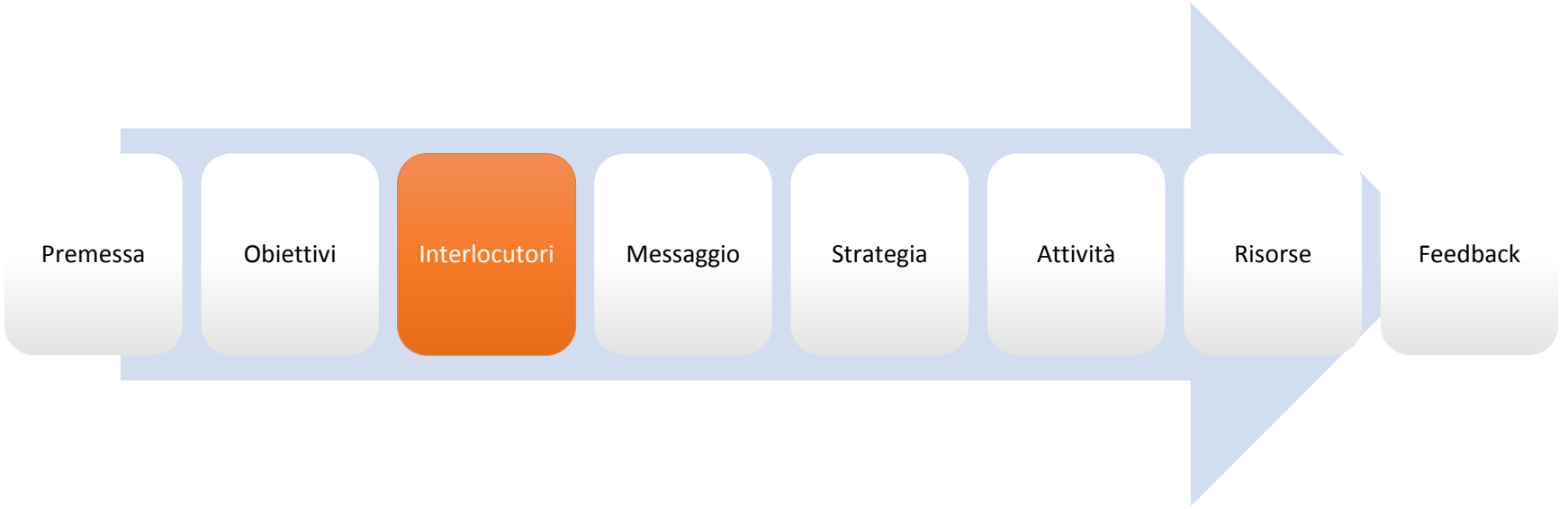
- *Trasferimento del risultato*
- *Favorimento dell'exploitation*



Obiettivi S.M.A.R.T

- **S**pecifico, cioè che non lascia spazio ad ambiguità;
- **M**isurabile senza equivoci e verificabile in fase di controllo;
- raggiungibile (dall'inglese **A**chievable), poiché un obiettivo non raggiungibile demotiva all'azione allo stesso modo di uno facilmente raggiungibile;
- **R**ilevante da un punto di vista organizzativo, cioè coerente con la mission aziendale;
- definito nel **T**empo.

Il piano di comunicazione e disseminazione



Interlocutori

- Interlocutori primari: a chi parliamo?

- Interlocutori secondari: chi ha influenza sul target primario

Es.

Interlocutori primari: Policy Maker
Interlocutori secondari: Giornali e media, lobbisti e la seduta parlamentare

Interlocutori

Disegna il tuo target

- Conosci tutto del tuo target (consumi, conoscenze, competenze)
- Cerca di capire dove puoi incontrarlo.
- Successivamente sulla base del punto precedente puoi identificare il linguaggio e i canali da utilizzare

Target audience

Evita di essere generico come per es:

- the public at large' or 'all stakeholders

Cerca di essere specifico

- *from 'the general public' to 'female citizens commuting by train to work in one of the EU-10 countries' or from 'decision-makers' to 'Europarliamentarians involved in the design of the new transport policy 2013'.*

Target audience

Per le attività di Disseminazione

- *Cerca di capire a chi vorresti trasferire o raccontare del tuo risultato*

Per l'Exploitation

- *Chi potrebbe usare il tuo risultato*

Per la Comunicazione

- *A chi vorresti coinvolgere o a chi vuoi illustrare I risultati o le azioni del progetto*

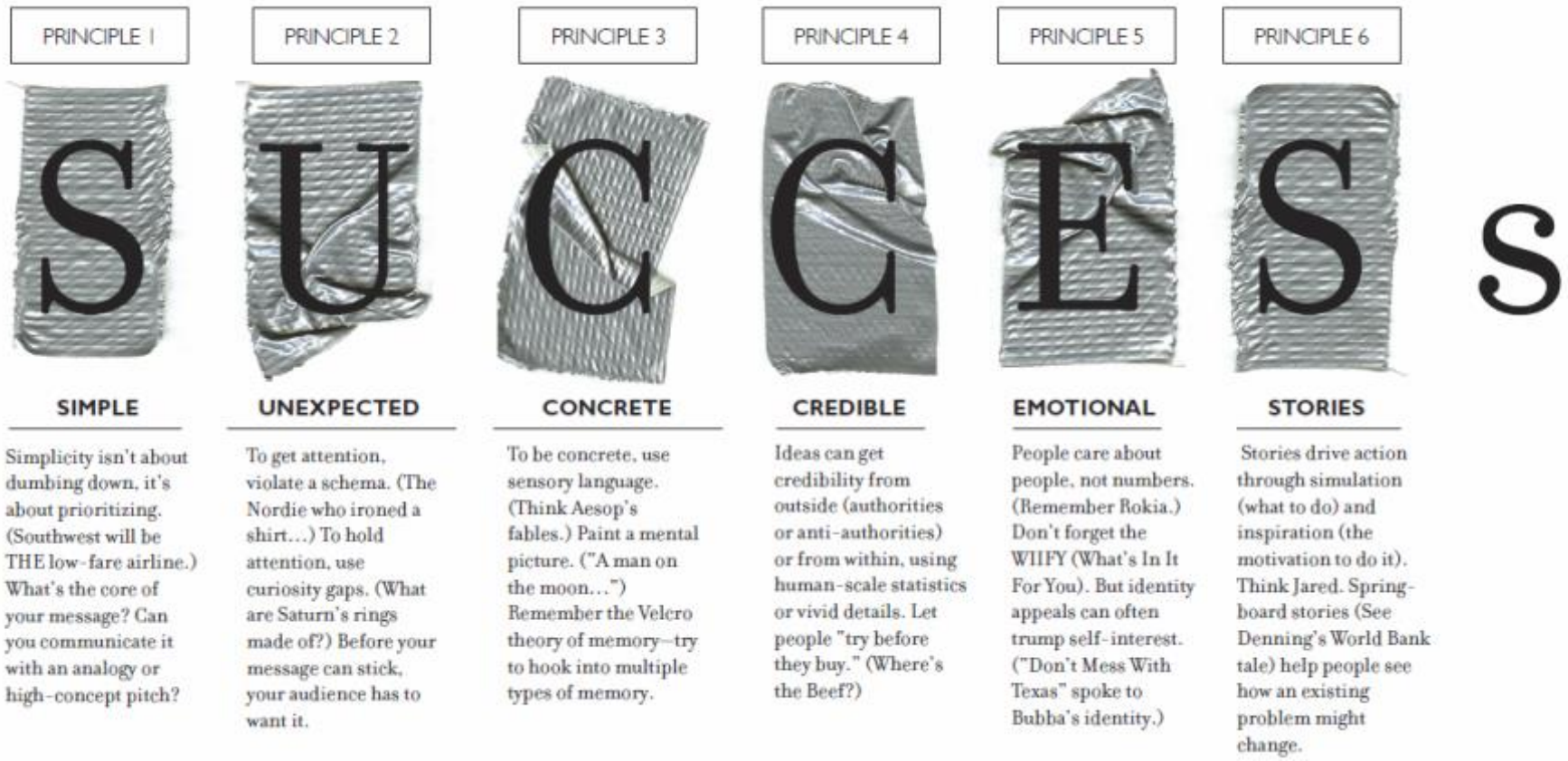
Il piano di comunicazione e disseminazione

Messaggio

- Identifica cosa vuoi trasferire al tuo / ai tuoi target o cosa dovrebbero sapere
- Una buona strategia è di evidenziare uno o più concetti chiave che esprimono il raggiungimento di un beneficio o, più in generale, di un aspetto positivo.
- E’ fondamentale ricordare però che la comunicazione è efficace soltanto se emittente e ricevente danno lo stesso significato al messaggio
- Modula i messaggi sulla base dei tuoi obiettivi e del target con cui

Non è sufficiente essere chiari ma anche immedesimarsi con chi riceve il messaggio che stai inviando

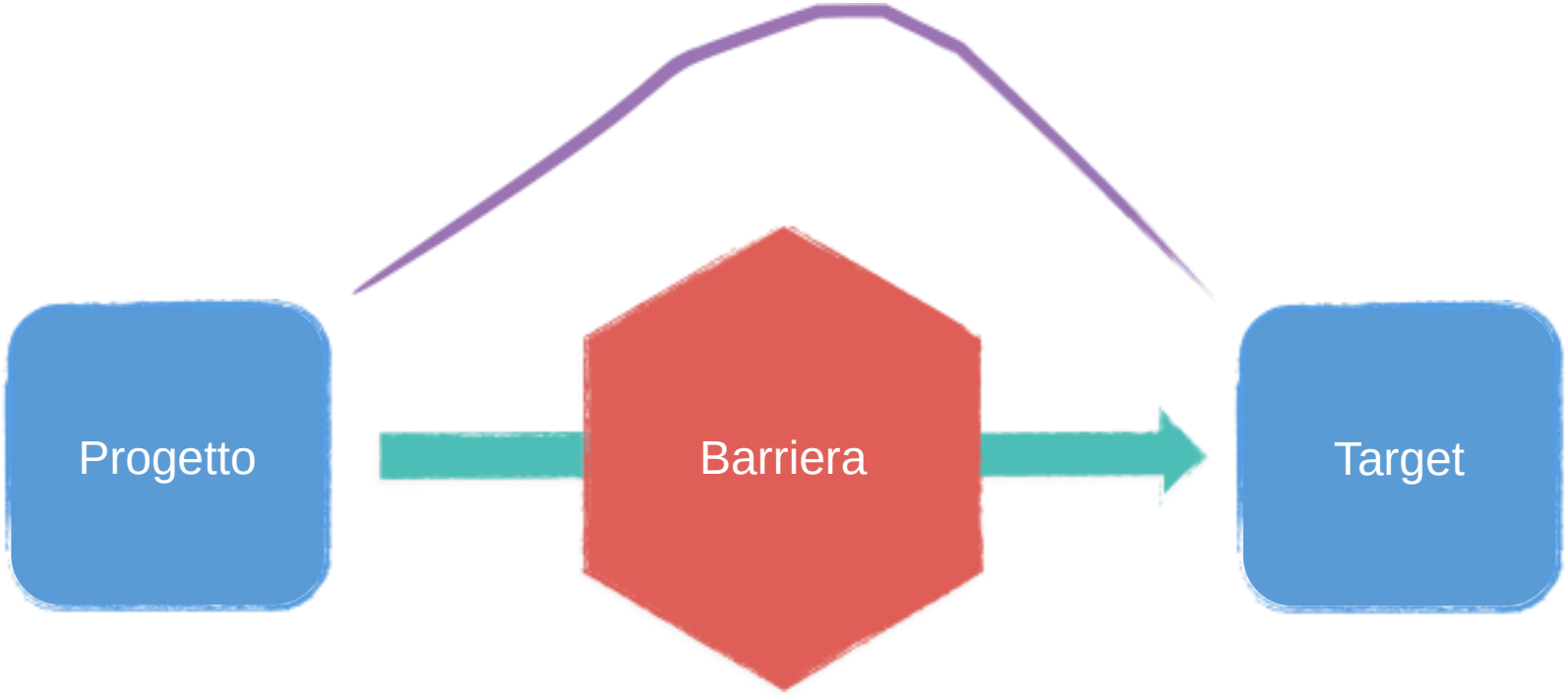
Idea: Il SUCCESS Model



Modello Made to Stick di Dan e Chip Heath

Il piano di comunicazione e disseminazione

Strategia



Il piano di comunicazione e disseminazione

Attività

Quali sono le azioni concrete che, in coerenza con la strategia, dobbiamo realizzare per raggiungere gli obiettivi?

In questa fase è essenziale anche definire il *timing*

Attività

Alcuni esempi di azioni che possono essere adottate:

- Advisory Board
- Campagna pubblicitaria
- Conferenza stampa
- Brochure
- Congresso/Convegno/Brokerage
- Sito Internet & Social Media
- Ufficio stampa
- Direct mailing

Tecniche di trasferimento

- Pubblicità (Adv, Advertising)
- Ufficio stampa (Media Relations)
- Pubbliche Relazioni (Public Relations)
- Tecniche di relazione (Direct)
- Web

Pubblicità

<u>Acquisto di spazi sui media: giornali, tv, radio…</u>

Punti di forza:
•Controllo
•Efficacia (notorietà)

Punti di debolezza
•Costi
•Credibilità

Attività da ufficio stampa

<u>Far apparire sui media notizie, posizioni di interesse</u>

Punti di forza
•Costi
•Credibilità

Punti di debolezza
•Assenza di controllo
•Necessità di catturare l'interesse dei media

Pubbliche relazioni

Contatti diretti con un numero limitato di interlocutori (convegni, congressi, eventi)

Punti di forza
•Coinvolgimento
•Personalizzazione

Punti di debolezza
•Costi (per contatto)
•Numero limitato di contatti

Direct

Costruzione di una relazione diretta con gruppi selezionati di interlocutori (meglio se multiplier o stakeholders)

Punti di forza
•Segmentazione degli interlocutori
•Buon rapporto costo contatto

Punti di debolezza
•Coinvolgimento di una parte
limitata dei miei potenziali interlocutori

Canali

- La scelta dei canali viene fatta in virtù dei passaggi precedenti
- E’ essenziali essere realistici e adattare la scelta dei canali sul suo target e in base al messaggio che vuoi veicolare
- Considera anche le risorse necessarie per gestire i canali in termini di costi e tempi
- Alcuni canali possono essere utilizzati per più obiettivi

Il piano di comunicazione e disseminazione

Risorse

- Distribuisci il budget sulle varie attività e sui vari partner
- Considera sempre il costo del personale che per alcune attività può essere molto alto
- Sii realistico
- Considera anche i costi di exploitation

Il piano di comunicazione e disseminazione

Feedback

- Utilizza indicatori per misurare l'efficienza del tuo piano
- Non utilizzare indicatori facilmente raggiungibili ma nemmeno irraggiungibili
- Analizza le performance dei tuoi competitor e/o del mercato per avere dei valori di riferimento

Open Access e Open Data

Open Access nel Grant Agreement

29.2 Open access to scientific publications

Each beneficiary must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results. […]

29.3 Open access to research data

Regarding the digital research data generated in the action ('data'), the beneficiaries must:

(a) deposit in a research data repository and take measures to make it possible for third parties to access, mine, exploit, reproduce and disseminate

(b) provide information — via the repository — about tools and instruments at the disposal of the beneficiaries and necessary for validating the results

Definizione di **scientific publication**

The dominant type of **scientific publication** is the **journal article**

Research data: data underlying publications and/or other data (such as curated but unpublished datasets or raw data)

Grant beneficiaries are also strongly encouraged to provide open access to other types of scientific publications including:

- monographs
- books
- conference proceedings
- grey literature (informally published written material not controlled by scientific publishers, e.g. reports).

Open Access manuale d'uso

1

Depositing publications in repositories

#machine-readable electronic copy #preservations #repository #post-print

Green Road
#self-archiving #embargo

Gold Road
#cost

2

3

Providing open access to publications.

(GOLD) immediately, if the publication itself is published 'open access' (i.e. if an electronic version is also available free of charge to the reader via the publisher) or (GREEN) within at most 6 months (12 months for publications in the social sciences and humanities).

SHERPA ROMEO

Not an obligation to publish - Not at odds with patenting - OA publications go the same peer review process

Open Data

1 the **'underlying data'** (the data needed to validate the results presented in scientific publications), including the associated metadata (i.e. metadata describing the research data deposited), as soon as possible

2 **any other data** (for instance curated data not directly attributable to a publication, or raw data), including the associated metadata, as specified and within the deadlines laid down in the DMP – that is, according to the individual judgement by each project/grantee

Open Data: Manuale d'uso

STEP 1	**The project must deposit the research data preferably in a research data repository.**
STEP 2	**as far as possible as closed as necessary, projects must then take measures to enable third parties to access, mine, exploit, reproduce and disseminate (free of charge for any user) this research data.**

Data Management Plan D M6

- the handling of research data during & after the end of the project
- what data will be collected, processed and/or generated
- which methodology & standards will be applied
- whether data will be shared/made open access and
- how data will be curated & preserved (including after the end of the project).

OPT OUT

- during the application phase
- during the grant agreement preparation (GAP) phase and
- after the signature of the grant agreement.

FAIR principles of 'Findability', 'Accessibility', 'Interoperability' and 'Reusability',

Public Engagement.

And there is also a large consensus that changes are needed throughout the R&I system

Certain key issues (or policy agendas) need to be taken into account:

ETHICS
Research integrity and ethical acceptability of the R&I outcomes

GENDER EQUALITY
Human resources, decision bodies and research dimension

GOVERNANCE
Structural changes to include all these issues in the R&I system

OPEN ACCESS
To results from publicly funded research, privacy issues and even more: open science

PUBLIC ENGAGEMENT
Towards a more open and inclusive R&I

SCIENCE EDUCATION
Provide competences for the responsible citizens society needs

Il PE è un elemento del RRI

La società odierna sta affrontanto alcune importanti sfide…

Health, demographic change, and wellbeing

Food, agriculture and forestry, and water

Secure, clean and efficient energy

Smart, green and integrated transport

Climate action, environment, and resources

Europe in a changing world: inclusive, innovative and reflective societies

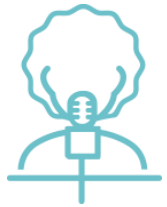
Secure societies: freedom and security of Europe and its citizens

All'interno del sistema R&I ci sono stati esempi di polemiche e insuccessi nell'adempiere alle aspettative della società:

- GMOs
- fracking
- food safety
- affordable medication

among others...

… in parte perchè non tutti gli attori del sistema erano stati ingaggiati:



POLICY MAKERS

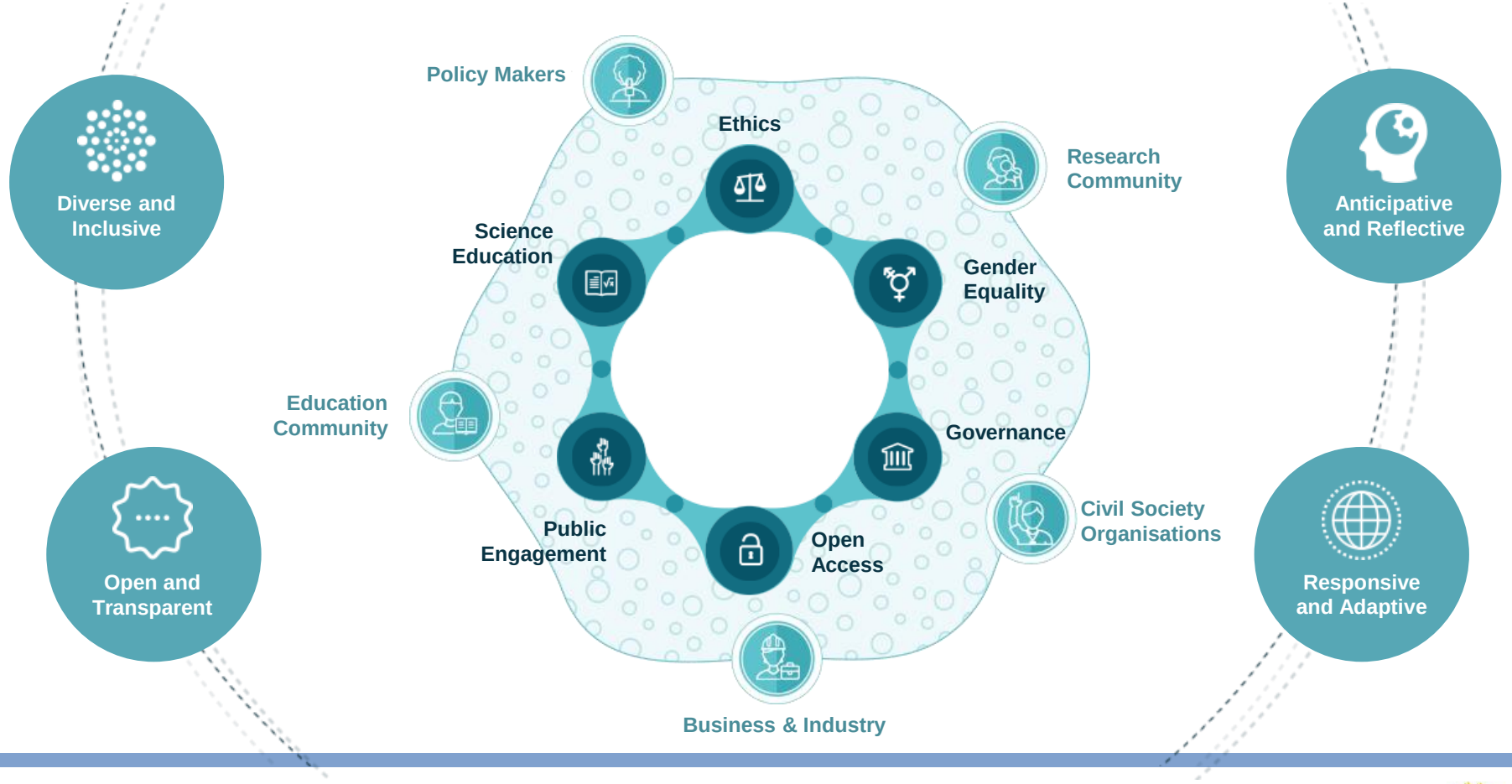
RESEARCH COMMUNITY

EDUCATION COMMUNITY

BUSINESS & INDUSTRY

CIVIL SOCIETY ORGANISATIONS

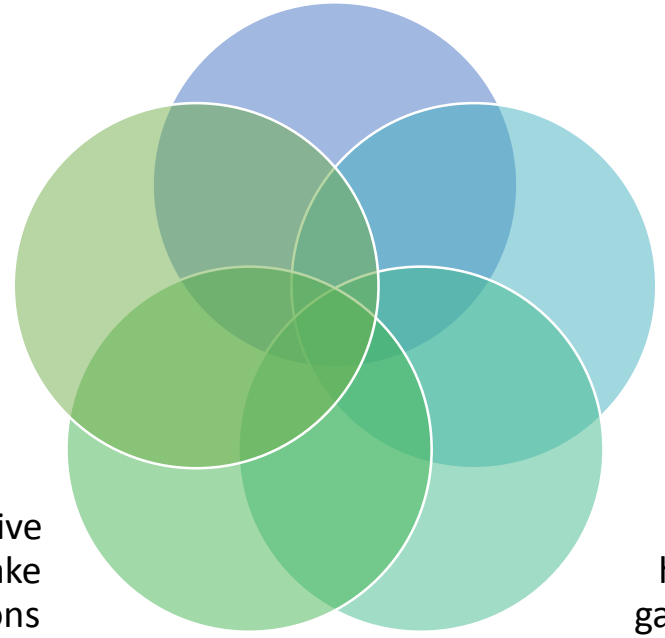
RRI ha lo scopo: di includere tutti gli attori, e considerare tutte le dimensioni degli aspetti e dei processi chiave.



Why PE?

gauging public opinion on a particular science project/issue or a new technology;

getting the public and experts to co-create knowledge or co-produce innovation.



assessing a new technological application;

having a representative sample of people make judgments or decisions that might inform policy making;

helping researchers gather data for a given project;

Who should be engaged?

Researchers, research institutions and public authorities have traditionally led PE activities. However, the **third sector**, or social sector, has been increasingly involved at different levels of R&I and policy making, giving access to their interests, viewpoints and experiential knowledge. The current trend is to also engage the **fourth sector**, an emerging sector composed of actors or groups of societal actors that cooperate through hybrid networking.

POLICY MAKERS

Public engagement can help bring decisions on R&I policies closer to society, making them more robust and legitimate.

RESEARCH COMMUNITY

Engaging citizens in research practices can lead to more effective R&I processes more suited to meet their needs and expectations.

EDUCATION COMMUNITY

Empowering young students and lifelong learners to engage in R&I and R&I decision making is key for RRI success.

BUSINESS AND INDUSTRY

Industry should engage stakeholders in the implementation of responsibility measures in their end-products and industrial processes.

CIVIL SOCIETY ORGANISATIONS

The engagement of CSOs in RRI processes is necessary to introduce the voice of society, make R&I more democratic and enhance public accountability.

When to conduct PE?

Before starting the R&I process	During the R&I process	Project execution: Co-developing R&I	After implementing the R&I process
Program definition: Setting the R&I agenda	Project definition: Defining the R&I process with permanent adjustments • Engagement activities should be designed to give citizens the **opportunity to contribute their specific knowledge** through deliberative processes through methods such as open innovation and structures such as living labs	Examples of engagement processes within this phase include **community based research and citizen science projects** where the involvement is not restricted to data collection.	Supporting participatory policy development • These practices and analyses are aimed at gauging the risks, benefits, and ethical, legal, environmental and socio-economic impacts of new technologies.

How to conduct PE 1/2

PE CATEGORY	DESCRIPTION	INFORMATION EXCHANGE	METHOD EXAMPLES*
PUBLIC COMMUNICATION	One-way communication to inform and educate citizens. No mechanisms for handling public feedback.	From sponsors to public	•Public hearings •Public meetings •Awareness raising activities
PUBLIC CONSULTATION	One-way communication to inform decision makers of public opinions on certain topics. No dialogue. Decision makers may or may not act upon the information.	Opinions sought by sponsors	•Citizens' advisory panels •Planning for Real •Focus groups
PUBLIC DELIBERATION	Two-way communication to facilitate group deliberation on policy issues. Outcomes may have an impact on decision making. Dialogue is facilitated.	Between sponsors and public representatives	•Consensus conferences •Citizen juries •Deliberative opinion polling

How to conduct PE 2/2

PE CATEGORY	DESCRIPTION	INFORMATION EXCHANGE	METHOD EXAMPLES*
PUBLIC PARTICIPATION	Two-way communication to assign part or full decision-making power to citizens. Dialogue is facilitated.	Between sponsors and public representatives	•Co-governance •Direct democracy mechanisms such as participatory budgeting, youth parliaments and citizen's assembly •Science Shops •Community-based participatory research •Citizen science •Citizen advisory panels •Open innovation
PUBLIC ACTIVISM	One-way communication to inform decision makers and create awareness in order to influence decision-making processes.	From citizens (initiators) to sponsors	•Demonstrations, protests, awareness raising activities •Public meetings

A methodology

SCIENCE ESPRESSO

A SCIENCE COMMUNICATION TOOL

POP-UP SCIENCE SHOP

PUBLIC ENGAGEMENT TOOL - FORMULATING RESEARCH QUESTIONS

REVERSE SCIENCE CAFÉ

A PUBLIC ENGAGEMENT TOOL - ANSWERING RESEARCH QUESTIONS

SCENARIO WORKSHOP

PUBLIC ENGAGEMENT TOOL - VISIONS & PROPOSALS FOR ACTION

SCIENCE ESPRESSO

A SCIENCE COMMUNICATION TOOL

Concept
A short talk (of about 10 minutes) followed by informal discussions directed to the general public;
One expert briefly presents a current research or innovation topic and invites the audience to discuss;
An informal event designed for small groups to keep a high degree of interaction. It is meant to be inclusive and open for the general public. The total length should not exceed 30-45 minutes.

Audience
Citizens, non-experts, groups of interest (e.g. patients association)
Age group: 12+

Benefit
The objective of a Science Espresso is to enable dialogue between the general public and experts representing different areas of research and other science-bound aspects of social interactions.

The expert involved will benefit from direct contact with the audience: scientists rarely have the opportunity to learn about the opinions of ordinary people and get to know their point of view and possible feedback.

Outcomes
New personal connections between experts and audience, building trust and openness to dialogue. New input and stimulation for research improvement.

SPARKS STORIES

Wila Bonn, Germany
The Science Espresso was titled 'Vibro Vision: Extended perception for visually impaired people'. Among the audience were members of a local association of visually impaired. The presentation of the research was followed by intense discussion and feedback about applicability and led to input and stimulation for the improvement of the research. Contact details were exchanged for further exchange and communications.

REVERSE SCIENCE CAFÉ

A PUBLIC ENGAGEMENT TOOL - ANSWERING RESEARCH QUESTIONS

Concept

A science café usually has experts giving a talk and answering questions from the public. We reversed this format by having experts ask questions to the public to get inputs on issues relevant to their work.
Experts and citizens work together in small groups to formulate solutions to the challenge of making research and innovation more diverse, inclusive and open.

Audience

The event is aimed at interested citizens and representatives of various stakeholders chosen according to the topic. The audience should be inclusive in terms of social background, gender and sector of activity.
Age group: 12+; preferably adults

Benefits

The RSC contributes to making research more inclusive by encouraging various stakeholders to contribute to the discussion.
The format empowers a diverse audience to share opinions and knowledge, thus initiating a public dialogue involving experts and representatives of different policy agendas or processes of RRI.
Invited experts will consider their research issues and might find solutions to unresolved questions considering a citizen's perspective.

Outcomes

- *New research inputs generated from the participants*
  Group discussions result in recommendations to experts summarized in a few written sentences. As the discussions are initiated by experts' questions, the recommendations should at least indirectly answer them. In practice these may be also sets of advice or requirements for research and innovation processes in general.
- *Networking*
  The informal style of the RSC helps to establish relations between all participants, including experts and the host organisation.
  RSC in the Sparks project have also resulted in new (joint) projects and innovative collaborations as well as strategies or action plans at local level.

POP-UP SCIENCE SHOP

PUBLIC ENGAGEMENT TOOL - FORMULATING RESEARCH QUESTIONS

Concept

Science Shops are mediators between citizens, citizen groups and research institutions. They translate citizens' and other stakeholders' issues into topics and questions to be worked on or processed in scientific research.
Citizens are "clients" in the context of the "shop" which encourages them to actively participate in science by formulating research requests and initiating the dynamics of community-based research.

Pop-up Science Shops:

- Provide civil society contact points of limited duration
- Act demand-driven
- Have no commercial interest
- Publish the results of research
- Provide feedback to both clients and science institutions

Pop-up Science Shops are great formats to run in parallel to an exhibition or other participatory activities to generate real life problem-based research questions from visitors or participants.

Audience

Sciences Shops work for those who have research needs but do not have the (financial) means to do their own research therefore stakeholders expressing concerns, needs and requests should be citizens, civil society organisations, local associations…
Stakeholders who will develop solutions collaboratively to answer to these needs are researchers and scientists, policy makers, administration & civil servants, technical experts, SMEs, larger companies.
Age group: 12+;

Benefits

Pop-up Science Shops mobilise citizens to feed science and research with their real needs, expectations and ideas.
They constitute an innovative and effective way of transferring knowledge that have a positive impact both on research and on civil society.
Pop-up Science Shops help making research based on concerns of civil society, and spur projects that are governed in a partnership between CSOs and research institutes.

Outcomes

New research inputs generated from the public

- Independent participatory research support in response to concerns expressed by civil society: the result of the research (report or other product) is made public and will be of use for the "client".

SCENARIO WORKSHOP

PUBLIC ENGAGEMENT TOOL - VISIONS & PROPOSALS FOR ACTION

Concept
The Scenario Workshop is based on a presentation of possible future developments for a topic or problem. The Scenarios are formulated in advance and critically discussed by participants from various backgrounds based upon their own experience. This criticism forms the basis for visions and action plans.

Two types of Scenario Workshop:
- Type A - 'synergies' scenario workshop for participants who already know each other and wish to share resources to develop new joint projects within already predefined respective strategies
- Type B - 'developments' scenario workshop to establish new partnerships and explore new directions between participants with more tenuous links

Audience
Political and administration staff, technical experts, investors, business leaders, citizens and local associations.
Age group: adults

Benefits
- Engaging different groups and organisations in an effective dialogue and development processes, laying the foundations for local action.
- Gathering knowledge about visions and experiences on the proposed scenarios, identify potential barriers and testing participants' attitudes towards the given scenarios.

Outcomes
- New knowledge from the exchange of professional insight and users' experience.
- A final action plan that describes the prioritised suggestions and focuses on those with more implementation potential.

SPARKS STORIES

Technopolis Science Center, Belgium
About 40 participants together with 10 experts from research and the Technopolis Science Center created new collaborations and research inputs for developing a walker prototype for multiple sclerosis (MS) patients, based on guiding questions of personalisation and creating a seating area on the walking aid.
Ellinogermaniki Agogi, Greece
12 teachers and an expert on cardiovascular prevention and research set out a new strategy and action plan for schools during a teachers' workshop on 'Schools fighting child obesity'.

SCENARIO WORKSHOP

PUBLIC ENGAGEMENT TOOL – VISIONS & PROPOSALS FOR ACTION

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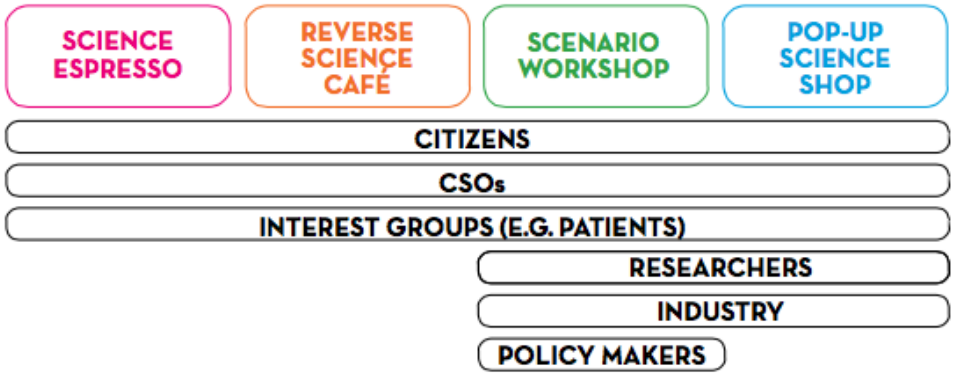
Depth of engagement

Who is in the audience?



SPARKS TIPS

To engage a stakeholder group that is not your regular audience you need to frame your communication accordingly, find the 'multipliers' – individuals or organisations that can mobilise the target group(s) – present them the activity and engage them in the development of the activity and in the communication process.

The other way around, your regular audience might not always welcome a new type of activity without having been well informed and prepared. If you plan to run your activities in parallel to an exhibition, train facilitators to introduce the activities to the visitors.

Number of participants:

Time needs:

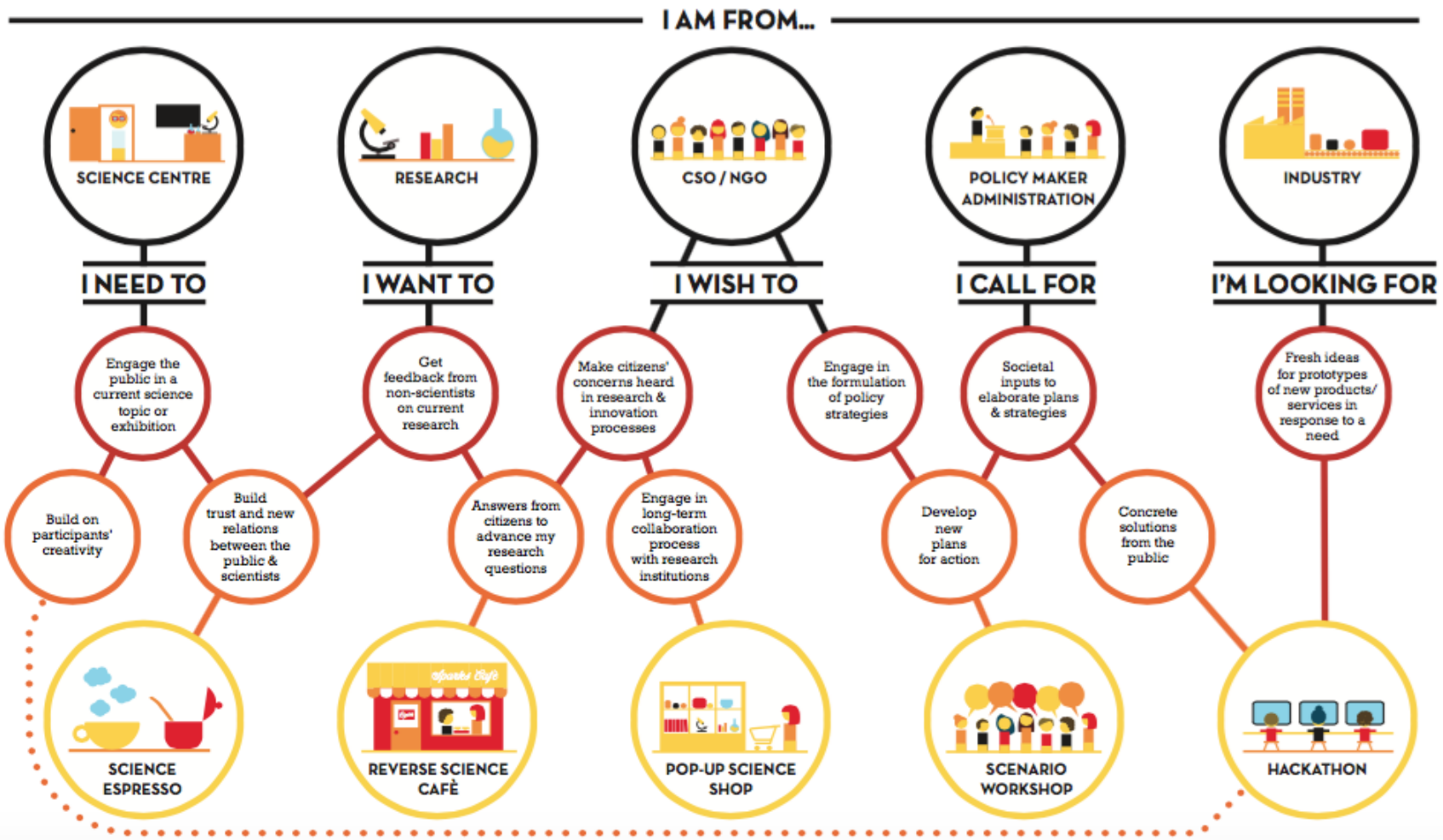
Before planning your activities, consider the timeframe: a Science Espresso, a Reverse Science Café and a Scenario Workshop are 'one-off' formats of activities while the Pop-up Science Shop initiates a research process which makes it a long-term endeavour.

The graph below provides the indicated timing for running the activity. The preparation time is proportional to the onsite length of the activity.

Human resources:

SCIENCE ESPRESSO	REVERSE SCIENCE CAFÉ	POP-UP SCIENCE SHOP	SCENARIO WORKSHOP
1 main coordinator 1 moderator 1 expert (1 IT & audio assistant)	1 event coordinator (+ optional 1-3 logistics/ venue assistants) 1 main moderator 1 group moderators for every 8 audience members 5 to 10 experts (1/group) 1 IT & audio assistant (1 photographer)	1 contact person / mediator supported by 1-2 assistant to moderate the process 1 researcher or 1 student 1 research supervisor	1 main moderator 1-2 assistants to prepare and run the activity

ENGAGING CITIZENS IN RESEARCH AND INNOVATION



Different ways of engaging the public

- **acceptance criteria** include features of a method that make it acceptable to the wider public;
- **process criteria** refer to features of the process that are likely to make it work in an effective manner.

Acceptance Criteria	Process Criteria
Representativeness One approach to achieving good representativeness is to select a random stratified sample of the affected population. Another might could involve questionnaires to determine the spread of attitudes with regard to a certain issue, and using that as a basis for selection of members. (Link to chapter 1.3.1)	**Necessary resources** It is crucial that the sponsors of the process show commitment and provide the necessary resources (e.g. information; human, financial and time resources).
Independence Management of the participation process should be unbiased. Independence might be obtained through the appointment of a steering committee that incorporates members from diverse bodies or neutral organizations.	**Task definition** It is important to manage expectations and clarify from the start the scope of the participatory process.
Early involvement Public participation should occur as soon as is reasonably practical, particularly at the stage at the stage when value judgments become important. To have credibility the PE should be about underlying assumptions and agenda setting and not narrow, predefined problems. (Link to chapter 1.3.2)	**Structured decision-making** Examining the reasons behind a decision and documenting the process of reaching it and its outcome is likely to increase transparency and perceived credibility of the process, as well as it efficiency
Influence The output of the procedure should have a genuine impact on policy. That's why political buy-in is crucial.	**Cost-effectiveness** The scale of the participatory method should be proportionate to the scope of the decision. A large citizens' assembly might be inappropriate to a minor decision.
Transparency The process should be transparent so that the public can see what is going on and how decisions are made.	Link to effective participation table

Standards.

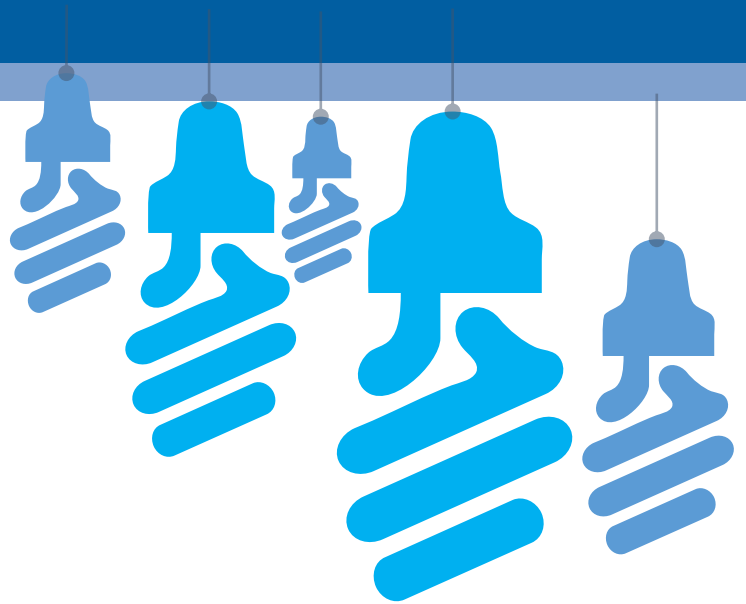
Standards

- La definizione formale di standard è un "***documento, condiviso e approvato da un organo riconosciuto, the fornisce, per un uso comune e ripetuto, regole, guide linee o caratteristiche specifiche per attività o suoi risultati, con l'obiettivo di raggiungere un ottimo livello di ordine in un specifico contesto***"
- Ci sono diversi tipi di standard . In sostanza , gli standard sono i **requisiti e / o le raccomandazioni** in materia di prodotti, sistemi , processi o servizi . Gli standard possono anche essere un modo per descrivere un metodo di misura o di prova o di stabilire una terminologia comune all'interno di un settore specifico .
- Gli standard sono sviluppati e definiti attraverso un processo di condivisione delle conoscenze e costruiti su un consenso tra gli esperti tecnici nominati dalle parti interessate e altri stakeholders - tra le imprese, i consumatori e le associazioni ambientaliste, o altri .
- Un esempio di standard largamente usato è il formato A4 dei fogli.

Gli standard in Horizon

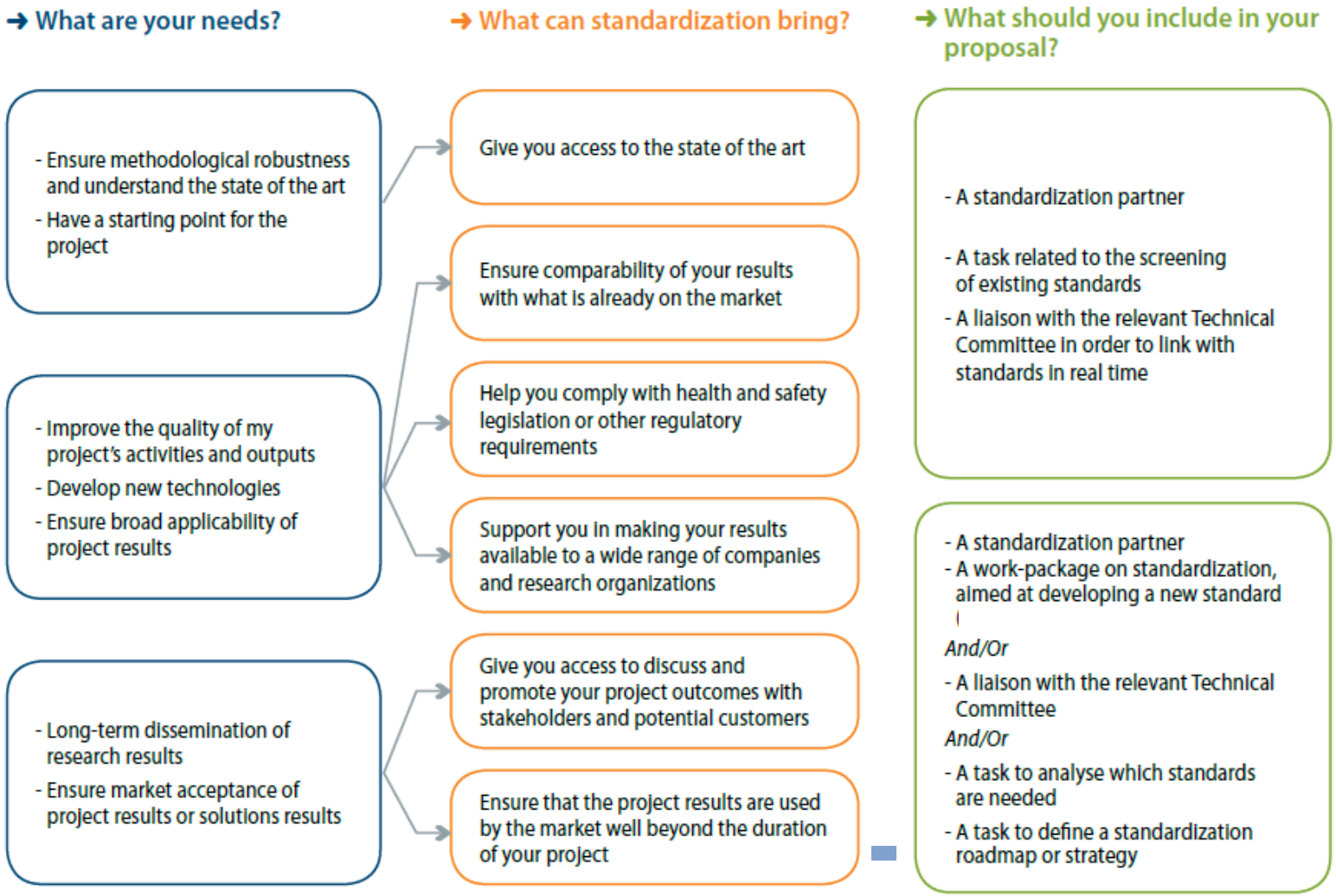
- **Standardization is identified in Horizon 2020 as one of the innovation-support measures.** Standardization can help bridge the gap between research and the market, by enabling the fast and easy transfer of research results to the European and international market.
- **Standards are agreed definitions or specifications of units, methods, tests products, processes or services.** They provide people and organizations a basis for mutual understanding.

La standardization nel proprio progetto



- Screen existing standards
- Contribute to ongoing standardization activities
- Develop new standardization activities
- Involve the right standardization partner
- What if your project is up-and-running?

Standards


➜ What are your needs?
➜ What can standardization bring?
➜ What should you include in your proposal?
- Ensure methodological robustness and understand the state of the art
- Have a starting point for the project
Give you access to the state of the art
- A standardization partner
- A task related to the screening of existing standards
- A liaison with the relevant Technical Committee in order to link with standards in real time
- Improve the quality of my project's activities and outputs
- Develop new technologies
- Ensure broad applicability of project results
Ensure comparability of your results with what is already on the market
Help you comply with health and safety legislation or other regulatory requirements
Support you in making your results available to a wide range of companies and research organizations
- A standardization partner
- A work-package on standardization, aimed at developing a new standard
And/Or
- A liaison with the relevant Technical Committee
And/Or
- A task to analyse which standards are needed
- A task to define a standardization roadmap or strategy
- Long-term dissemination of research results
- Ensure market acceptance of project results or solutions results
Give you access to discuss and promote your project outcomes with stakeholders and potential customers
Ensure that the project results are used by the market well beyond the duration of your project

European Standardization Organizations

Three European Standardization Organizations (ESOs) are recognized by the European institutions as having the necessary ability and expertise to develop European Standards – identified by the code EN. These are:

- CEN – European Committee for Standardization
- CENELEC – European Committee for Electrotechnical Standardization
- ETSI – European Telecommunications Standards Institute

GREEN E-MOTION

Project description: The Green E-Motion FP7 project (€24 million EC contribution) connects regional and national electromobility initiatives leveraging on results and comparing the different technology approaches to promote the best solutions for the European market.

Standardization activities: Green E-Motion has set-up a Liaison with the CEN CENELEC e-mobility coordination group, thereby contributing to the improvement and development of new and existing standards for electromobility interfaces.

Website: www.greenemotion-project.eu

GRIFS

Project description : The Global RFID Inter-operability Forum for Standards (GRIFS) FP7 project aimed to improve collaboration and thereby maximise the global interoperability of RFID standards.

Standardization activities: GRIFS produced an overview report of RFID-related standards, on a global scale, identifying the standards bodies, the geographical and technical scope of the work, opportunities and risks of collaboration, including a gap/ overlap analysis.

Website: www.grifs-project.eu

IMS 2020

Project description: The project focused on the creation of roadmaps towards Intelligent Manufacturing Systems (IMS) in the year 2020. The roadmaps highlight the main milestones of innovation activities (R&D, management and policy actions) needed to achieve a desired vision.

Standardization activities: IMS 2020 developed a Roadmap on standardization in manufacturing.

Website: www.ims2020.net

SPIDIA

Project description: The SPIDIA FP7 project aimed to improve pre-analytical procedures for in-vitro diagnostics by developing necessary guidelines, new technologies and new tools for practical applications in the area of health and medicine.

Standardization activities: The 'Dissemination' work-package of SPIDIA will enable the development of 9 Technical Specifications, which will be published in 2015. The Technical Specifications will answer the need for standardized pre-analytical procedures for e.g. the sample collection, stabilization, transport, storage and processing integrated in one IV process.

Website: www.spidia.eu

Cenni di IPR.

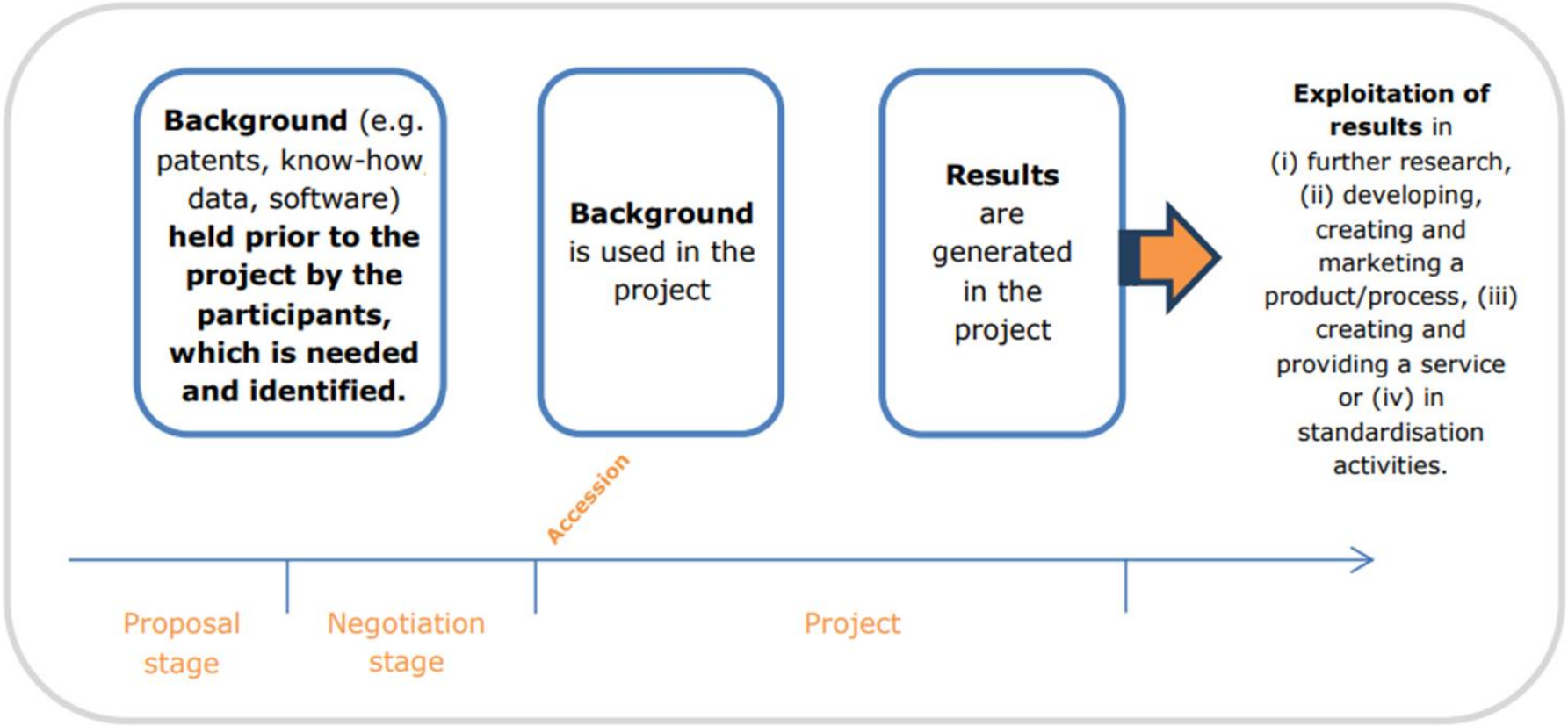
Matteo Di Rosa

H2020 National Contact Point for:

Climate Action, Environment, Resource Efficiency and Raw Materials (SC5)

Food Security, Sustainable Agriculture and Forestry, Marine, Maritime and Inland Water Research and the Bioeconomy (SC2)

Gestione della conoscenza (IP)



PROTECTING INNOVATIVE ASSETS & IDEAS

Patents: An exclusive right granted for a new technical invention. A patent holder can grant a licence to somebody wishing to produce copies of the invention against payment of a fee (or royalty), thus obtaining a return on the investment. A **standard essential patent (SEPs)** is a patent essential to implement a specific industry standard or technical solution. For example, smartphones or tablets connect to the internet via standardised technologies such as WiFi or 4G, which are protected by SEPs

Trademarks (or 'brands'): A word, logo or symbol that competitor companies may not use once it has been protected

Copyright ensures that authors, composers, artists, film makers and other creators receive recognition, payment and protection for their works such as books, films, musical works, paintings, photographs

Designs: The outward appearance of a product; e.g. the shape of a smartphone, vacuum cleaner, loud speaker, lamp, armchair or a car

Geographical indications: The name of a location associated with a product (e.g. Champagne or Prosciutto di Parma) which gives an assurance that the product has been produced in a particular place, often according to traditional practices or recipes

Trade secret: A valuable piece of know-how and business information that is treated as confidential because it gives the company a competitive advantage (for example, a recipe, the results of a marketing study, the launch date of a new product, or the price offered in a bidding procedure)

IPR in fase di preparazione del progetto

1. Become familiar with the relevant IP provisions of your specific call.
2. Define your own background, i.e. consider existing knowledge, know-how, IP that you will bring to the project, and bear in mind potential rights of third parties that may be needed for the project
3. Think about confidentiality issues when drafting, discussing and negotiating your ideas and project contribution with others
4. Assess the state-of-the-art
5. Have a clear plan concerning the dissemination and exploitation of project results
6. Think about a project name and acronym.
7. Include costs for potential IP protection in your budget planning

Impatto come criterio di valutazione.

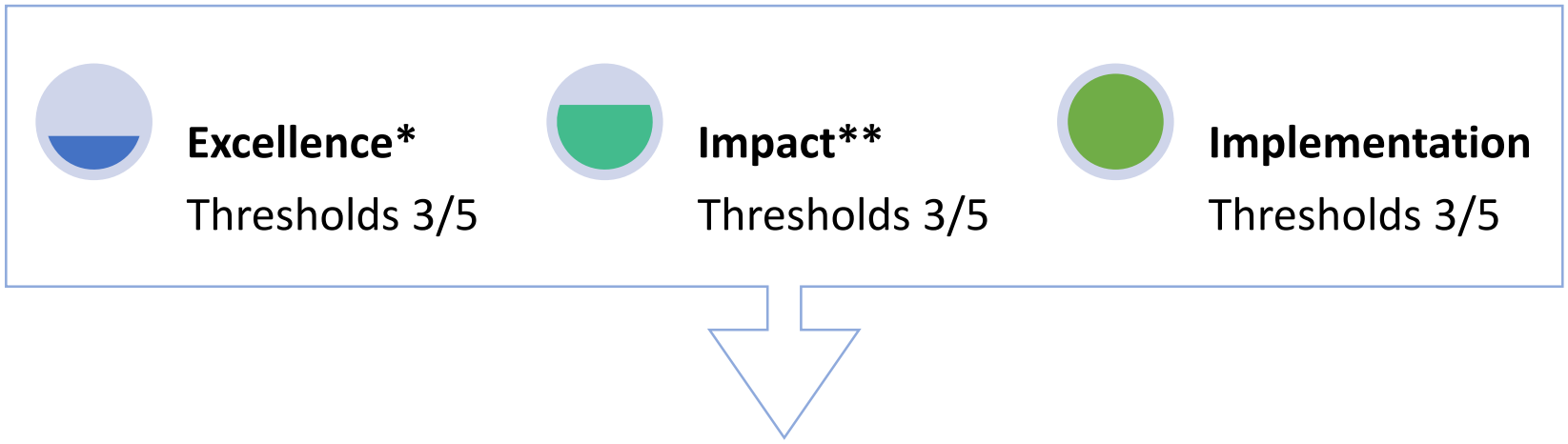
Matteo Di Rosa

H2020 National Contact Point for:

Climate Action, Environment, Resource Efficiency and Raw Materials (SC5)

Food Security, Sustainable Agriculture and Forestry, Marine, Maritime and Inland Water Research and the Bioeconomy (SC2)

Award Criteria [Single and second stage]

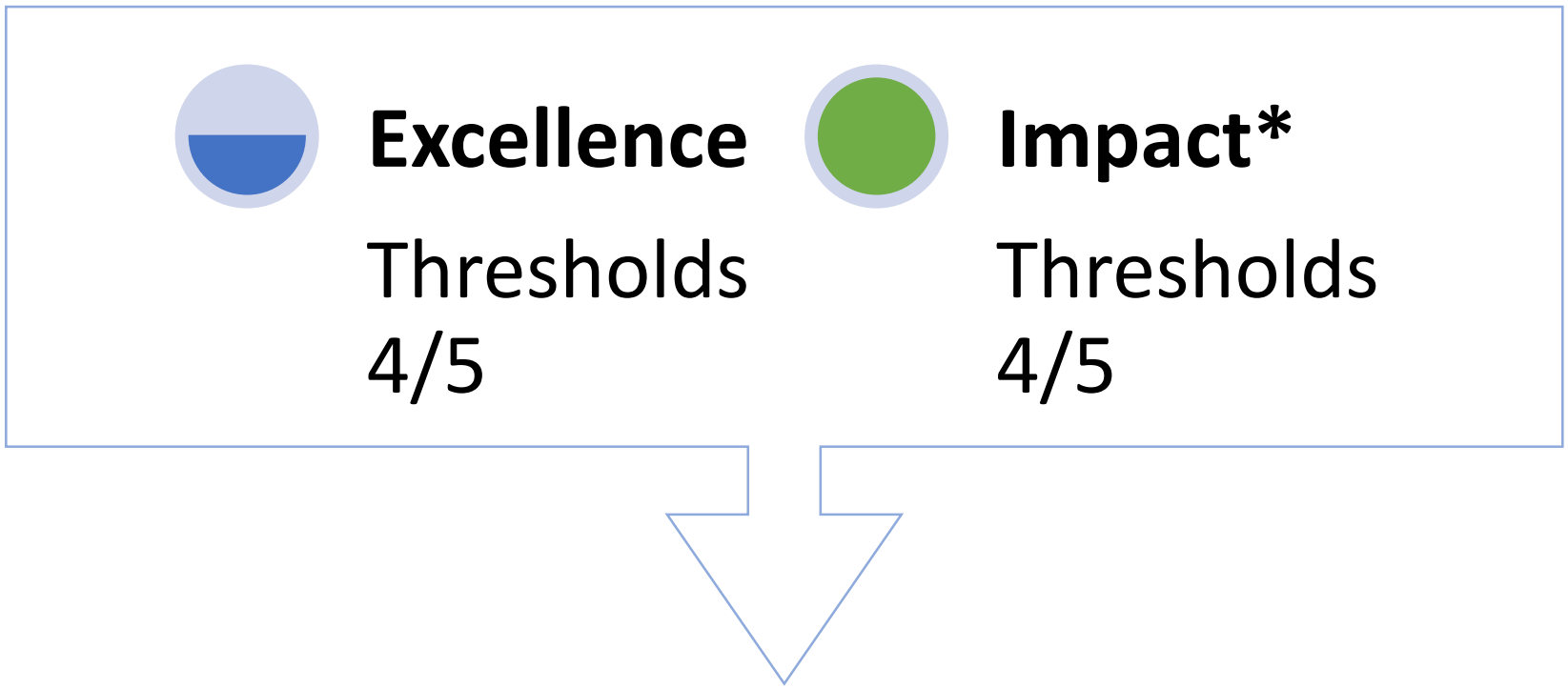


Details, Weightings and thresholds to be laid down in WP

*Excellence
Sole criterion for ERC frontier research actions

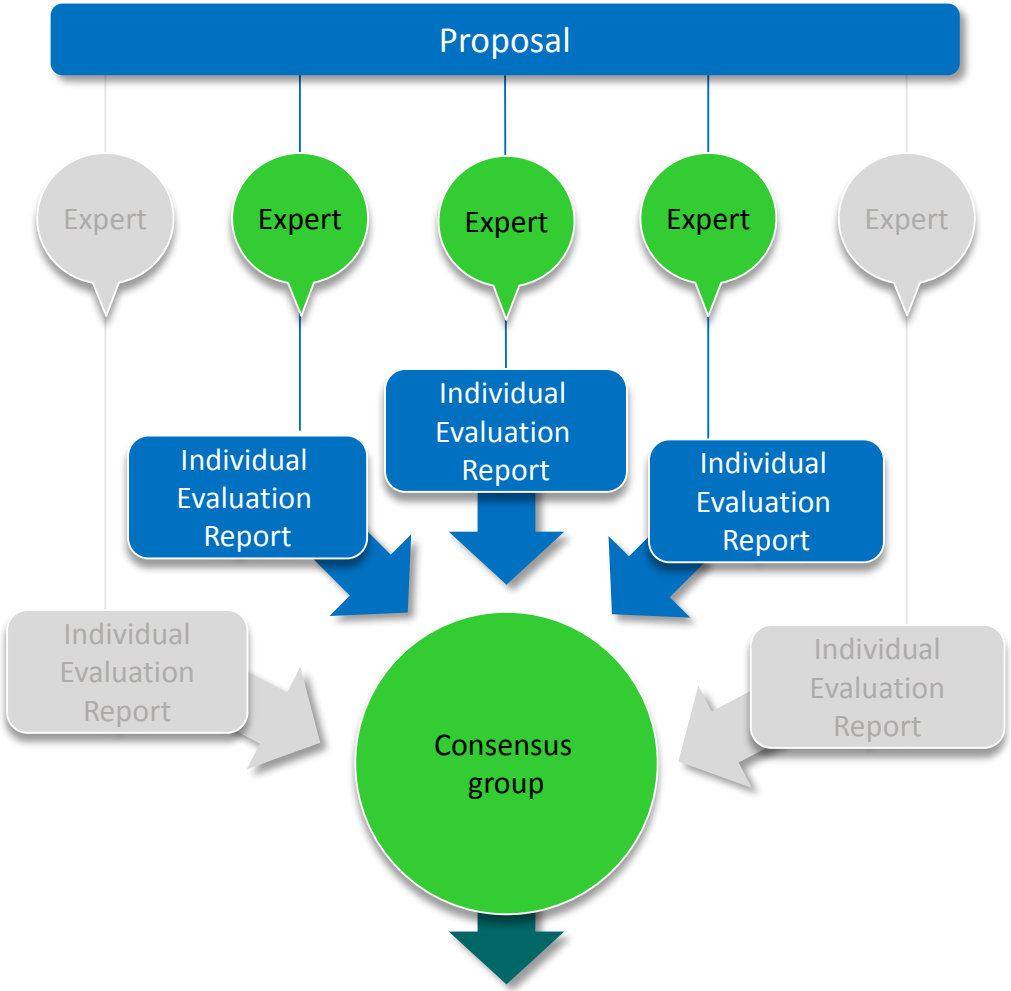
**Impact
Higher weighting for innovation actions

Award Criteria [first stage]



*Impact
Evaluated only the expected impact

Evaluation Process



Eligible proposal

Minimum 3 experts

Individual evaluation

Consensus

Award criteria: RIA, IA and SME Instrument

Impact	The expected impacts listed in the work programme under the relevant topic;
	Enhancing innovation capacity and integration of new knowledge;
	Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets, and where relevant, by delivering such innovations to the markets;
	Any other environmental and socially important impacts;
	Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.

Award criteria: CSA

Impact

The expected impacts listed in the work programme under the relevant topic;

Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.

Esempi di cattive valutazioni Per il criterio Impatto

ESR Analysis: Errori Tipici

Weekness

- Limited generation of new knowledge or the integration of new knowledge to existing remains unclear
- Limited engagement of stakeholders or limited research collaboration
- Lack of detailed IPR management
- The Impact after the end of the project is questionable, as only insufficient information how the results will be maintained, updated and exploited beyond the duration of the project has been provided. It is highly connected to the problem that in many projects the data management is inadequately addressed.
- The description of the dissemination strategy lacks precision
- Risk analysis improperly considered
- Quantification of impacts insufficiently justified and impact measurement missing/insufficient.
- Concrete measures/indicators how the impacts will be assessed are not elaborated and it stays unclear how the results are reaching the target audience and what it will change. Achievability of the impact is often not convincing. Impact addressed in a very narrow scale is also problematic. It is often too much concentrated on local level benefits/benefits only to consortium members/certain narrow target groups – does not have an EU added value/ impact to wider public or market/impact to several different relevant stakeholders.
- Restricted access to deliverables is restricting strongly the extent of the impact
- Replicability of proposed solutions or methods uncertain

Strengths

- The expected impacts are outlined well
- The proposed measures for exploitation, dissemination and communication of the project results are extensive and adequate. All partners are somehow included to dissemination activities and communication activities.
- Open access provided, data management well elaborated
- High potential to enable new knowledge integration and transfer
- High potential to enhance innovation capacity
- The project consortium is strong, e.g. project brings together di erent stakeholders and participation of each partner is well justified
- Convincing methodology/business model will ensure high impact
- Management of IPR is properly addressed

Valutazione dei valutatori

Main weaknesses in proposals	How to improve	Main strengths in proposals
• Lack of quantification of the expected impacts. All the expected impacts described in the topic not taken into account. • The impacts are not relevant and real. • Expected impacts are not derived and justified on previous results. • Lack of credibility, very optimistic impact section. Not focusing enough, using general descriptions. • Doubtful effectiveness of the proposed measures to exploit and disseminate the project results. • Dissemination of project results is not addressed adequately and not clearly explained. Sometimes dissemination confused with communication or exploitation. • Repetition of required impact from the call without development appropriate to the proposal contents. • Not understand that the impact is related to the particular concept, nor to the call fiche. • Weak elaboration of business and market perspectives, e.g. potential market volumes. • Lack of financial figures and business models. • Lack of credible exploitation through a convincing commercialisation plan.	• Plan very concretely and precisely. • Include more sub-criteria. Give more detailed explanations about the criteria. • Define all relevant details in objectives with e.g. three headlines: technical, commercial/financial and market issues. • Quantify the impact. • Use financial figures. • Use clearer expectations for impact dimensions (clearer "cause-impact" relations). • Justify as much as possible the relevant characteristics of the solution, using also quantified data, clearly presented, as for example costs vs the other solutions. Indicate e.g. clear sales expectations/profits/investments/jobs for the next 3 to 5 years. • Prepare an excellent dissemination plan (with diverse dissemination measures). • It is not sufficient to reference a part of the work programme but to point out which particular effect will be generated by the project. • Avoid copy paste of call fiche impact topics and concentrate on the impact of the proposed development.	• Accurate, sharp and clear structure. • Clear outcomes and benefits of projects and targets definition. • Some proposals (higher TRL levels) showed clear business plans. • The expected impacts listed in the work programme under the relevant topic (Call impact). • Dissemination, communication and exploitation section well elaborated. • Dissemination plan is clear with many avenues for dissemination (i.e. not just publications). • Well-planned and diverse dissemination measures. • Usually the proposals are well addressed to a necessary impact. • Proposals generally seem to be aware of what a genuine impact is. • A good management structure with WPs/ deliverables/milestones that are well explained. • Environmental impacts are almost always well written. • Most of the proposals attempt to maximize their impact by cooperating with a wide and large partnership, over multicentre areas.

Valutazione dei valutatori /2

Main weaknesses in proposals	How to improve	Main strengths in proposals
• The local /regional end users are not identified and the cooperation with them is not planned from the beginning of the project. • Relatively low implication of policy makers and/or SMEs in the proposal, which has the potential of negatively affect the applicability of the projects. • Lack of suggestions for changes in policies. • Lack of effective measures on territory/decision making processes. • Strengthening the competitiveness and growth of companies is rarely addressed in the proposals missing market details: which markets, size of specific product group concerned, pricing details, missing global focus or details. • Weak analysis of competition, segmentation and poor business plan to justify the potential growth. • Insufficient concrete information about the environmental savings (i.e. kWh less electricity consumption, less waste products in tonnes / year, less amounts of water in m3, etc.). • The European dimension is typically rather weak. • Vague IPR management.	• Industrial uptake of research results is good to describe at greater length. • Include collaboration with international institutes and SMEs, important is also collaboration with industry representatives. • Discussions on impacts should be more firmly grounded with direct references to industrial processes that may utilize the outputs of the project. • KPI's should be jointly developed with industry; only industry (e.g. the PPP or JTI industry circles) is able to estimate market impacts. • Is good to involve someone of the business or sales areas in the company (or external advice) in the writing of the proposal and not just researchers. • Encourage suggesting specific actions and policies to be implemented by governments and political institutions. • Ask for evaluation of impacts (by professionals). • Ask NCPs for cooperation and consultations. • See guidelines and specialized trainings (e.g. IPR Helpdesk).	• Regarding SC5 in SME instrument: the business impact for the companies is typically very well described. • Analysed every single impact of the call. • The direct link with the environmental EU and Global policies; impact expected on making energy cheaper/more efficient/sustainable technologies, impacting in the future the quality of citizens life, contributing to improve the values of the democracy through the balanced access to the energy. • Those proposals which focus on limited impact categories and/or addressing very important societal problems. • The criterion covers all aspects of impacts (scientific, social, economic, etc.) • Technical references, like IP, patents etc. are clearly given in proposal.

Fare e non fare

Criterion	DO	DON'T
Impact	• When planning be concrete and precise. • Quantify as much as possible. • Use financial figures and develop a business model and/or business plan. • Elaborate a convincing commercialisation plan. • Take into account all the expected impacts described in the topic. • Expected impacts should be derived and justified on previous results. • Plan a good cooperation with end users from the beginning of the project. • Involve policy makers, SMEs and industry in the proposal or plan a sustainable cooperation with them. • Describe industrial uptake of research results in details. • Develop an excellent dissemination plan (with diverse dissemination measures). • Address adequately and clearly explain dissemination of project results. • Ask for evaluation of impacts (by professionals). • Ask NCPs for cooperation.	• Don't list irrelevant and unreal impacts. • Don't try to be very optimistic as it may cause the lack of credibility. • Don't use general descriptions, without any specific focus. • Don't use a weak or general analysis of the market and competition. • Don't miss concrete market details: potential market volumes, which markets, specific products, prices, etc. Don't copy proposal's parts (mainly IPR management) from your previous project proposals. • Don't forget that the impact should be related to the particular concept, not to the call fiche. • Don't repeat (or copy) required impact from the call instead of development of your own proposal content. • Don't confuse dissemination with communication or exploitation. • Don't forget to use concrete information about expected environmental savings.