Europa Media Trainings

Expected Impact in Horizon Europe Proposals

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What is Impact?

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a.

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

b.

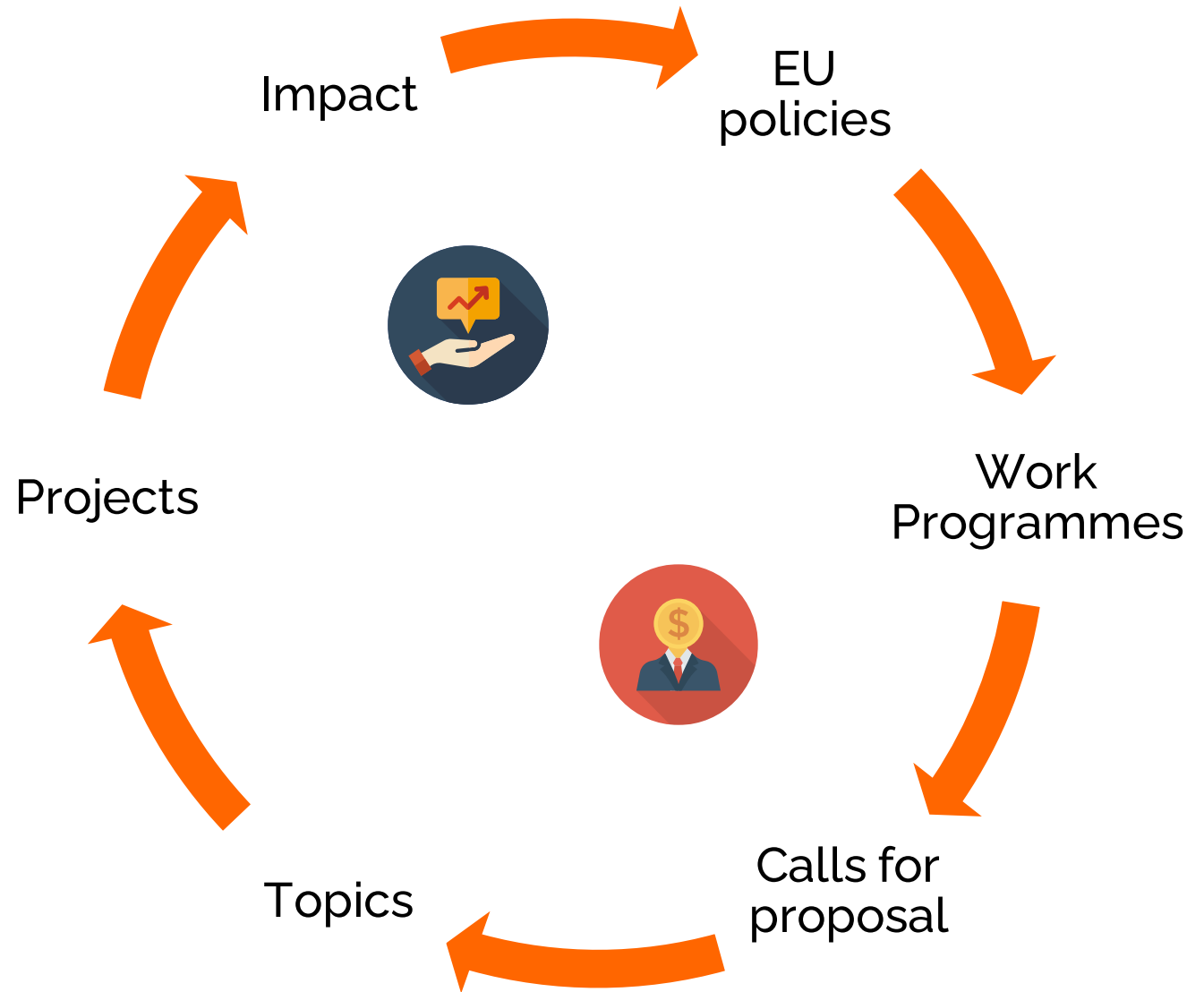The progress your project is bringing to the specific field beyond the state of the art

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

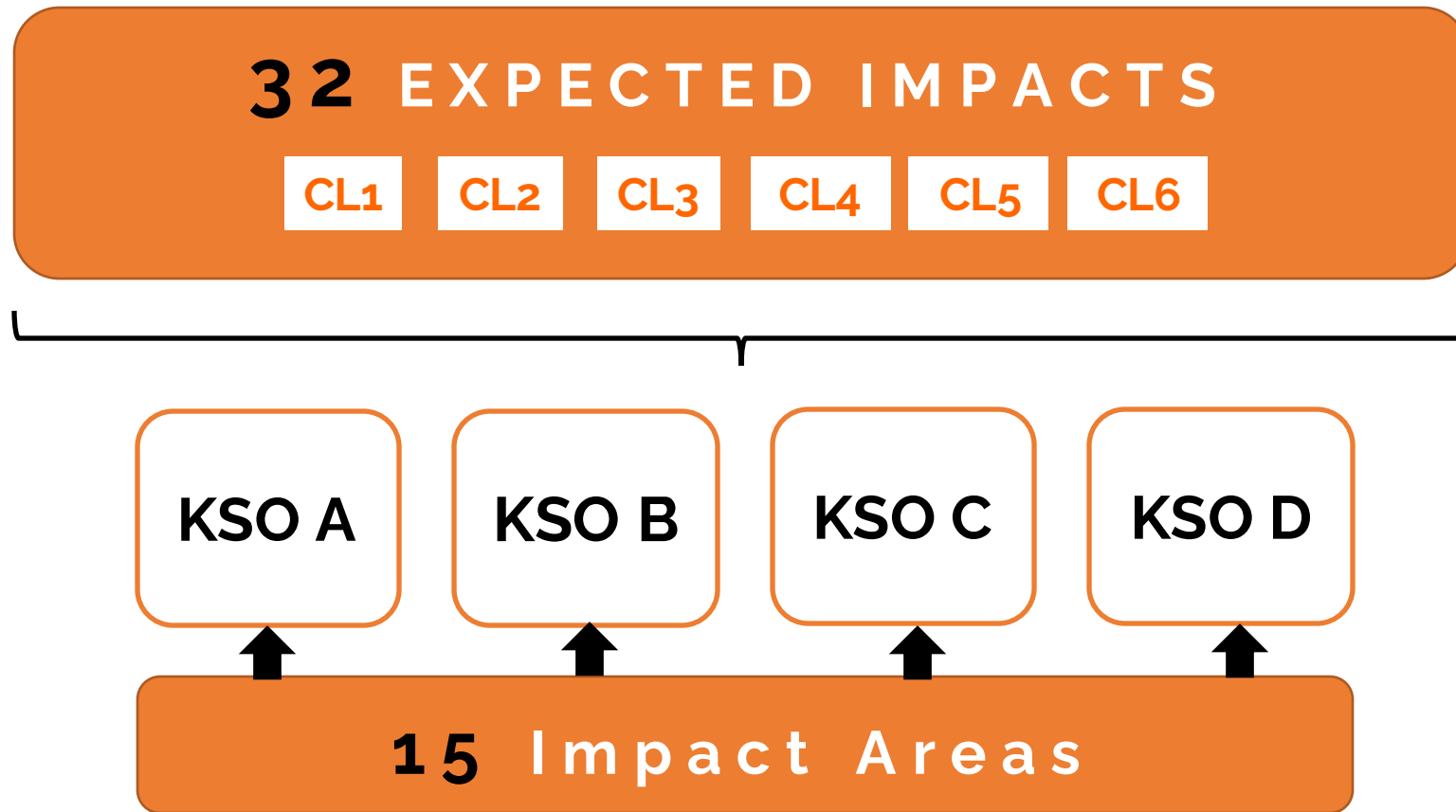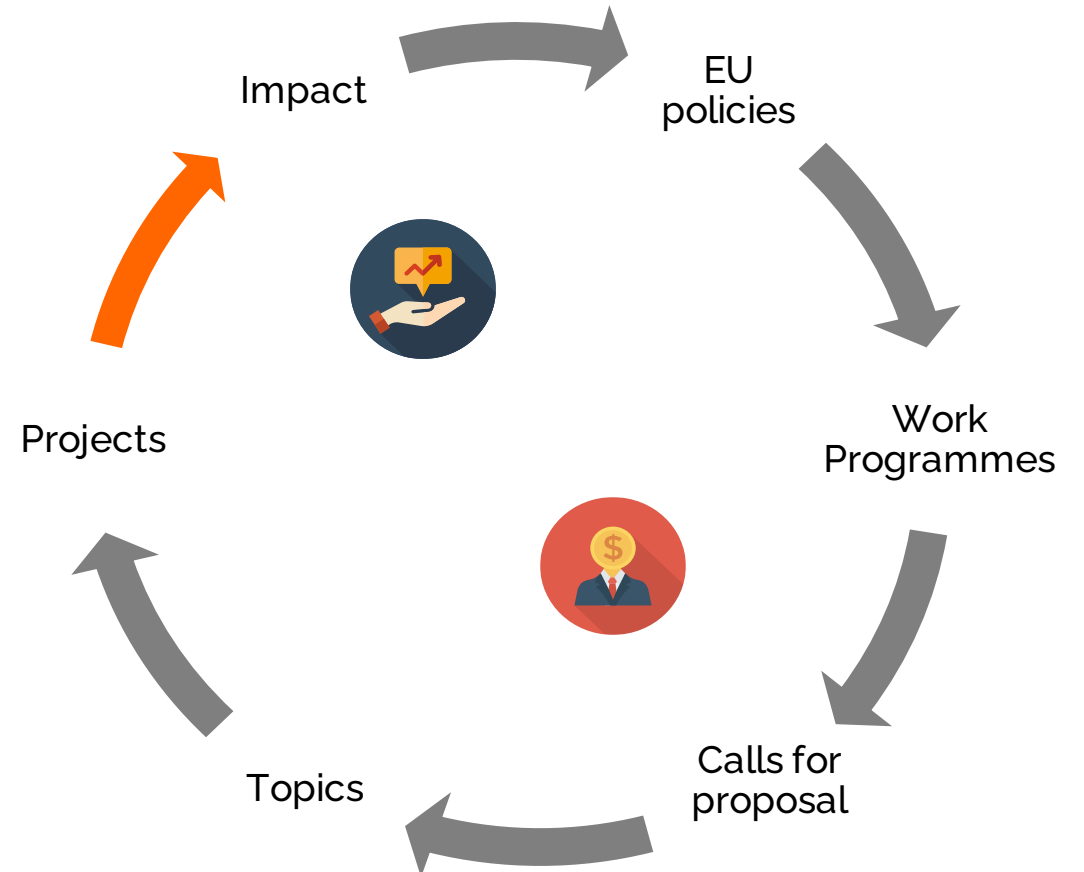|	
EU POLICY PRIORITIES	Overall priorities of the European Union (Green Deal, Fit for the Digital Age,...)
KEY STRATEGIC ORIENTATIONS	Set of strategic objectives within the EC policy priorities where R&I investments are expected to make a difference
IMPACT AREAS	Group of expected impacts highlighting 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.

Source: European Commission

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32 EXPECTED IMPACTS

| CL1 | CL2 | CL3 | CL4 | CL5 | CL6 |

KSO A **KSO B** **KSO C** **KSO D**

15 Impact Areas

HORIZON EUROPE STRATEGIC PLAN 2021-2024

Our approach in Horizon Europe:
Incorporating Impact across the proposal

- **Analyse the Work Programme topic** starting from "Expected Impacts" and screen the rest under this lens

- Devise your work plan and methodologies having the expected impact in mind

- Choose partners that can help you deliver the expected impact

- Ensure you have planned enough budget for activities maximising impact (e.g. dissemination, exploitation)

What's new in Horizon Europe?
Impact

- 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

What's new in Horizon Europe?
Impact

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 them[51]

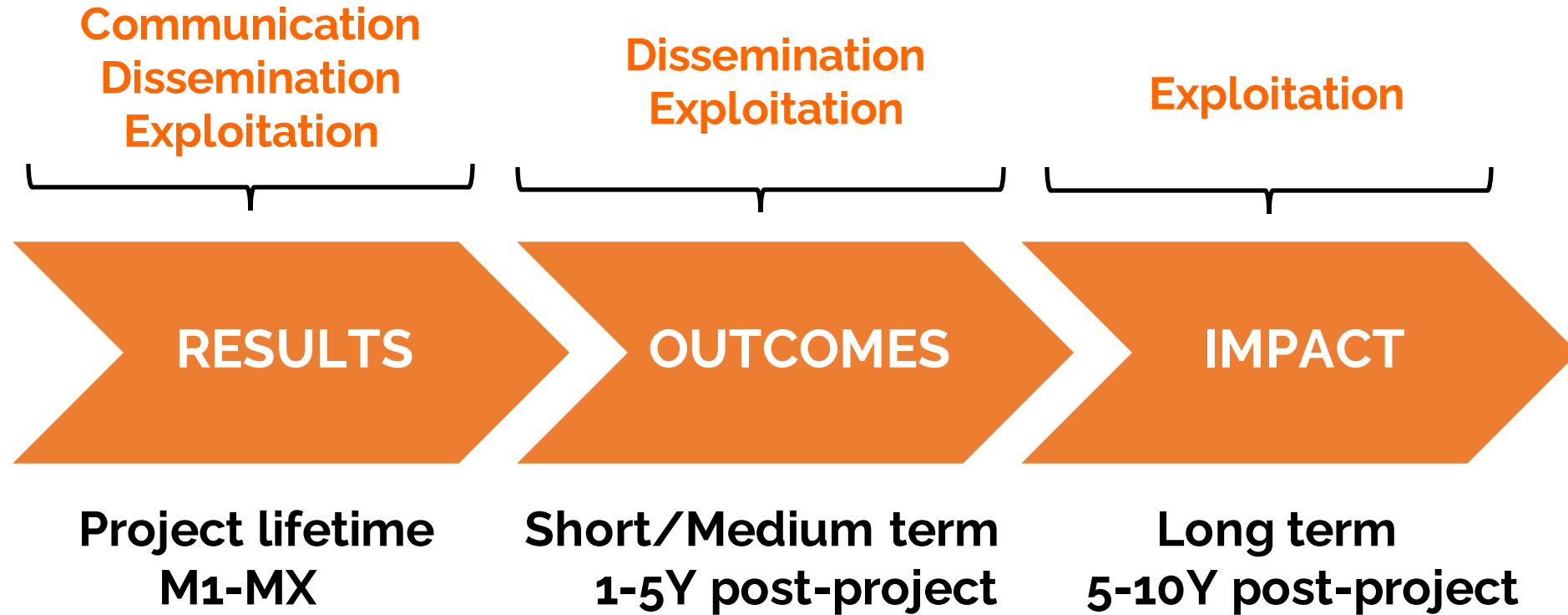| KEY STRATEGIC ORIENTATIONS FOR R&I	KSO B: Restoring Europe's ecosystems and biodiversity, and managing sustainably natural resources	KSO C: Making Europe the first digitally enabled circular, climate-neutral and sustainable economy
IMPACT AREAS	Enhancing ecosystems and biodiversity on land and in waters 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

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

The ▮▮▮▮▮ project will contribute to the **three expected outcomes (EOs)** indicated in the call, through its five key objectives (OBJ) (see section 1.1) expected results (ERs) and key performance indicators (KPIs) (**Table 3**).

Table 3 Expected outcomes and ▮▮▮▮ pathways to achieve them

EO1	A better understanding of which interventions and measures are effective to produce intended but also novel learning outcomes needed for the green transition of our society and economy
▮▮▮▮ pathways to achieve EO1	The vision and mission of ▮▮▮▮ aim to support the development of impactful educational interventions for sustainability and climate action across Europe, through a theory-informed openly accessible platform providing a scalable impact assessment solution across planned educational interventions and novel interventions. T2.2 will conduct a state-of-the-art based on desk research to identify and assess the most relevant existing educational interventions related to sustainability, and to understand their main outputs, outcomes and impacts. All the findings will be co-validated with key stakeholders and will allow to set the bases for the co-development of the ▮▮▮▮ platform in WP3 (consisting of tools to implement and measure the impact of sustainability interventions; visual interfaces; policy recommendations, guidance and best-practices). The evidence gathered during the experimental phase related to the degree of completeness of the proposed solution - its capability to assess interventions and outcomes in an effective way, and to what extent the selected intervention contributes to better trained students in sustainability - will be validated in close cooperation with the stakeholders' community and harmonised with relevant projects and initiatives (e.g. ECF4CLIM and GreenSCENT) to finalise the impact assessment framework and design policy recommendations (T5.6).
Related OBJs and WPs	O1; O2; O3; WP2; WP3; WP4; WP5
ER	The ▮▮▮▮ platform will host a catalogue of educational interventions and their associated learning outcomes, evidenced through the application of case studies. Tools for implementing specific interventions will also be hosted within the platform.
KPIs	**KPI#1:** 50 educational interventions and their learning outcomes categorised and catalogued within the ▮▮▮▮ platform; **KPI#2:** Educators across 100 organisations engaged in the process of defining impact indicators for educational interventions; **KPI#3:** 12 case studies across a variety of learning scenarios, with 300 educators and 7000 learners engaged in impactful and inclusive interventions.

Result: Innovative **spatio-temporal and mechanistic models** (WP3 and WP4) will link risk factors (including biodiversity loss and socio-economic factors, WP3) to zoonotic pathogen circulation levels (WP2) in animals and humans.
Outcome contribution: This will allow us to develop more robust **risk assessment and risk mapping tools** available for actors planning surveillance and control programmes of emerging infectious zoonotic diseases in humans and animals.
Impact contribution: This will allow us to reduce the number and the impact of future emergences of zoonotic diseases, mitigating the economic (ECO) and societal (SOC) costs associated with epidemics and pandemics.
Indicators: At least 5 scientific publications (some publications on these topics may be finalised just after the funding period); mechanistic and risk mapping models (WP4); reduced costs allocated for response actions as prevention becomes more cost-effective; and improved risk assessment and mapping tools – guidelines for authorities and agents.

"**The *scale and significance* of the contributions of the proposal to the expected outcomes are convincingly backed by very well-described KPIs.**

The proposal explains in a credible and well-elaborated manner how *the expected outcomes of the topic are achieved*. The steps forward are thoughtfully presented, and it is particularly well formulated how *different target groups* will benefit from the different project outputs. The stakeholder engagement activities are well justified, tailored to meet specific needs, and include co-creation activities. This is excellent."

- **The *pathways to achieve the expected outcomes* from the call text are generally credible.**
- **The *communication strategy* is appropriate and effective.**
- **Overall, the *dissemination strategy* is appropriate and effective.**
- **The *Key Performance Indicators (KPIs)* are credible.**
- **Overall, the *exploitation strategy* is credible and effective.**

Nevertheless, a number of shortcomings are present, namely:
- **The proposed pilot will only inject a total yield amount of up to 15 kilotons and it is not convincingly justified how this will allow for a credible extrapolation to provide *reliable information for future full-scale projects*.**

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)

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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

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
E	Economic
S	Social

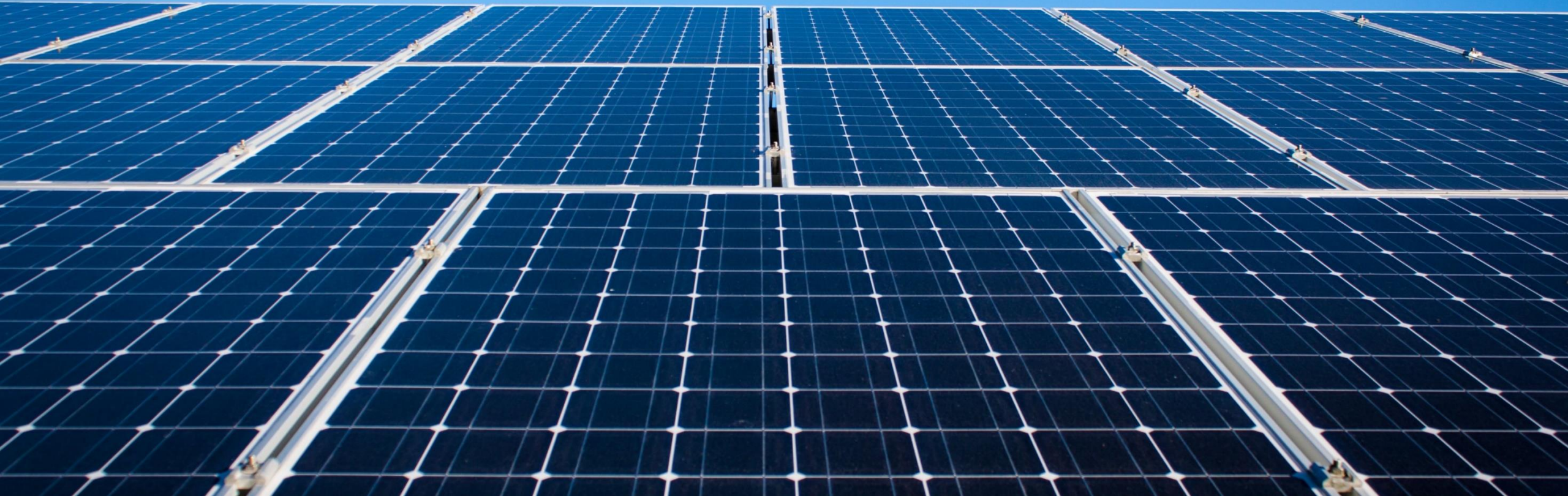|	
T	Technological
L	Legal
E	Environmental
	Ethical

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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