



EM TRAININGS



Europa Media Trainings

Expected Impact in Horizon Europe Proposals

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Horizon Europe Proposal Writing Workshop

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What is Impact?

a.

What you aim to achieve through your project activities, within your project duration

b.

The progress your project is bringing to the specific field beyond the state of the art

c.

The sum of influences and effects your project has on its target groups and fields, after its end

d.

The tangible products your project is delivering within its duration

a.

What you aim to achieve through your project activities, within your project duration

OBJECTIVES**b.**

The progress your project is bringing to the specific field beyond the state of the art

AMBITION**c.**

The sum of influences and effects your project has on its target groups and fields, after its end

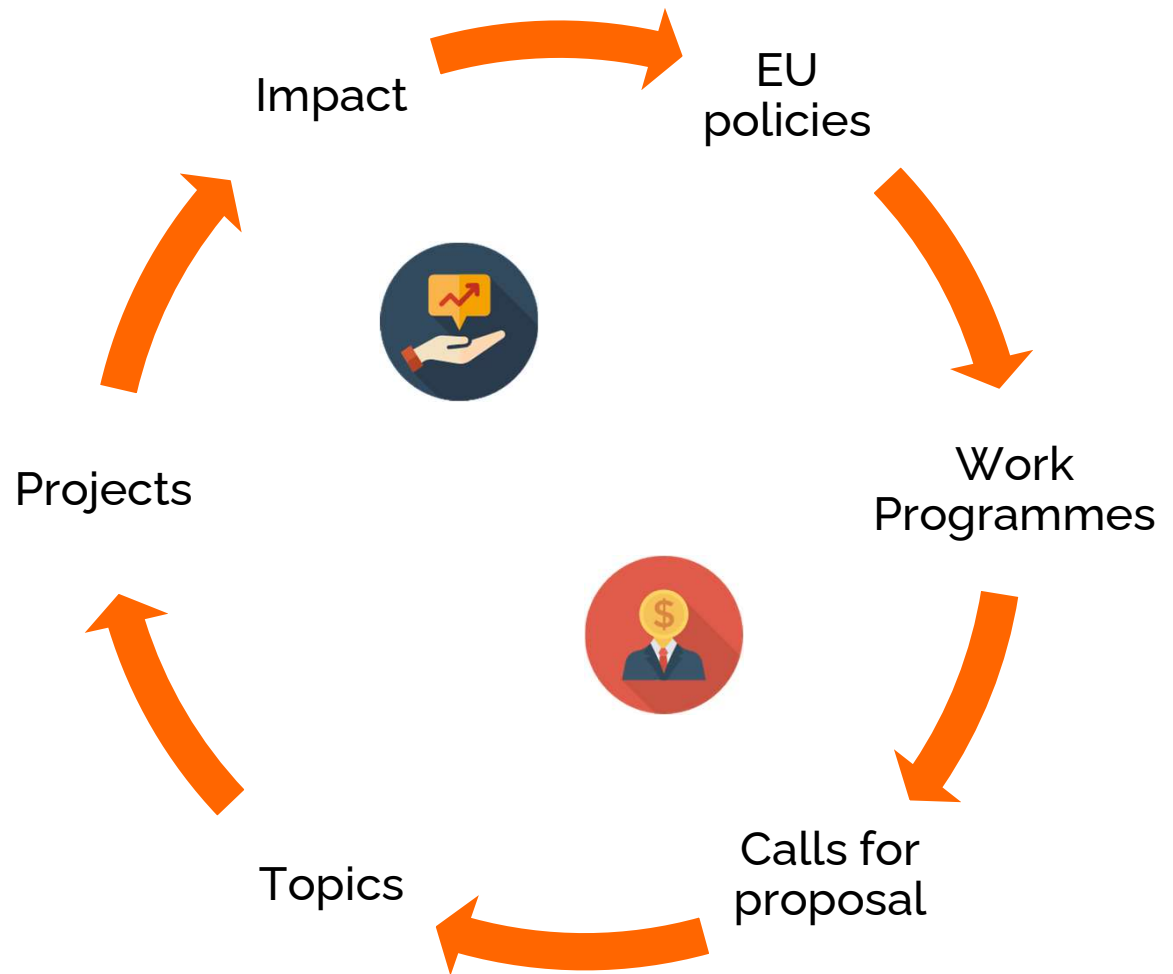
IMPACT**d.**

The tangible products your project is delivering within its duration

OUTPUTS

Delivering impact

is delivering policies



Strategic Planning and Programming (EC)

STRATEGIC PLAN

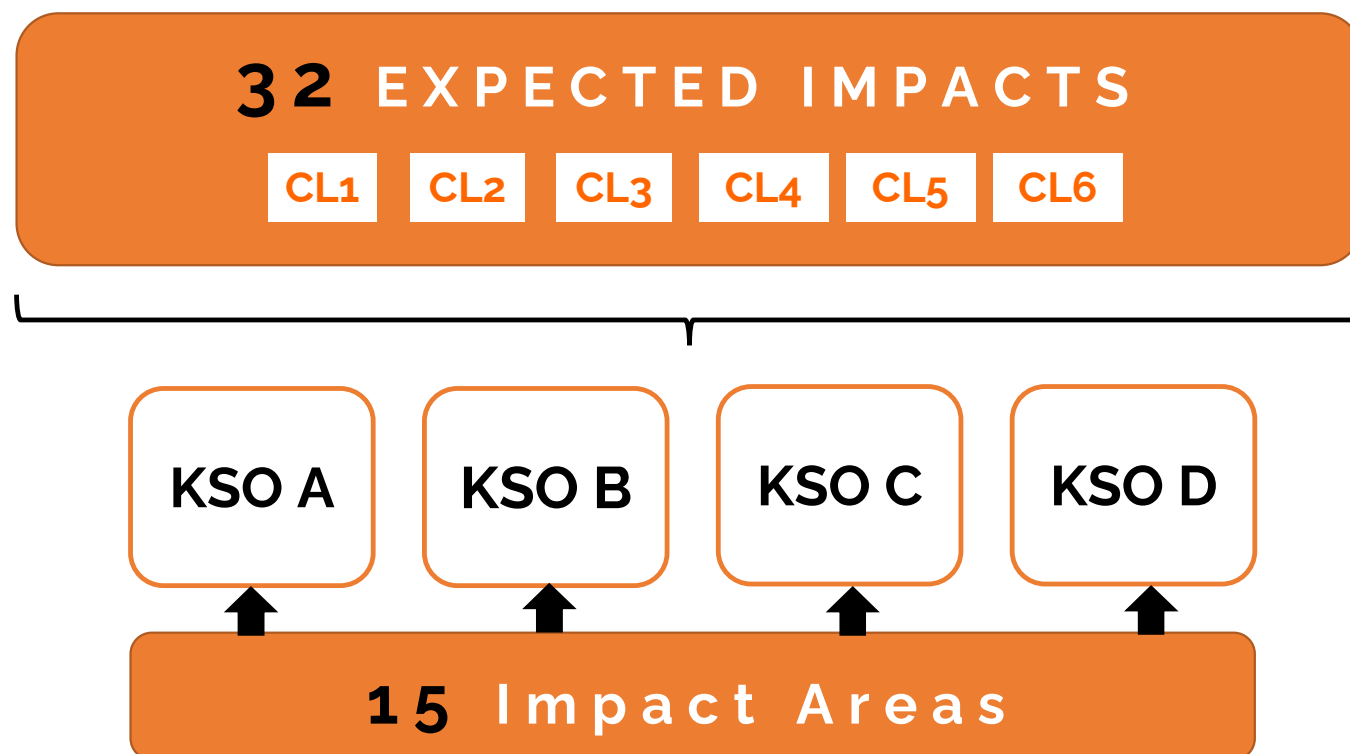
WORK PROGRAMME

EU POLICY PRIORITIES	Overall priorities of the European Union (Green Deal, Fit for the Digital Age,...)
KEY STRATEGIC ORIENTATIONS	Set of strategic objectives within the EC policy priorities where R&I investments are expected to make a difference
IMPACT AREAS	Group of expected impacts highlighting the most important transformation to be fostered through R&I
EXPECTED IMPACTS = DESTINATIONS	Wider long term effects on society (including the environment), the economy and science described under a given destination and enabled by the outcomes of R&I investments
EXPECTED OUTCOMES = TOPICS	Expected effects of the projects supported under a given topic, fostered by the dissemination and exploitation measures. This may include the uptake, diffusion, deployment, and/or use of the project results by target groups.
PROJECT RESULTS	What is generated during the project implementation e.g. know-how, innovative solutions, algorithms, proof of feasibility, new business models, policy recommendations, prototypes, demonstrators, datasets, trained researchers, new infrastructures, networks, etc.

PROJECT PROPOSALS

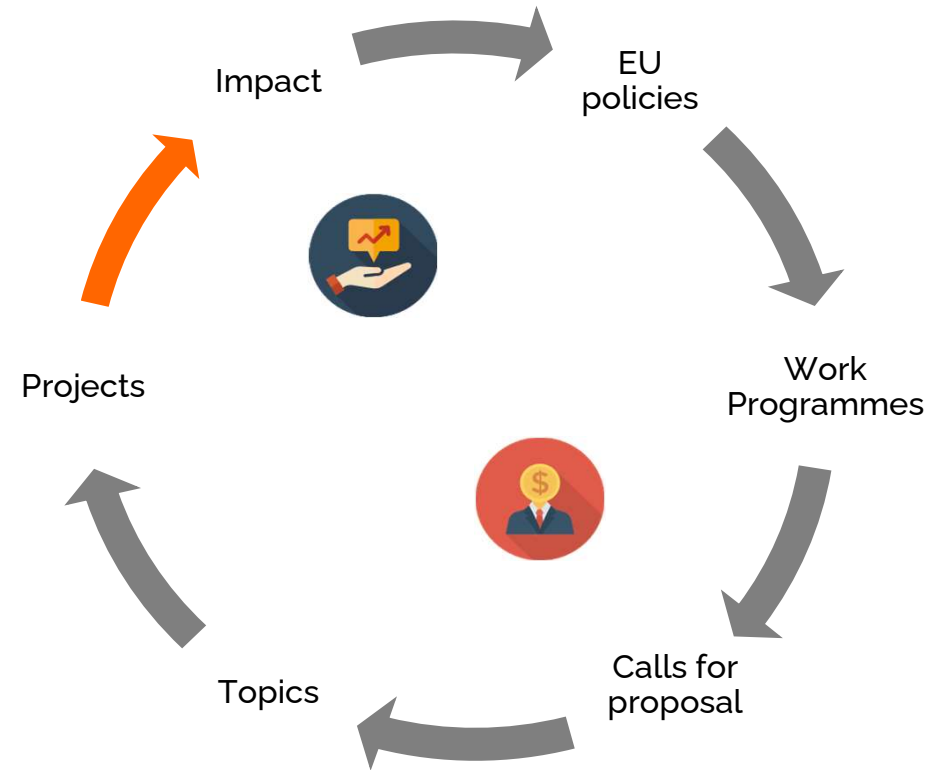
Application process (researchers)

Source: European Commission



HORIZON EUROPE STRATEGIC PLAN 2021-2024

From project to impact



What's new in Horizon Europe?

Impact – Overview

- Expected impacts of Clusters and Destinations/Calls
- Expected Outcomes of the topics – **NEW!**
- Delivery of impacts in line with the **Key Impact Pathways (KIPs)** (scientific, societal and economic)
- Specific **instructions** in the proposal template for contribution to the expected impacts along the key impact pathways
- A **brief** description of the **dissemination and exploitation activities** supporting the KIPs at the proposal stage

KEY IMPACT PATHWAYS



ACADEMIC

Theory
Method
Knowledge
Technology development
Teaching and training



SOCIETAL

Quality of life
Health
Environment
Public services
Policy

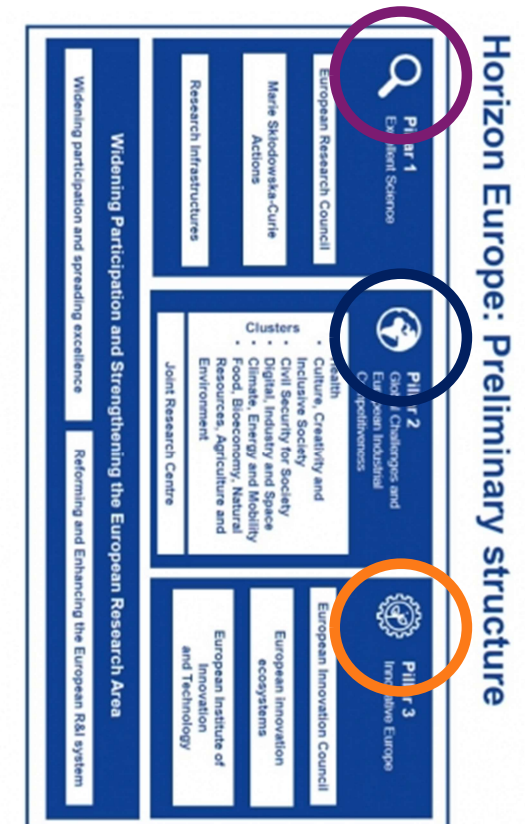
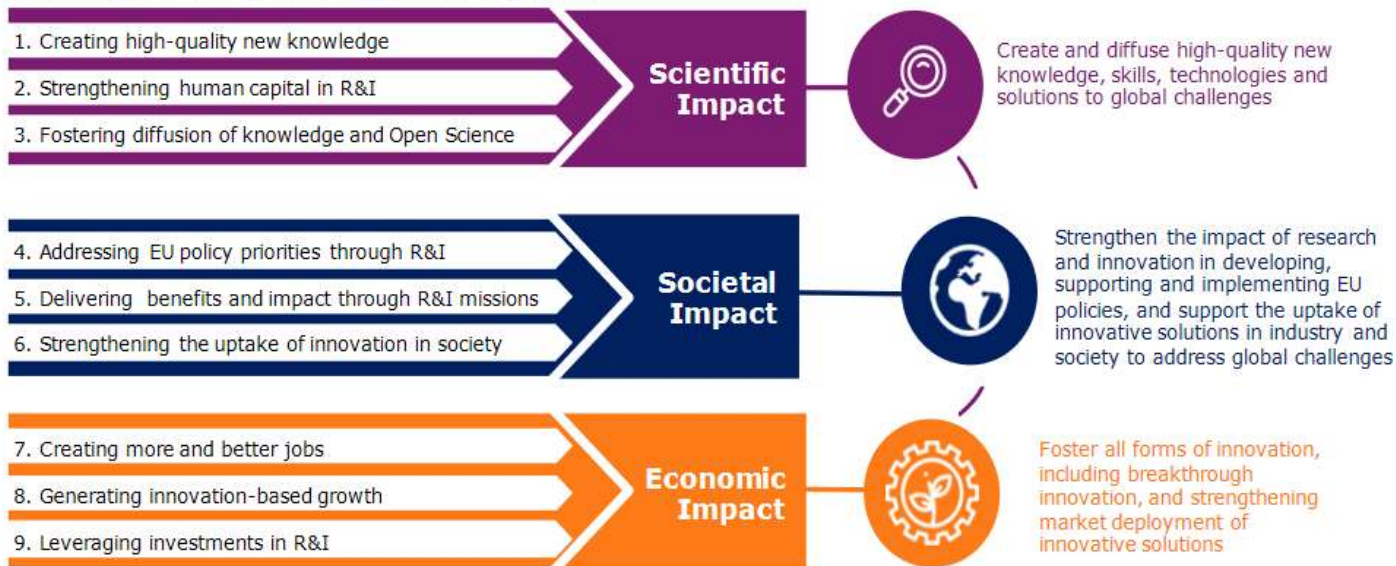


ECONOMIC

Innovations
Competitiveness
Growth
Jobs
Budget savings

Key Impact Pathways

Figure 10 Tracking performance of the programme along key impact pathways towards impact categories translating the Programme's general objectives



What's new in Horizon Europe?

Impact – Work Programme structure

*Horizon Europe - Work Programme 2021-2022
Food, Bioeconomy, Natural Resources, Agriculture and Environment*

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Call - Biodiversity and ecosystem services 28

Conditions for the Call 28

Understanding biodiversity decline 29

HORIZON-CL6-2021-BIODIV-01-01: European participation in global biodiversity genomics endeavours aimed at identifying all biodiversity on Earth 30

HORIZON-CL6-2021-BIODIV-01-02: Data and technologies for the inventory, fast identification and monitoring of endangered wildlife and other species groups 32

HORIZON-CL6-2021-BIODIV-01-03: Understanding and valuing coastal and marine biodiversity and ecosystems services 34

HORIZON-CL6-2021-BIODIV-01-04: Assess and predict integrated impacts of cumulative direct and indirect stressors on coastal and marine biodiversity, ecosystems and their services 38

What's new in Horizon Europe?

Impact – Work programme intro

To contribute to these programme-level KSOs, Cluster 6 will deliver on **six specific expected impacts**. In this work programme, **each expected impact has been transformed into one or two specific destination(s)** (see table below). This destination-based work programme structure follows a thematic centre-of-gravity approach, but activities in a given destination may be of a cross-cutting nature and will often contribute to multiple expected impacts. **The specific contribution to the overall expected impacts is explained in the introductory text of each destination.**

What's new in Horizon Europe?

Impact – Destination

Destination – Clean environment and zero pollution

Expected impacts

Pollution must be halted and eliminated to guarantee clean and healthy soils, air, fresh and marine water for all. To reach this objective, it will be paramount to advance the knowledge of pollution sources and pathways to enable preventive measures, improve monitoring and control, apply planetary boundaries in practice and introduce effective remediation methods.

Proposals for topics under this destination should set out a credible pathway to contribute to the aforementioned goal to achieve a clean environment and zero pollution, and more specifically to one or several of the following impacts:

- Advanced understanding of diffuse and point sources of water pollution in a global and climate change context, enabling novel solutions to protect water bodies, aquatic ecosystems and soil functionality, and further enhancing water quality and its management for safe human and ecological use, while fostering the EU's and Associated Countries' position and role in the global water scene.
- Balanced N/P flows well within safe ecological boundaries at EU and Associated Countries, regional and local scale, contribute to restoring ecosystems.
- Clean, unpolluted seas in the EU and Associated Countries as a result of successful behavioural, social-economic, demographic, governance and green-blue transitions.
- Circular bio-based systems reversing climate change, restoring biodiversity and protecting air, water and soil quality along supply chain of biological feedstock and industrial value chains, within the EU and Associated Countries and across borders.

Cluster 6 will support in particular the following two Horizon Europe key strategic orientations and Impact Areas associated to them²¹

KEY STRATEGIC ORIENTATIONS FOR R&I	KSO B: Restoring Europe's ecosystems and biodiversity, and managing sustainably natural resources	KSO C: Making Europe the first digitally enabled circular, climate-neutral and sustainable economy
IMPACT AREAS	Enhancing ecosystems and biodiversity on land and in waters Clean and healthy air, water and soil Sustainable food systems from farm to fork on land and sea	Circular and clean economy
EXPECTED IMPACTS	27. Climate neutrality and adaptation to climate change 28. Preservation and restoration of biodiversity and ecosystems 30. Food and nutrition security for all from sustainable food systems from farm to fork 31. Balanced development of rural, coastal and urban areas	29. Sustainable and circular management of natural resources; tackling pollution; bioeconomy 32. Innovative governance models enabling sustainability, environmental observation

What's new in Horizon Europe?

Impact – Work programme topic

HORIZON-CL6-2021-ZEROPOLLUTION-01-03: Preventing and managing diffuse pollution in urban water runoff

Expected Outcome: In line with the European Green Deal's zero pollution ambition, successful proposals will contribute to halt and prevent pollution of freshwater and soils, and consequently also protecting biodiversity, as addressed by several impacts under Destination 'Clean environment and zero pollution', in particular "Advanced understanding of diffuse and point sources of water pollution in a global and climate change context, enabling novel solutions to protect water bodies, aquatic ecosystems and soil functionality, and further enhancing water quality and its management for safe human and ecological use, while fostering the EU's position and role in the global water scene."

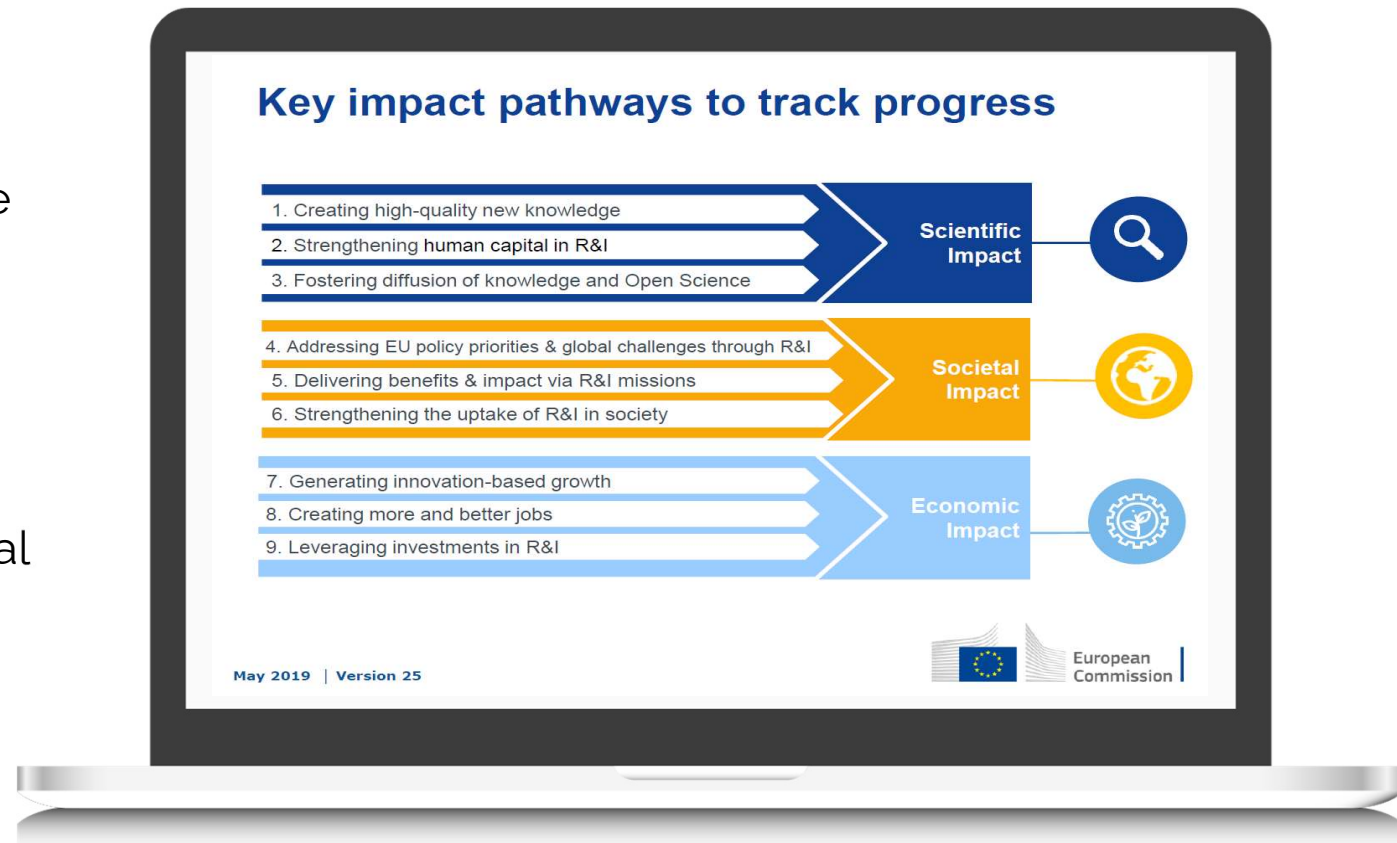
Project results are expected to contribute to some of the following expected outcomes:

- Wider use of an enhanced knowledge base required to assess and monitor pollution sources, transport pathways and impacts of diffuse pollution conveyed to receiving water bodies by urban water runoff and storm water overflows, including forward looking approaches aimed to anticipate and prepare for future or emerging challenges.
- Implement advanced preventive and mitigating strategies to reduce diffuse pollution of urban waters based on source control measures and storm water management that also consider climate change impacts.
- Apply effective risk assessment and risk management strategies enabling early warning systems and delivering ready-made outputs for decision-making and governance in urban areas.
- Deploy innovative concepts, cost effective technologies and advanced sensors and monitoring approaches for sustainable waste water collection and urban drainage systems preventing pollution due to urban run-off.

What's new in Horizon Europe?

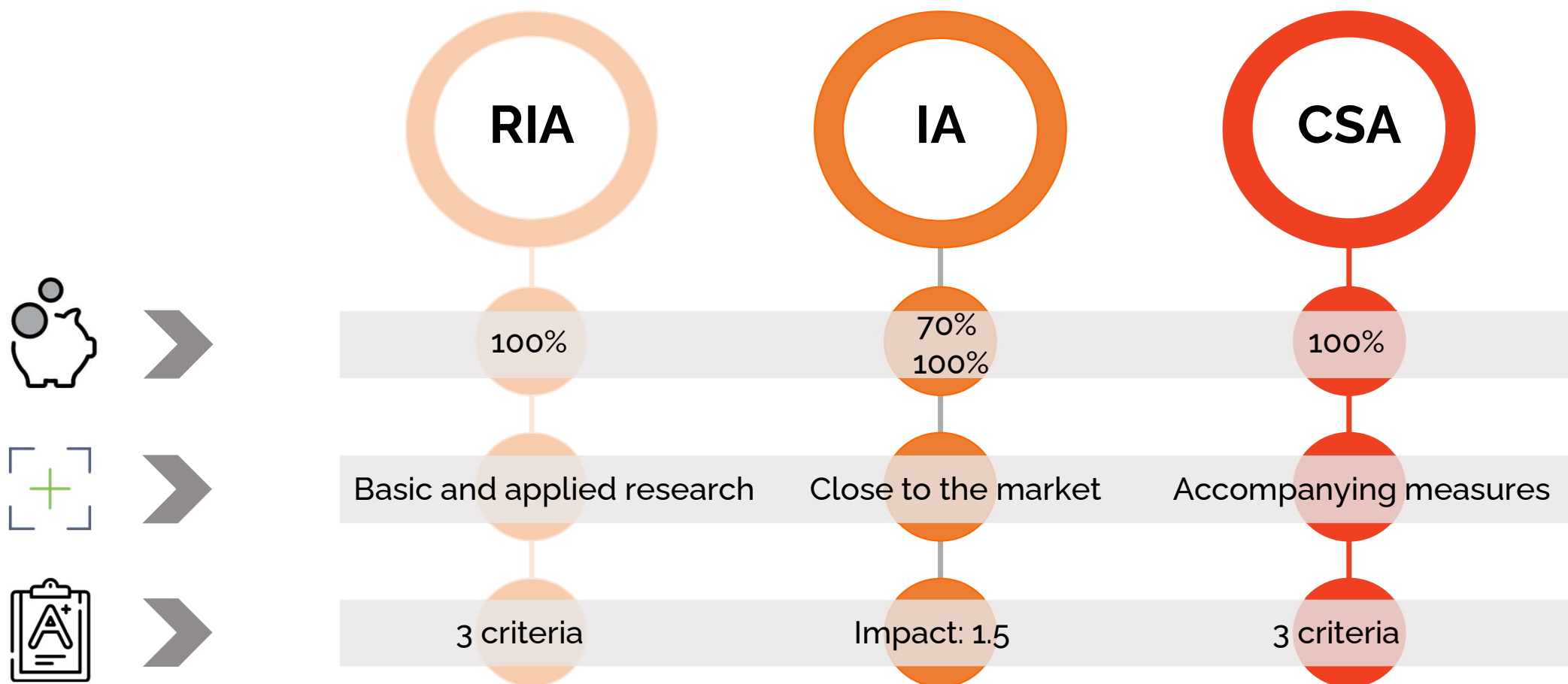
Impact monitoring

- H2020 project reporting will be kept
- **New set** of elements to reinforce monitoring of Programme implementation and impact
- Additional data collected for implementing the **key impact pathway** approach (researchers involved, publications, intellectual property, D&E)



What is the difference
between **RIA**, **IA** and **CSA**?

Most common types of actions



Case Study – H2020

DRS-09-2014-2015

Science and innovation for adaptation to climate change: from assessing costs, risks and opportunities to demonstration of options and practices

Types of action: CSA Coordination and support action, RIA Research and Innovation action

Deadline Model: single-stage **Deadline:** 28 August 2014 17:00:00

Types of action: IA, Innovation action

Deadline Model: single-stage **Deadline:** 27 August 2015 17:00:00

“Scope”



CSA

- Develop a platform to organise consultations and **facilitate dialogue** among different stakeholder groups .. **Establishing linkages** with international developments in the field;
- **Support clustering and close cooperation** among ... initiatives in the field .. Promote foresight and **large-scale dissemination** activities, and foster **the science-policy interface** across the EU

RIA

- **Develop standardised methods** to assess climate change impacts, vulnerabilities, ... methods should focus on long-term climate change and extreme events for EU sectors of particular socio-economic significance;
- Provide **state-of-the-art decision support tools** to facilitate decision-making by different end-users, while developing adaptation plans and measures.

IA

- **Support, test and disseminate technological and non-technological options** ... to address climate-related risks;
- Develop frameworks for **monitoring the performance and effectiveness of developed approaches**, and for ensuring their optimum performance, addressing also post-implementation requirements ... for **successful replication and follow-up**;
- Provide innovative solutions for **major implementation projects**.

The actual writing

2. Impact

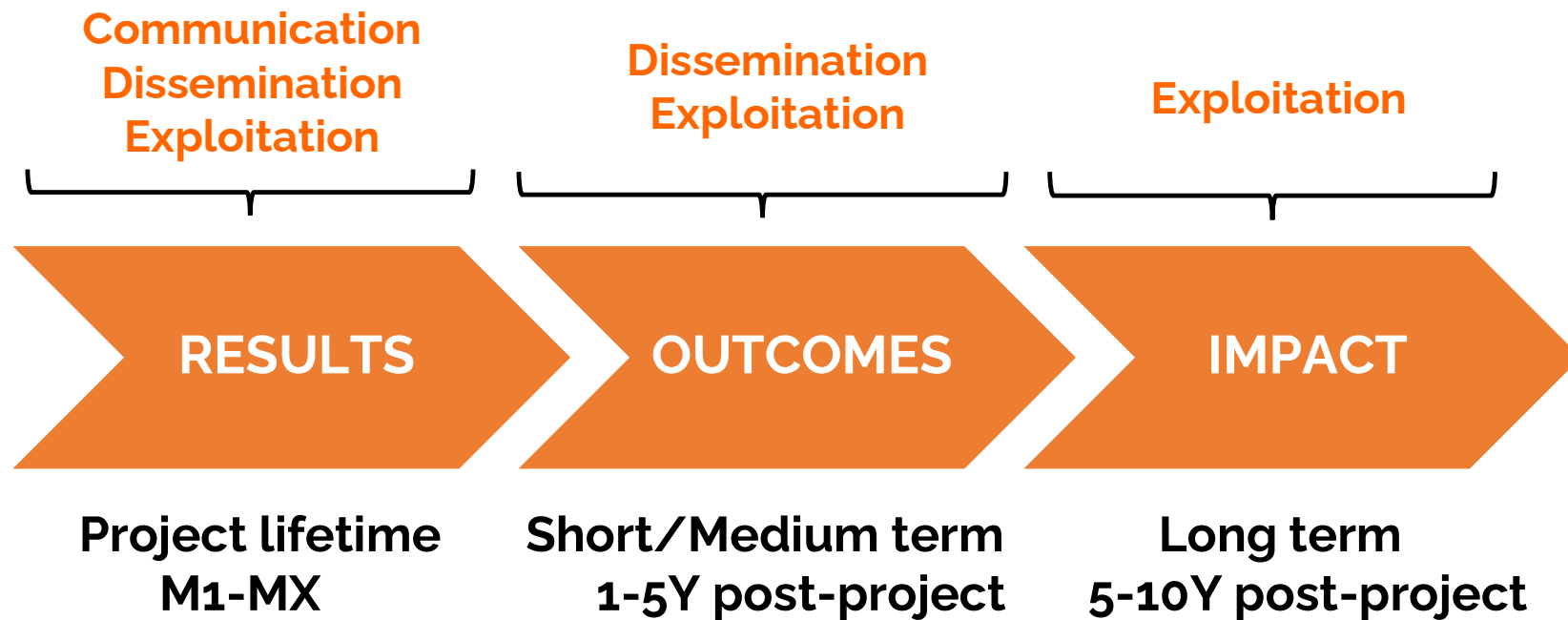
- 2.1 Project's pathways towards impact (e.g. 4 pages)
- 2.2 Measures to maximise impact - Dissemination, exploitation and communication (e.g. 5 pages)
- 2.3 Summary

Delivering the expected outcomes and impact

- Clear and direct **reflection** on how your proposal will deliver the expected outcomes listed in the topic and lead to the expected impact; think horizontally:
 - Actions, Methods, Results, Partners...
- Cause-effect relationship between **Results** and **Outcomes** and **Wider Impact**
- Explain the benefits to the specific **target groups**
- **Quantify** the outcomes and expected impacts where possible → **scale** and **significance**



Pathway to Impact



Result	Contribution to Expected Outcomes	Contribution to Expected Impacts	Indicators
R1	Narrative explaining contribution to Outcomes 1 and 2	Narrative explaining contribution to the expected impact(s) listed in the Destination	I1
R2	Narrative explaining contribution to Outcomes 2 and 3	Narrative explaining contribution to the expected impact(s) listed in the Destination	I2
R3	Narrative explaining contribution to Outcome 4	Narrative explaining contribution to the expected impact(s) listed in the Destination	I3

RESULT 1	
Contribution to Outcome(s)	Narrative explaining contribution to Outcomes 1 and 2
Contribution to Impact(s)	Narrative explaining contribution to the expected impact(s) listed in the Destination
Indicators	I1

Pathway to impact

Outcome:

Pathogen detection and surveillance strategies based on rapid, on-site, genomic tools allowing a fast and early response when facing potential outbreaks.

- Rapid (on-site) pathogen detection tool

Project result



- Empowering local communities by democratising the access to pathogen detection tools through 1) providing pathogen detection tools to be used by non-experts; and 2) reducing the costs

Action/Method



- Authorities responsible for detecting potential outbreaks

Target groups



- A cost-efficient pathogen detection tool that can rapidly identify potential zoonotic pathogens

Needs



Pathway to impact

Outcome:

Pathogen detection and surveillance strategies based on rapid, on-site, genomic tools allowing a fast and early response when facing potential outbreaks.

- Rapid (on-site) pathogen detection tool
- *Surveillance strategies based on host ecology, test characteristics and surveillance costs*

Project result



- Co-creation of surveillance strategies involving local community members, authorities and scientists (using and analysing the data collected with the tool)

Action/Method



- **Scientific community**

Target groups



- Better understanding of the potential links between environmental changes, biodiversity and animal and human health

Needs



Pathway to impact

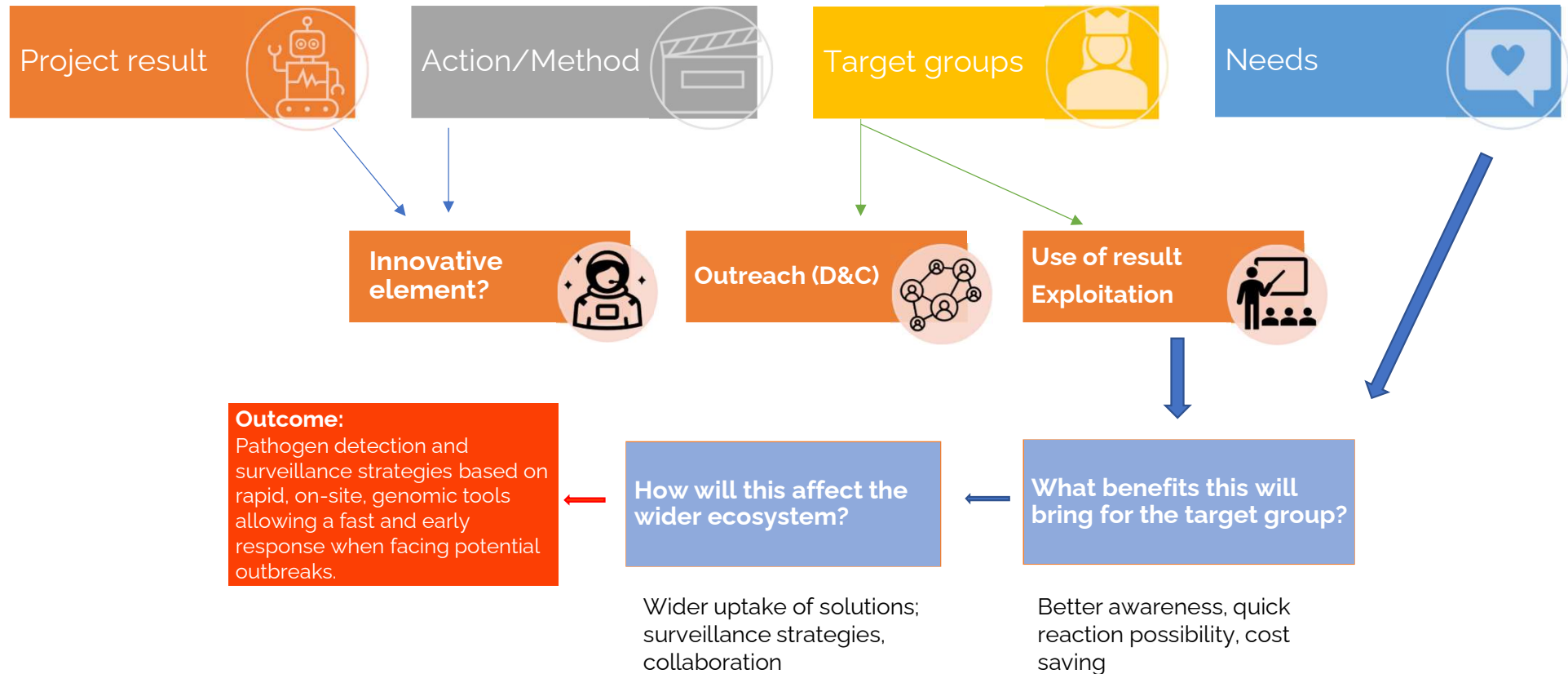
Outcome:

Pathogen detection and surveillance strategies based on rapid, on-site, genomic tools allowing a fast and early response when facing potential outbreaks.

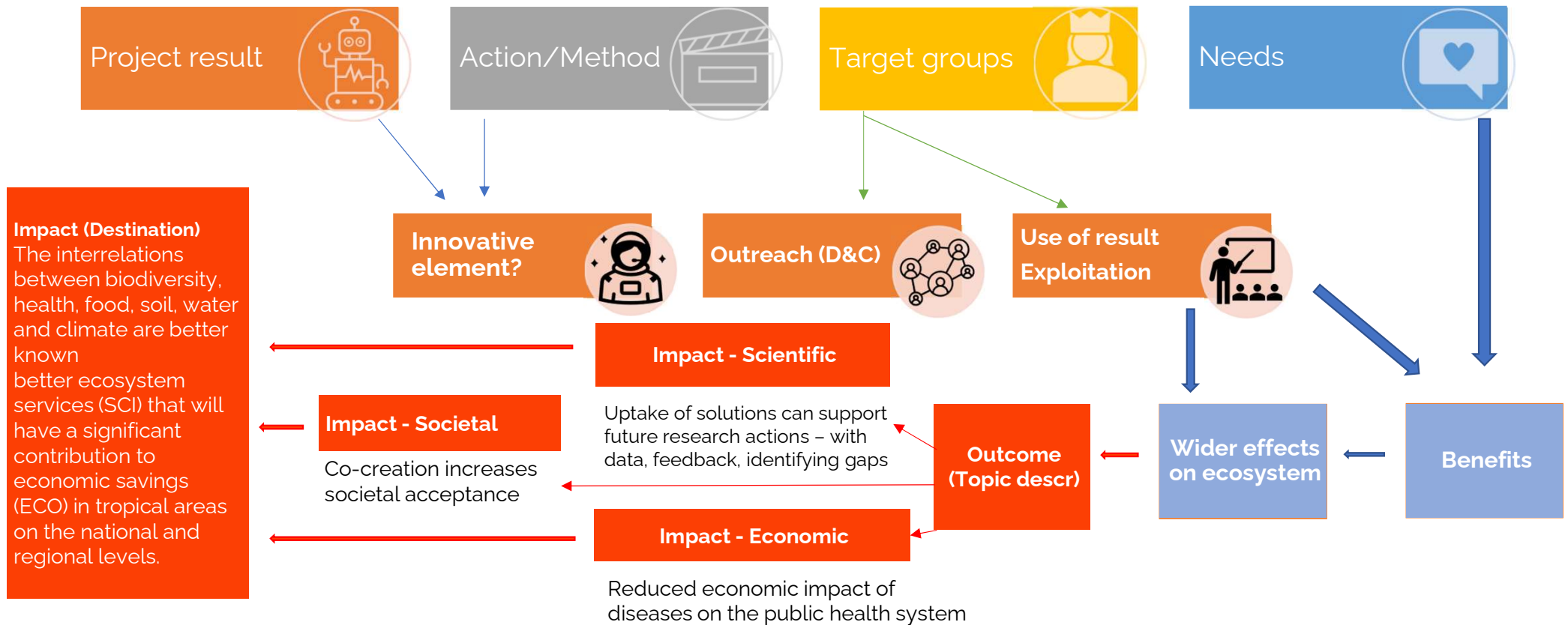


Pathway to impact

Outcome:
Pathogen detection and surveillance strategies based on rapid, on-site, genomic tools allowing a fast and early response when facing potential outbreaks.



Pathway to impact



Scale and Significance

From the example – focus on the no. of outbreaks avoided, health effects, European cost savings in public health, etc.

- **Give an indication of the scale and significance of the project's contribution to the expected outcomes and impacts, should the project be successful. Provide quantified estimates where possible and meaningful.**
 - *'Scale' refers to how widespread the outcomes and impacts are likely to be. For example, in terms of the size of the target group, or the proportion of that group, that should benefit over time; 'Significance' refers to the importance, or value, of those benefits. For example, number of additional healthy life years; efficiency savings in energy supply.*
 - *Explain your baselines, benchmarks and assumptions used for those estimates. Wherever possible, quantify your estimation of the effects that you expect from your project. Explain assumptions that you make, referring for example to any relevant studies or statistics. Where appropriate, try to use only one methodology for calculating your estimates: not different methodologies for each partner, region or country (the extrapolation should preferably be prepared by one partner).*
 - *Your estimate must relate to this project only - the effect of other initiatives should not be taken into account.*

Source: Standard RIA/IA application form

Barriers

(Describe any requirements and potential barriers - arising from factors beyond the scope and duration of the project - that may determine whether the desired outcomes and impacts are achieved. (This does not include the critical risks inherent to the management of the project itself, which should be described under 'Implementation')





CRITICAL RISKS

Problems considered likely to arise during the implementation of the **project's activities** (e.g. delays, insufficient results, failures).

Mitigation/avoidance measures include specific intra-consortium governance procedures (e.g. stringent monitoring, internal to-do lists, etc.).



BARRIERS

Existing framework conditions that **cannot be controlled by the project and that may jeopardise the achievement of the expected impacts** (e.g. gaps in legislation, -reluctance of target groups to uptake project results, lack of standardisation, etc.).

VS

Barrier or Risk?

“While our training courses in WP6 will enhance the understanding of social media on a technological and operational level for individual officers, the potential ripple effect may be hindered due to internal bureaucratic procedures within each LEA towards implementing a new agency-level strategic document on the use of social media for purposes of prevention and investigation.”

BARRIER

RISK

“While our training courses in WP6 will enhance the understanding of social media on a technological and operational level for individual officers, the potential ripple effect may be hindered due to internal bureaucratic procedures within each LEA towards implementing a new agency-level strategic document on the use of social media for purposes of prevention and investigation.”

BARRIER

RISK

Input data and user needs not adequately specified to effectively respond to the requirements of a reliable response planning.

BARRIER

RISK

Input data and user needs not adequately specified to effectively respond to the requirements of a reliable response planning.

BARRIER

RISK

PESTLE Analysis

A tool to consider KIPs and potential barriers

P

Political

T

Technological

E

Economic

L

Legal

S

Social

E

Environmental

Ethical

Example

Project Proposal on demonstrating feasibility of Photovoltaics solutions in 3 different climate markets and regulatory frameworks.



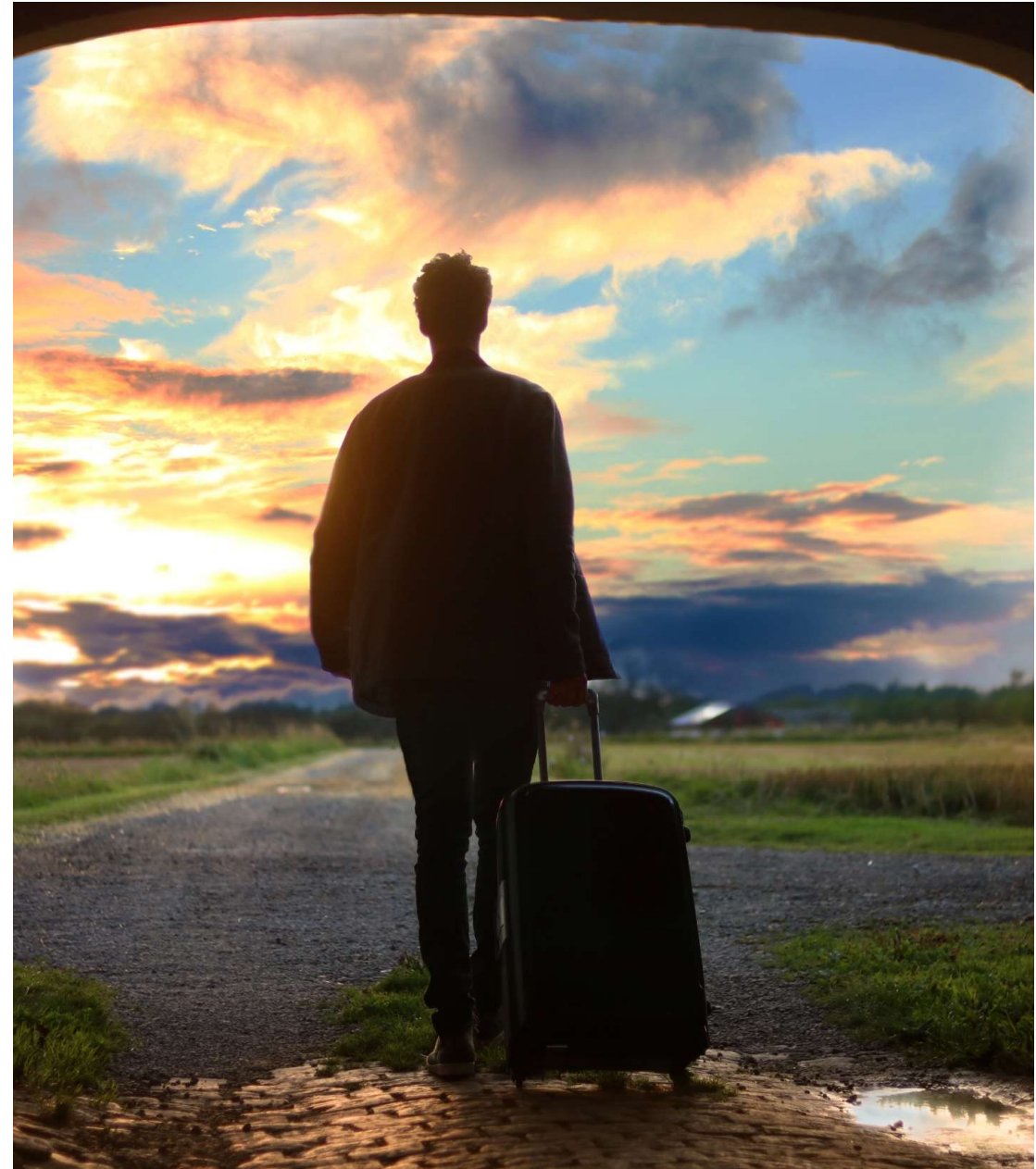
PESTLE Analysis

- **P**olitical – lack of incentives for the adoption of PVs
- **E**conomic – high installation and maintenance costs of PVs
- **S**ocial – negative perceptions by the society on solar technologies
- **T**echnological – voltage issues, reverse power flows
- **L**egal – lack of regulations, compulsory targets
- **E**nvironmental – materials, manufacturing, recycling issues



Final Tips

- Check out the [Horizon Europe Strategic Plan 2021-2024](#)
- Get familiar with the new terms and approach:
 - ✓ Key Strategic Orientations (KSOs) for R&I
 - ✓ Key Impact Pathways (KIPs)
 - ✓ Expected Impacts
 - ✓ Expected Outcomes
- Set realistic KPIs: evaluators will know – and the proposal will be legally binding
- Consider impact progress monitoring



Thank
you

for your attention

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