



**Europa Media Trainings
webinar**

Get it right!
The new proposal template:
Impact

Speaker: Gabriella Lovász

Europa Media

14:00 – 16:00 CET // 06 April 2022

Welcome!

- 14:00– 15:30 | Presentation
- 15:30 – 16:00 | Q&A session



SPEAKER

Gabriella Lovasz

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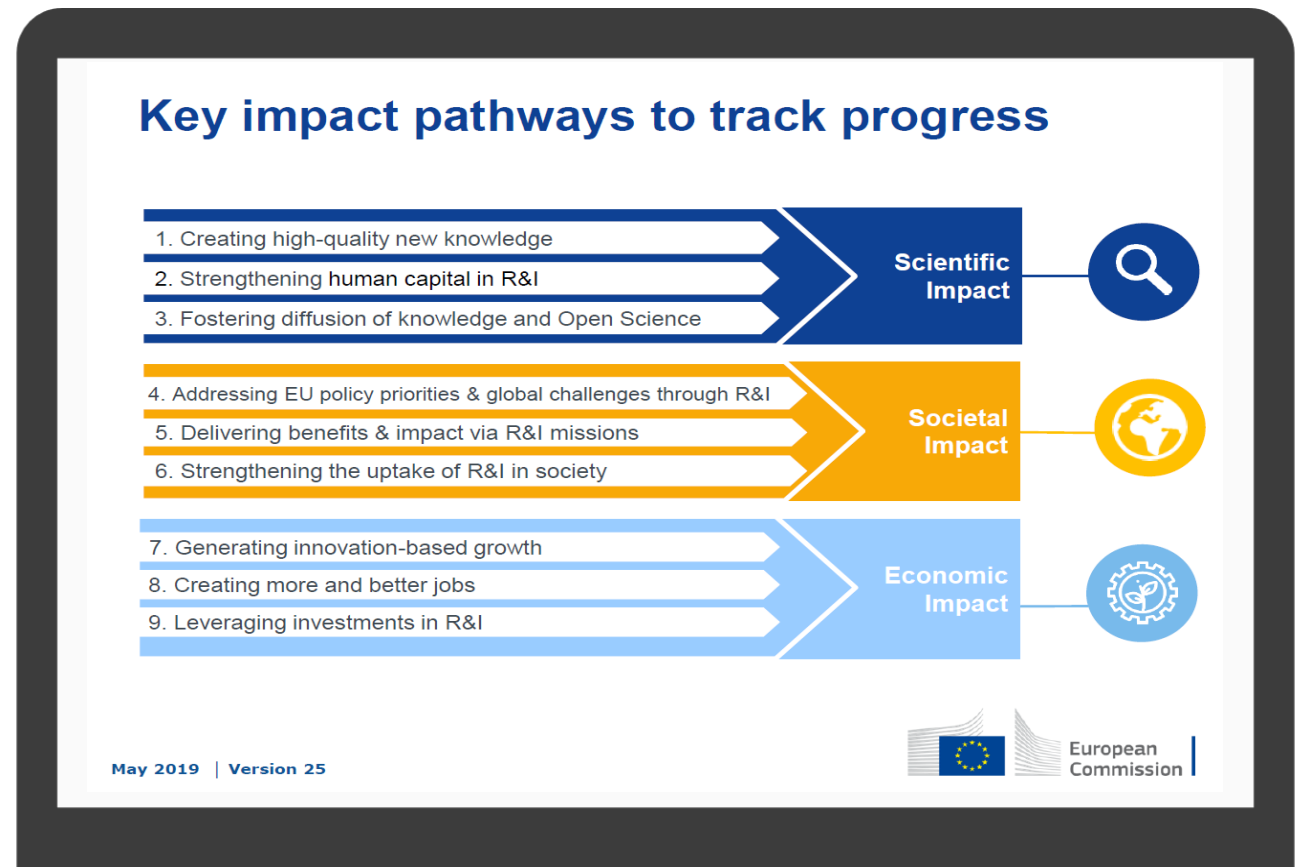
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What's new in Horizon Europe?

Impact

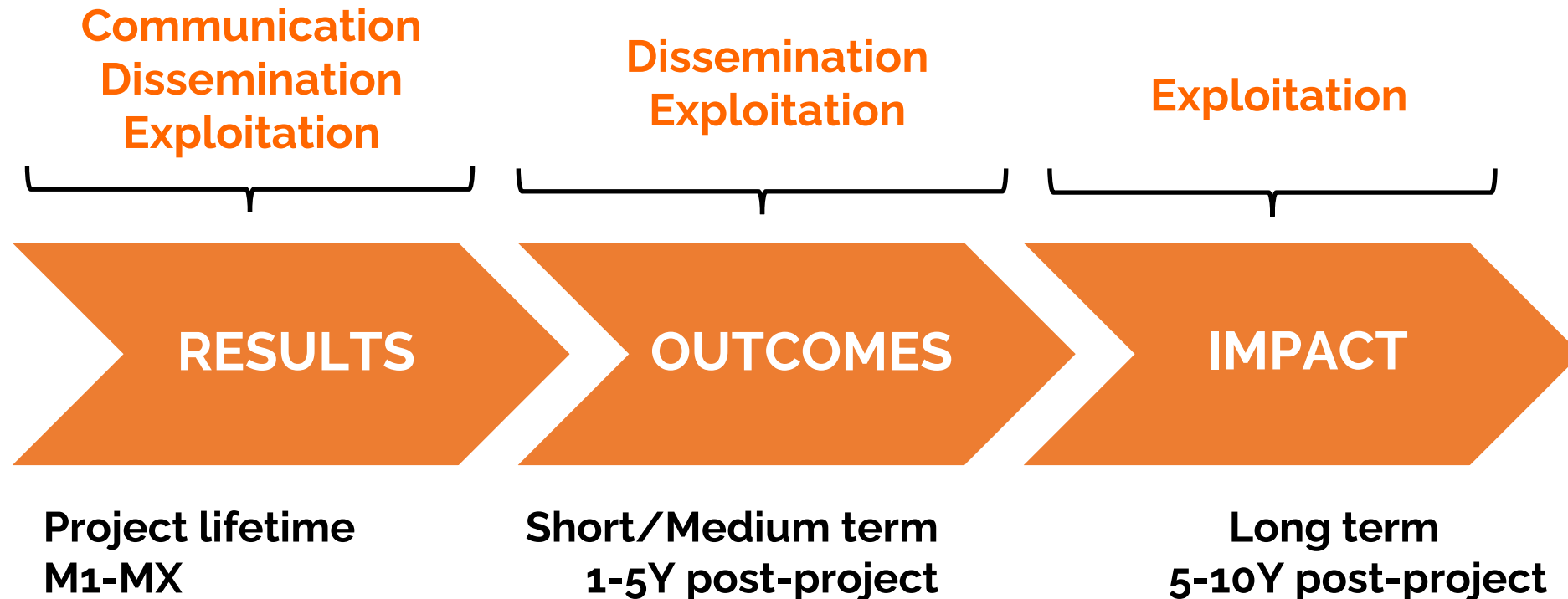
- Expected impacts of Clusters and Destinations/Calls
- Expected Outcomes of the topics – **NEW!**
- Delivery of impacts in line with the **Key Impact Pathways (KIPs)** (scientific, societal and economic)
- Specific **instructions** in the proposal template for contribution to the expected impacts along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



Pathway to Impact

Use the call text – Narrative!

Use both topic outcomes and destination to make a direct correlation.



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

Impact (1/2)

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

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Impact (2/2)

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 them³¹

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

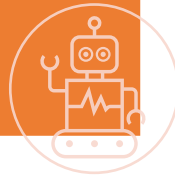
Pathway to impact

Outcome:

Successful deployment of existing scientific and practical knowledge and more bio-based solutions introduced in rural areas

- Training courses for Hub members; Best practices

Project result



- Co-creation workshops for co-developing new solutions with market-based Hub members

Action/Method



- Bio-based innovators, farmers, clusters

Target groups



- Fill in knowledge gaps - lack of skills and awareness on bio-based solutions and business models

Needs



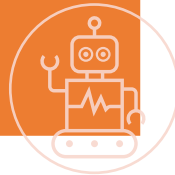
Pathway to impact

Outcome:

Successful deployment of existing scientific and practical knowledge and more bio-based solutions introduced in rural areas

Compendium of good practices; Guide on decision-making; Policy consultancy services

Project result



Design thinking workshops for rural development bodies; Policy sessions

Action/Method



• **Local governments in rural areas, farmer associations, rural development authorities**

Target groups



Need evidence on good practices for incentives, regulations, actions supporting the deployment of bio-based solutions

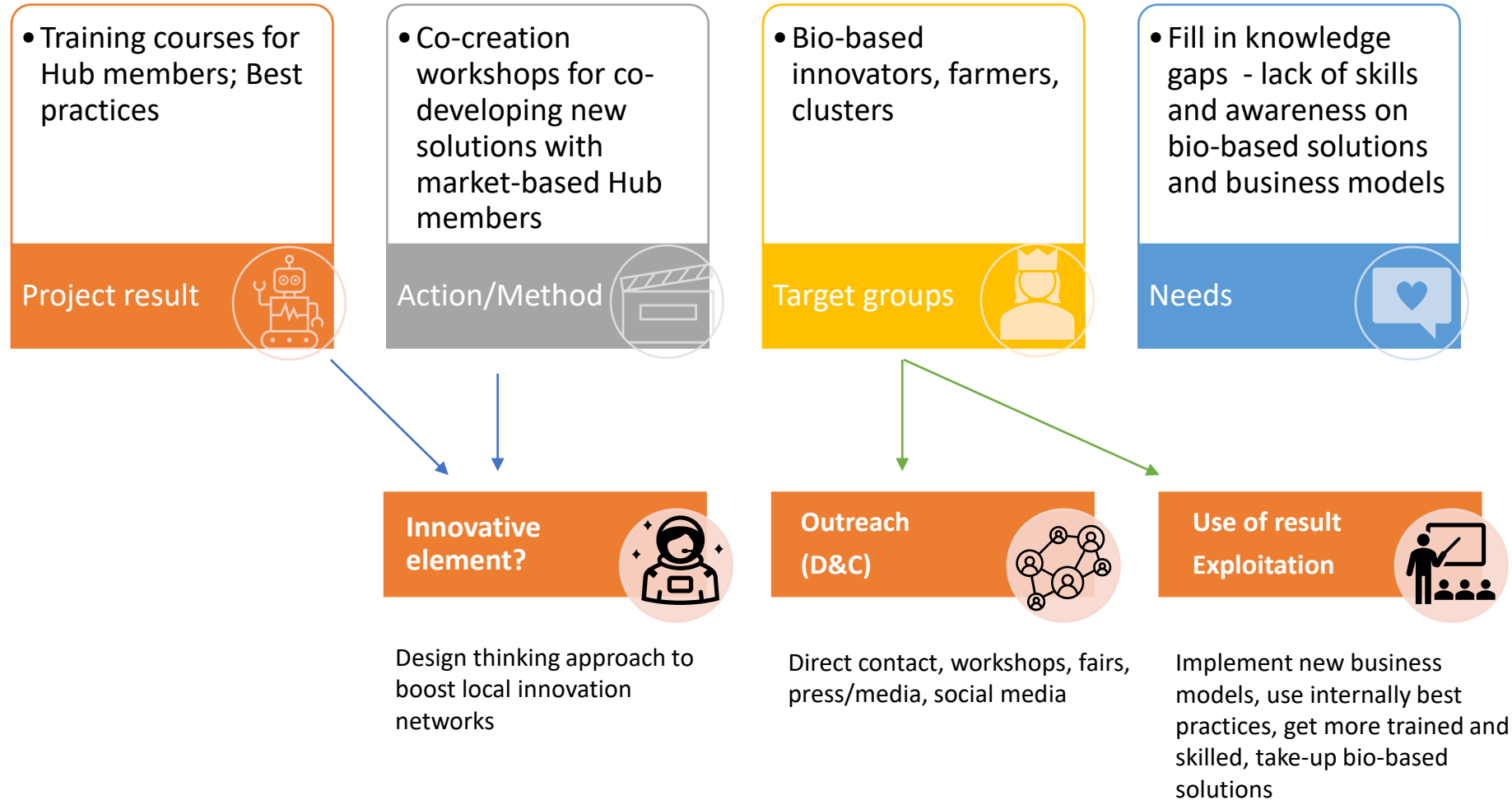
Needs



Pathway to impact

Outcome:

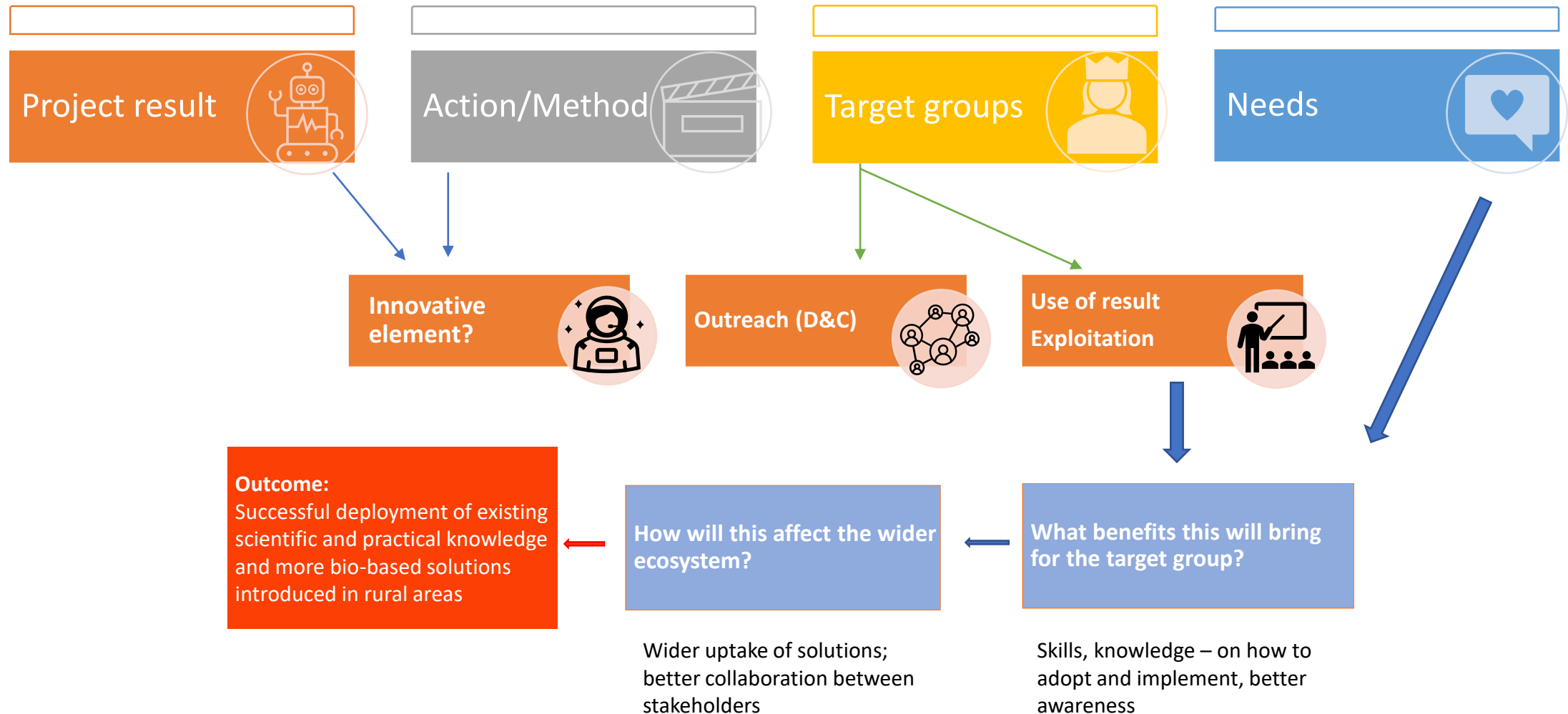
Successful deployment of existing scientific and practical knowledge and more bio-based solutions introduced in rural areas



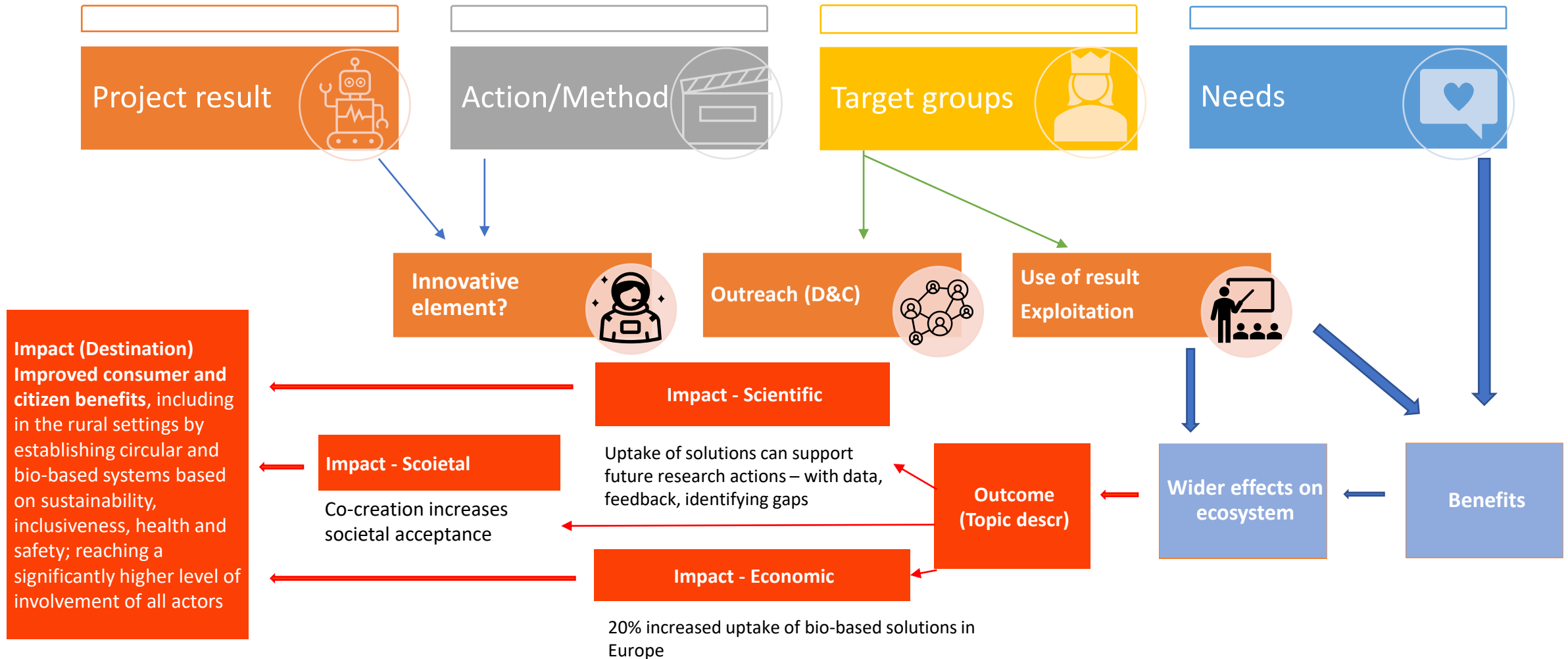
Pathway to impact

Outcome:

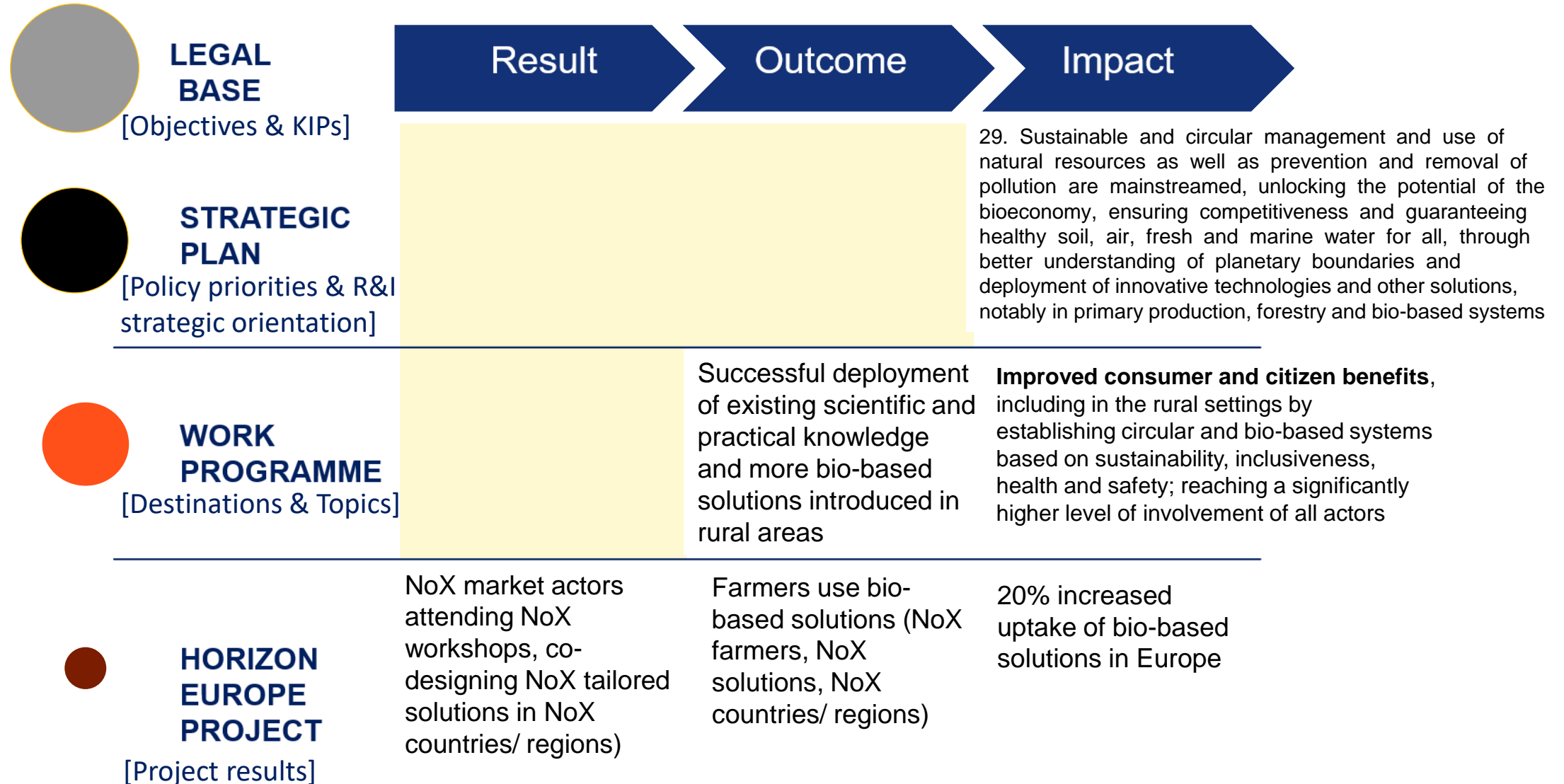
Successful deployment of existing scientific and practical knowledge and more bio-based solutions introduced in rural areas



Pathway to impact



IMPACT IMPLEMENTATION (EC logic)



Impact

2.1 Project's pathways towards impact (4p)

- Unique contribution the project results make towards 1) outcomes and 2) the wider impacts
- Requirements and potential barriers
- Scale and significance

2.2 Measures to maximise impact (2-3p)

- Planned measures
- Strategy for the management of IP

2.3 Summary (1-2p)

- Impact Canvas



2.1 Project's pathways towards impact (4p)

Provide a **narrative** explaining how the project's results are expected to make a difference in terms of impact, beyond the immediate scope and duration of the project. The narrative should include the components below, tailored to your project.

(a) Describe the unique contribution your project results would make towards (1) the **outcomes** specified in this topic, and (2) the **wider impacts**, in the longer term, specified in the respective destinations in the work programme. Be specific, referring to the effects of your project, and not R&I in general in this field.

State the target groups that would benefit. Even if target groups are mentioned in general terms in the work programme, you should be specific here, breaking target groups into particular interest groups or segments of society relevant to this project.

The outcomes and impacts of your project may:

- **Scientific**, e.g. contributing to specific scientific advances, across and within disciplines, creating new knowledge, reinforcing scientific equipment and instruments, computing systems (i.e. research infrastructures);
- **Economic/technological**, e.g. bringing new products, services, business processes to the market, increasing efficiency, decreasing costs, increasing profits, contributing to standards' setting, etc.
- **Societal**, e.g. decreasing CO₂ emissions, decreasing avoidable mortality, improving policies and decision making, raising consumer awareness.

Only include such outcomes and impacts where your project would make a significant and direct contribution. Avoid describing very tenuous links to wider impacts. However, include any **potential negative environmental outcome or impact** of the project including when expected results are brought at scale (such as at commercial level). Where relevant, explain how the potential harm can be managed.

!EVALUATION: Credibility and novelty

- The objective to generate several patents within the frame of the project is possible and accessible to a larger range of potential end-users and thereby strengthen business case.
- However, the claimed impacts are **not fully credible** in terms of quantification. (5.000.000 citizens; covering 4,700 km²)
 - „The risks on involving the engagement of the general public is underestimated“
- The proposed measures of communication and dissemination, externally and internally, are comprehensive, well-structured and ... with **very ambitious goals**.
- The educational package and the innovative development of(new idea) will create awareness on the importance of The (new idea) is a refreshing approach.
- A minor shortcoming is that it is not clearly explained how the in-house exploitation technology will be **coupled with open access** requirements.
- The strategy for the management of the intellectual property rights is not well covered. (Foreground IPR and potential IP resulting from the proposal are not properly discussed in the section in the proposal)
- Furthermore, a shortcoming is that despite the partners' efforts to justify potential impacts, a credible approximation together with baseline values is missing. This makes it difficult to assess the impact of the proposal in this respect.

KPI (cumulative)
Twitter followers = 500
LinkedIn group members = 200
Total YouTube views = 5,000
Total PR coverage (incl. online articles) = 500
Total posters = 8
Total publications = 18
Total articles = 35
Total reach = 10,000 visitors
Total reach = 500 game sessions
Total attendees = 500

Requirements and potential 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**. These may include, for example, other R&I work within and beyond Horizon Europe; regulatory environment; targeted markets; user behaviour. Indicate if these factors might evolve over time. Describe any mitigating measures you propose, within or beyond your project, that could be needed should your assumptions prove to be wrong, or to address identified barriers.

💡 Note that this does not include the critical risks inherent to the management of the project itself, which should be described below under 'Implementation'.

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.

Risks will be analysed more carefully

!EVALUATION: Barriers are assessed

- *The main potential barriers that could prevent the project from achieving its objectives are described in sufficient detail. Barriers such as the limited understanding or xxxx, the xxx and the limited opportunities for xxx are correctly identified as key problems. The solutions developed can partially address these problems, but no one-to-one action is described. Additional problems such as the yyy , favorable policies (yyy) and the lack of relative standards for some of the proposed new products (yyyy.) are not discussed. This is a shortcoming.*

Scale and Significance

'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

- *„The significance locally in tropical areas will be measurable through economic savings, improved livelihoods, appliance of nature-based solutions, changed behaviour, improved surveillance and mitigation strategies and interventions using more cost-efficient tools.“*

*I don't see any attempt at **quantification** for scale or significance.*

Provide quantified estimates where possible and meaningful.

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.

!EVALUATION: Scale and significance

Economic/technological: [] will allow for effective introduction of the AI based services in process industry.

This may have considerable economic impact upon

(1) Process industry, allowing for enormous savings in costs for material/wastes, on stocks; potential savings, based on the expected savings in the Use cases and estimated target market (only for the services that will be provided in the scope of the project, first target groups) can be estimated to 50 + 45 Mio/year; if scaled to total market this would lead to savings of about 2,000 + 1,600 Mio/year; new AI services that will be built using [] platform may bring even 10 times higher economic impact in process industry.

(2) ICT industry – IT service providers, allowing to effectively provide new AI based services to process industry; the turn over for offering the [] Framework and Platform to process industry will be ca. 15 Mio within 3 years, for two AI services to be developed in the scope of the project and offered to the process industry after the end of the project, the turn-over will be ca. 60 + 50 Mio¹⁰ in 3 years after the project end (see three Business cases in the text to follow); scaled to overall target markets, as indicated above, this would lead to turnover for the ICT industry and service and technology providers of about 650 Mio/year in average.

Societal: The project will considerably contribute to reducing reservation towards application of AI solutions in process industry. The solutions to be provided will assure use of AI solutions by non AI experts, e.g. operators at the production lines. The AI services will be fully self-explainable and traceable to assure acceptance at the different levels in companies. In the two Use cases the AI services will radically support operators to manage complex process which without such solutions will not be possible. These new approaches will lead to reduction of costs and increase turn over in the industry, leading to new jobs. The business opportunities for the ICT industry open based on the project outcomes (see 3 Business cases in the text to follow) is likely to lead to at least 40 new jobs in the partners' organisations; scaled to overall potential market this may lead to at least 7,200 new jobs in AI service and technology providers in EU. (For the environmental impact please see above estimates).

2.2 Measures to maximise impact - Dissemination, exploitation and communication) (5p)

Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (e.g. scientific community, end users, financial actors, public at large).

Outline your strategy for the management of intellectual property, foreseen protection measures, such as patents, design rights, copyright, trade secrets, etc., and how these would be used to support exploitation.

- If exploitation is expected primarily in **non-associated third countries**, justify by explaining how that exploitation is still in the Union's interest.
- Describe possible **feedback to policy measures** generated by the project that will contribute to designing, monitoring, reviewing and rectifying (if necessary) existing policy and programmatic measures or shaping and supporting the implementation of new policy initiatives and decisions.
- If your project is selected, you must indicate the owner(s) of the results (**results ownership list**) in the final periodic report.

NEW!

NEW!

NEW!

From dissemination to Exploitation

What and how?

- General advancement of knowledge,
- Commercial exploitation,
- Exploitation of R&I results via standards,
- Evidence-based decision-making,
- Evidence-based policy-making,
- Social innovation,
- ?

Dissemination	Exploitation
Describing and making available results so that they can be used	Making use of results , for scientific, societal or economic purposes
Audiences that may make use of results	Groups and entities that are making concrete use of results
All results which are not restricted due to the protection of intellectual property, security rules or legitimate interests	All results generated during project Participant shall make best efforts to exploit the results it owns, or to have them exploited by another legal entity
Grant Agreement Art. 29	Grant Agreement art. 28



Impact Canvas

SPECIFIC NEEDS

Enable the transition to a climate-neutral and resilient society and economy enabled through advanced climate science, pathways and responses to climate change

EXPECTED RESULTS

- Report on improved understanding of the risks and impacts of climate change and their interaction with mitigation pathways
- Impact Assessment Framework
- Adaptation Strategies

DEC MEASURES

- Dissemination of research results to researchers and climate change practitioners through conference papers and scientific presentations
- Organization of awareness raising campaigns in climate-change affected communities with local NGOs and CSOs
- Integration of Mitigation Strategies in regional/national climate change strategies

TARGET GROUPS

- Business associations, sustainable industries
- Relevant authorities and local governments
- Scientific community
- Environmental NGOs
- Citizens

OUTCOMES

- High use of scientific discoveries by climate change researchers (measured with the relative rate of citation index of project publications).
- Mitigation Pathways adopted by 3 local governments representing highly climate change-affected areas (mentioned in climate change strategies).

IMPACTS

- **Scientific:** new research data/approaches/methodologies in the climate change field.
- **Economic/Technological:** decreased need for public resources to deal with and mitigate negative outcomes of climate change-related disasters.
- **Societal:** increased understanding of mitigation-adaptation strategies for better policymaking; increased resilience of local communities heavily affected by climate change.

!EVALUATION: User assessment

- *However, the proposed individual measures, especially for cooperation with external industrial associations and umbrella organizations, international regulatory authorities as well as with other networks and R&I projects is not addressed in sufficient detail.*
- *The communication and awareness raising strategy is presented and indicates which communication tools and channels will be used in the proposed work to reach the target groups, and which target values are planned to be achieved. However, the user groups and their specific requirements are needed some more analysis.*
- *The direct dialogue between the empowered citizens and other actors - especially the affected industry - necessary to achieve the overall proposal objective is not sufficiently supported by the measures presented*

The basis for impact

Innovation

WP	Project result	What is innovative here?	Which objective is this linked to?
2			
3			

What is the need we meet?	For which stakeholder group?

Innovation

WP	Project result	What is innovative here?	Which objective is this linked to?
2	Decision-making model	The model considers a new factor - circular economy's potential contribution to climate change mitigation actions. Big data analysis methods will be applied.	improve the understanding of the connections between climate action and public health
3			

What is the need we meet?	For which stakeholder group?
Modelling the factors of climate mitigation actions and public health for decision-making	scientific community and policy- and decision-makers

Innovation

Innovation

An AI tool, GBL solution for climate change scenarios in schools

State-of-the-art

an artificial intelligence-based machine learning application – online game exists – Patent No XCXGG

Future

The trained AI behaviour deep neural network is provided from a remote AI add-in service to a development environment.

TRL change

TRL 4 to TRL 6

Innovation

Citizen science collaboration scheme – open innovation set-up

State-of-the-art

Projects and initiatives collaborate and create synergies – scientific community and authorities collaborate with major international networks

Future

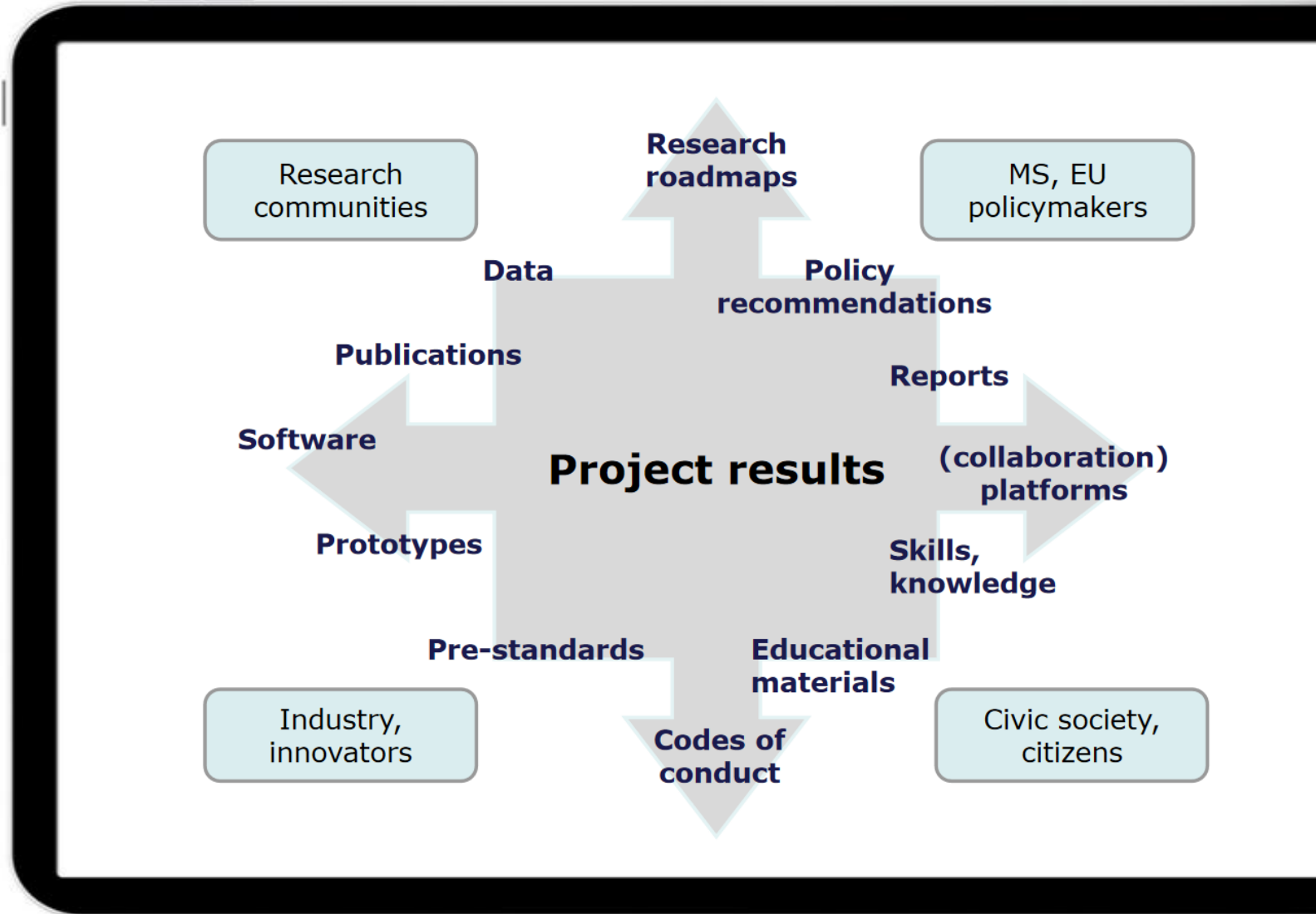
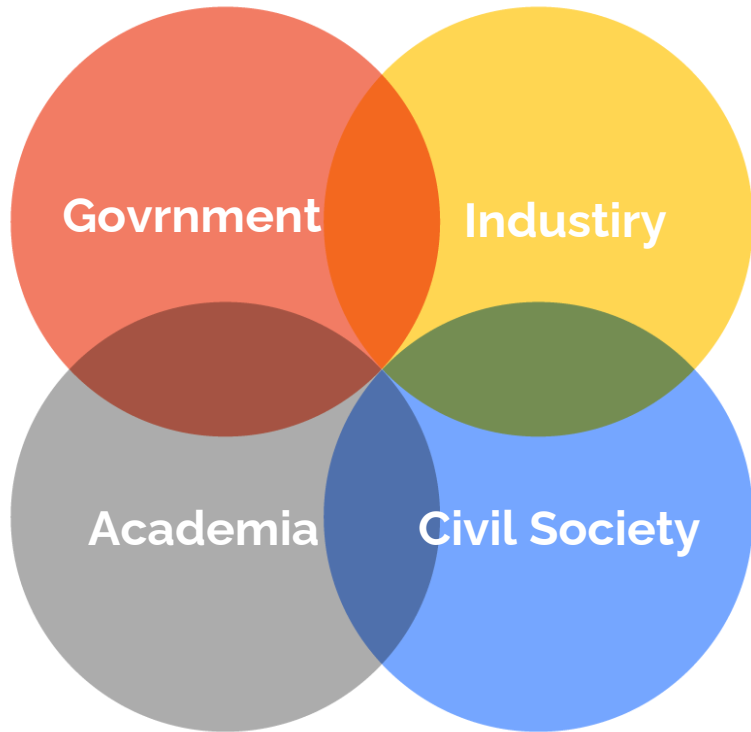
The new scheme engages with citizens and results get validated by them in real environment

SRL change

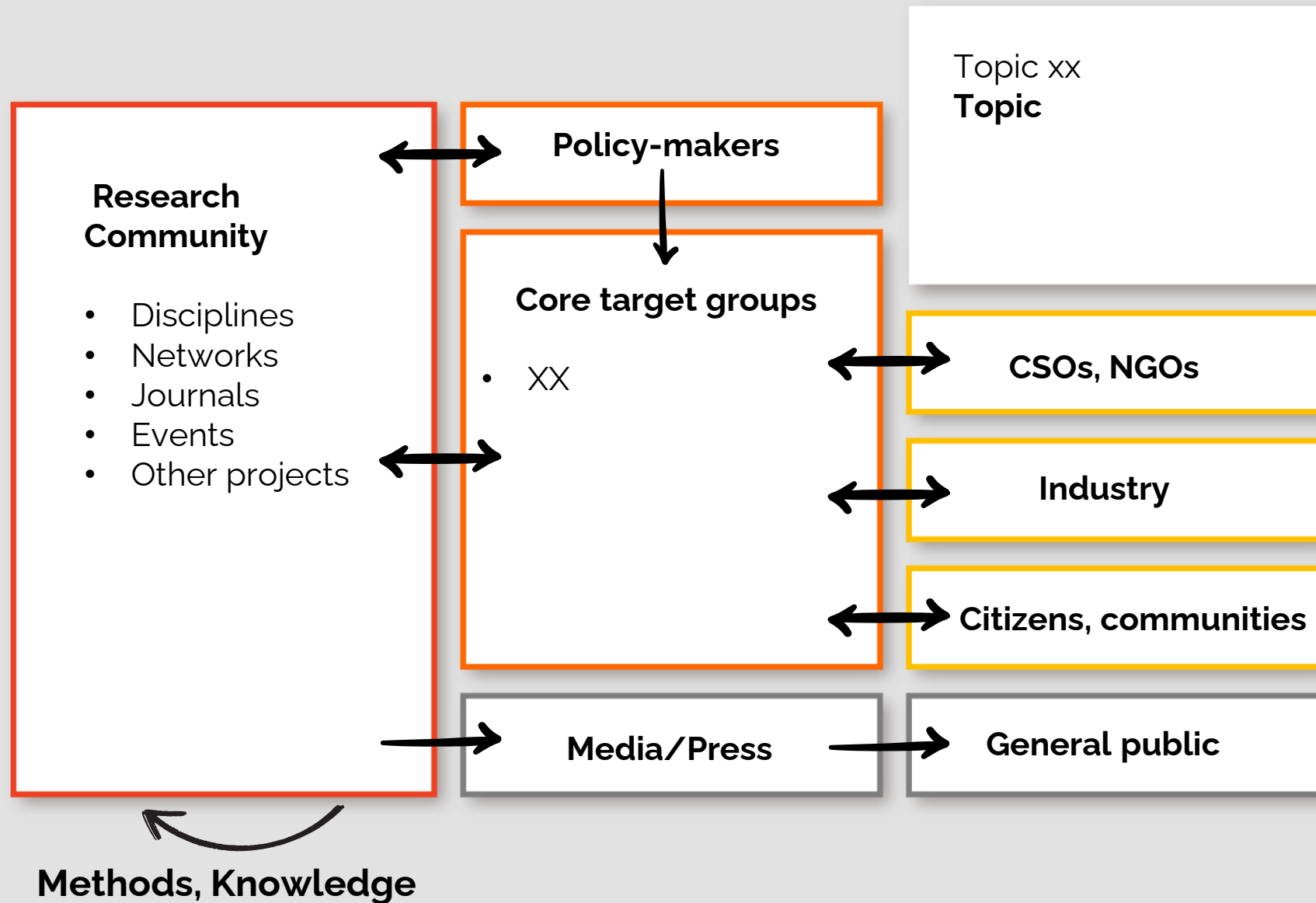
SRL 3 to SRL 7

Audience

Quadruple helix – who needs what?



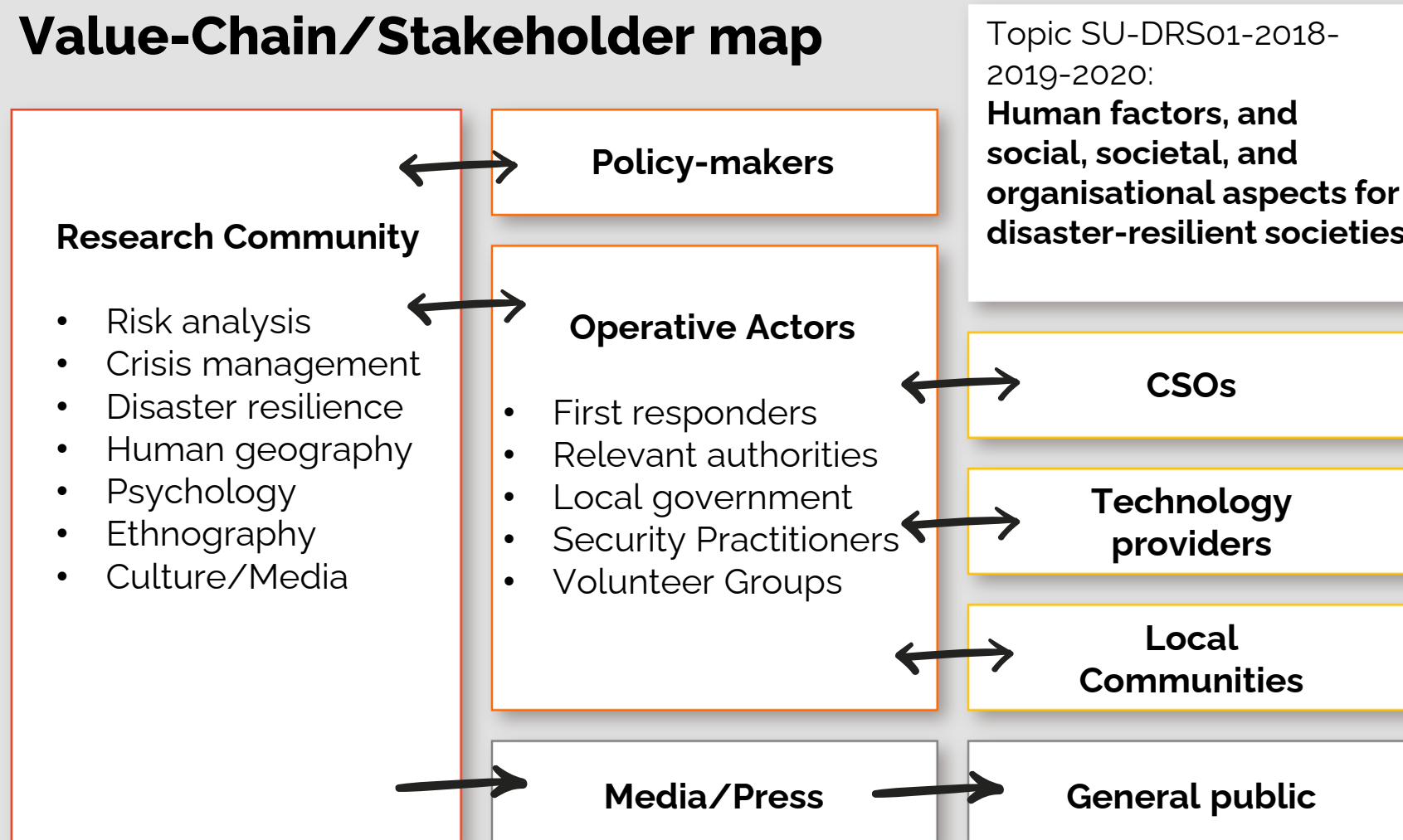
Stakeholder map



Stakeholder Map

Example: Builders (societal resilience and social capital of European communities and citizens)

Value-Chain/Stakeholder map



Call text & Target groups

Example: OTTER (Outdoor Science Education for a Sustainable Future)

Call text: In the short term, the proposed action should identify **good practices outside the classroom**. It should consider what **impact this information might have on formal and informal science education for students and citizens**.



OTTER key objectives:

1. **Strengthen EOC networks within Europe**, connecting experts from a wide range of regions within the continent
2. Increase the **understanding of the effects of EOC on EU students** undergoing traditional classroom education (...)



Main target groups:

- Students, educators and EOC practitioners
- Relevant actors and authorities at local national and EU level that are active in the field of education including Ministries of Education, Development Agencies, Research and Education Networks, Societies and so on.
- More: Science museums, centres, the scientific and academy community, general public at local, national, and international level.



Impact Exercises

Narrative - linkages

Project results	Expected outcomes	Expected impacts
1. RESULT	FROM THE CALL TOPIC	FROM the DESTINATION

Include a description – justification here about the linkages you identified:

Narrative - linkages

Project results	Expected outcomes	Expected impacts
1. RESULT	FROM THE CALL TOPIC	FROM the DESTINATION
Teacher competence matrix focusing on vulnerable group teaching	Analyse the needs for adequate teacher training in relation with new educational technologies.	Promoting and ensuring inclusion and equity in education and training
Include a description – justification here about the linkages you identified:		

Adequate teacher training is needed in relation with new educational technologies – but the needed skills, competences need to be tailored to educational technologies specifically used with a specific target group – socially disadvantaged children in schools e.g. The tailored technologies used by equipped teachers improves inclusion and equity in education.

Narrative - linkages

2.1 PROJECT'S PAI

The following tables show mid-term and long-term

Result: A coherent and understanding of the composition and structure (WP4).

Outcome contribution and landscape), influence evolution and spread this will lead to an impact

Impact contribution: biodiversity and health evidence linking the needs.

Indicators: A standard publications, including our overarching quest used by OIE and WHO biological samples and Consequently, the budget There is also an ambition

Specific results related to mid-term outcomes

The role of policymakers, risk assessors and other public governance actors to shape, facilitate and incentivise this complex transition is crucial.²⁵ The research and innovation (R&I) activities in this proposal provide these key actors with the essential, now-missing, methodologies, datasets, and innovations to take the necessary decisions and actions. Table 2.1 presents the results and knowledge gained from GIANT LEAPS will be used to inform a systemic approach to food policy development and relevant sectoral policies, i.e. policy outcomes.

Table 2.1. Results and outcomes related to food policy development and sectoral policies

GIANT LEAPS results (M-methodology; D-dataset; I-innovation)	Policy outcomes and KPIs
Implemented data integration and interoperability platform (SO 6-D) and optimised future diets (SO 7-M)	<p>Guidance on evidence-based policymaking, supported by information and tools, insights into synergies and trade-offs between public health and environmental impacts, and a basis to align relevant sectoral policies on.</p> <p>Updated dietary recommendations based on integrated knowledge on protein quality, co-nutrients and management of risks. Guidance to maximise public acceptance based on insights regarding consumer acceptance data and effects of policy incentives (e.g. taxes, nudging).</p> <p>KPI: 1 policy brief on integrated food policy and 2 sectoral policy briefs on public health and consumer education</p>

DEC Tools and channels

Output	WP	Target Group	Objective			Tools and Channel(s)	
	2						
	3		Target group	Name	Key message	Tools and Channel(s)	Targets

DEC Tools and channels

Table 2.4. GIANT LEAPS Dissemination and communication tools

Dissemination tool		Target audience		Dissemination and Communication KPIs and Monitoring		
		Scientific community	Industry & SMEs	Specific measures	Metric/s and KPIs	Measurement tool/s
Project website	Y	Y	Y	Working Papers and blog posts	20 working papers on practice-driven research insights (5*4KSH); 20 articles/blog posts published on local and EU media outlets and the project website (including 16 x articles on “inclusive dialogue of future emerging topics”)	Working papers and articles available on the INSPIRE website
Project materials (leaflets, brochures, A/V publications)	Y	Y	Y	Scientific presentations	15 scientific presentations in national/EU conferences, seminars, workshops during the project and after	Presentations are available on the project website
Networking	Y	Y	Y	Synergies with other projects & initiatives	20 joint activities (social media campaigns, webinars, joint workshops)	Documented through social media posting, pictures, email exchanges
				Policy workshops	3 x policy workshops; 45 high level attendees (in-person + online livestream)	Documented via D7.5 and attendee list
				Project website	15000 hits	Google Analytics report
				LinkedIn, Twitter, Instagram, Facebook and YouTube	2000 followers in total	Social Media Analytics reports

Exploitation routes

Key exploitable result	Owner/ Developer	Protection measure	Exploitation option	User/ Customer	Dissemination plan	Notes/ Target

Result	TRL level start/end
Partner(s)	
Description	
Mode of exploitation	
Potential users and benefits	
Marketing & Sales channels and interaction with potential users:	
IPR Management:	

Exploitation routes

Key exploitable result	Owner/ Developer	Protection measure	Exploitation option	User/Customer	Dissemination plan	Notes/Target

Result	Open standardised database	TRL level start TRL6 – end TRL8
Partner(s)	PXY	
Description	It shall serve for the evaluation and success of the platform requirements and must set the path for future challenges that may scaffold on the proven procedures	
Mode of exploitation	Open-source computation modules available free of charge	
Potential users and benefits	Citizens (Citizens associations, NGOs, etc.) and decisions makers (policy makers, local and regional authorities, private investors)	
Marketing & Sales channels and interaction with potential users:	Different exploitation models will be explored. Software-as-a-service (SAAS) licensing seems the most viable option today	
IPR Management:	open license for further collaborative research work	

IPR

Partner	Background	Foreground	Results of interest	Exploitation route
P NoX	What is the partner bringing to the project?	Which results is the partner contributing to develop?	Which results is the partner interested in?	What is the partner planning to do with the results?
P EXAMPLES	e.g. brining in data	(Alone or with others jointly) We will develop the participatory process	Interested in Risk assessment maps	Internal use: e.g. we would like to use the tool and related services to improve our own company. We would like to get access free of charge to all results after the end of the project.
	earlier methods for data analysis, etc.	We will develop the detection tool	The new strategies	e.g. we are a non-profit and want to offer the methods and services to stakeholders
	advisory services and expertise on	we will build up the new biodiversity network, being a member	Datasets on..	External use:
	network	We will create datasets on...	Services offered for ...	e.g. we would like to use the training material and framework and offer training courses within our business line (or free of charge)
	Risk assessment mapping know-how		Innovative tools on	e.g. we want to set-up a joint service with XYZ and offer the tool together in partnership e.g. we would like to work with the XYZ and do further research
				Financial sustainability - we will finance our activities from e.g.
				National funds
				World Bank sources
				EU finding
				Own sources
			Market service where customers will pay to us	

New reporting templates – use!

Reporting : results table new

Project pathway to impact: Results table with drop down menu

Table 3.1 Results										
Name	Result type	Key results (KER) Does this result have a high potential?	Description of high potential [†]	Expected time to impact [†] When do you expect the result to be exploited or used?	Audience or target group [†]	Webpage of the result [†]	Horizon Results platform [†] Do you intend to publish this result on the Horizon Results Platform?	Steps undertaken towards exploitation ^{**}	Market maturity ^{**} The state of the market targeted by this result	Indicate if you have used any support service from the European Commission ^{**}
[Free text]	POL: Policy recommendation, guidance, awareness raising, advocacy	High policy or regulatory potential [Multiple choice]	[Free text] (max. 200 characters)	1 to 2 years	Policy-makers and authorities, national	[URL or N/A]	[Yes/No]	Pilot, demonstration or testing [Multiple choice]	Market creating: not existing but potential for the creation of a new market	Choose an item. [Multiple choice]

Identification of KER, the type of potential, link with other results (publications, datasets, IPR and standards)

*Questions only asked for KER
** Questions only asked for KR + only if 'Result type' is: SCI, PROD,

SERV, PROC, BUS, DSG, or METH.

Reporting: Results Ownership List new

in Horizon Europe

Table 3.2 Results ownership List						
Single or Joint ownership of result Indicate the number of owners	Result owner(s)	Owner country of establishment	Will the owner(s) exploit the result?	If relevant, in which form will the result be made available to other consortium member(s) and/or third party(ies)	Does the exploitation of the results require access to background of one or several consortium members? (*) If yes a compulsory question opens below	Does the exploitation of the results require access to third party IPR? ** If yes a compulsory question opens below
[1,2....]	[Entity or Individual] <i>Entity: Drop down option with project partners + 'Other'. 'Other' opens a field asking for name, address, country, and an identifier such as VAT number.</i> <i>Individual: Drop down option with 'researchers in project (pre-filled)' + 'Other'. 'Other' opens a field asking for name, address, country, and an identifier like ORCID, Researcher Id.</i>	Pre-field for project partners	Yes/No	Choose an item.	Yes/No	Yes/ no/ not known

New obligation under HE, it was identified as being an obstacle for the uptake of research results

Reporting: Dissemination and Communication activities

in Horizon Europe

3.2 Dissemination activities

Table 3.8: Dissemination activities – (mentioned in the proposal and new ones)

Activity name	What? Type of dissemination activity	Who? Target audience reached	Why? Description of the objective(s) with reference to a specific project output	Status of the dissemination activity
	Meetings	Policy-makers and authorities, international	200 characters max	Choose an item.

Instead of a text in part B, the Dissemination and Communication are now in a table. In a semi-structured format for dissemination in order to extract data

3.3 Communication activities

Communication activity (short label, as described in the DEC plan)	Description of implemented activity (free text)	Target audience (Who?)	Communication channel (How?)	Outcome of the activity (IMPACT**)	Status of the communication activity
		Choose an item.	Choose an item.	(free text)	Choose an item.

** We would advise to give clear guidance of what we expect. It would be very specific Key performance indicators similar to what is suggested by DG COMM for our corporate communication <https://myintracomm.ec.europa.eu/corp/comm/Evaluation/SiteAssets/Pages/Do-You-Need-Methodological-Guidance/Communication%20Network%20Indicators%20.pdf>



QUESTIONS?

THANK YOU!

for your attention

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