

Horizon 2020: Thinking about Impact

PIs planning to submit or coordinate a H2020 application are advised to consider the following elements when thinking about the impact of their research and completing the impact section of the application.

Impact and Innovation in H2020:

- Innovation is the successful exploitation of new creations which when used produce tangible benefits. Innovation can be new products, services, methods, policies or strategies.
- Impact is the extent of the benefit which is derived from innovation and can be societal, environmental, technical, commercial, economic and cultural.

When considering impact section:

- Explain how the project will meet the Expected Impacts outlined in the call topics.
- Identify any further impacts not outlined within the topic.
- Think about impact in the broadest sense:
 - Academic impact- Publications, conferences, data management
 - Socio-economic impact- Growth, job creation, market size, IP, monitoring of exploitation potential, policy outputs, social benefits
 - Public engagement- Communication strategy, education, media, social media, user groups
- Think how the proposed activities will exploit, disseminate and communicate the project outputs, and manage research data where relevant (particularly with regard to Open Access).
- Consider potential outcomes, e.g. the extent to which project outputs/innovations will meet the needs of European and global markets and/or contribute to policy, strategies, etc.
- Consider barriers to impact and outline steps to address these where possible.

Partner contributions and involvement:

- Can the non-academic project partners write or contribute to the writing of the impact section of the application?
- What industries/areas might benefit from the project's outcomes and are the appropriate stakeholders engaged?

H2020 Impact

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Expected impacts What outputs or activities will lead to these? How will activities be monitored? How and when will impact be measured? Who wants the results and why?	Dissemination & Exploitation Dissemination is the spread of the research knowledge and not in itself impact. What exploitation methods will you use? Are there any barriers to exploitation?	Budget and Work Packages Include realistic costings for dissemination, communication and exploitation activities within the project budget. Include dedicated work packages for impact activities.	Communication Plan Communication activities need to be tailored for different audiences. Who are the main stakeholder groups? What are your objectives and messages for each target group and how will you communicate to them?

Further information:

Guidance for Evaluators of Horizon 2020:

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/pse/h2020-evaluation-faq_en.pdf

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