

Successful Impact for H2020

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Impact in General

Impact described in the proposal

What is «impact»?

imp / *imp* / a small creature that
plays harmful tricks in
children's stories

impact / *impakt* / n. the effect
or influence of one person,
thing, or action, on another

Oxford English dictionary

Impact in EU projects

EU projects are expected to generate impact as they are being –after all– funded by citizens' money

The concept of impact goes well beyond the time duration of the project

Impact in EU project

Impacts a project can generate are mainly

Direct: e.g the outcomes of research, environmental, new business created,

Indirect: e.g. more jobs, economic growth of the sector

Short Term: jobs/results produced during the course of the project

Long Term: new business/companies created, breakthrough discoveries

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Impact in proposal

▶ **Expected impacts**

Please be specific, and provide only information that applies to the proposal and its objectives. Wherever possible, use quantified indicators and targets.

Describe how your project will contribute to:

- the expected impacts set out in the work programme, under the relevant topic;
- improving innovation capacity and the 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 (if not already covered above).

Describe any barriers/obstacles, and any framework conditions (such as regulation and standards), 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.)

Impact in the proposal

▶ Measures to maximise impact

a) Dissemination and exploitation of results

- Provide a draft 'plan for the dissemination and exploitation of the project's results'. For innovation actions describe a credible path to deliver the innovations to the market. The plan, which should be proportionate to the scale of the project, should contain measures to be implemented both during and after the project.

Dissemination and exploitation measures should address the full range of potential users and uses including research, commercial, investment, social, environmental, policy making, setting standards, skills and educational training.

The approach to innovation should be as comprehensive as possible, and must be tailored to the specific technical, market and organisational issues to be addressed.

Impact in the Proposal

- Explain how the proposed measures will help to achieve the expected impact of the project. Include a business plan where relevant.
- Where relevant, include information on how the participants will manage the research data generated and/or collected during the project, in particular addressing the following issues:
 - What types of data will the project generate/collect?
 - What standards will be used?
 - How will this data be exploited and/or shared/made accessible for verification and re-use? If data cannot be made available, explain why.
 - How will this data be curated and preserved?

Impact in the proposal

