Impact, dissemination and exploitation

Zagreb

May 16, 2013

IMPACT

- **Impact is the effect that the project and its results have on various systems and practices. A project with impact contributes to the objectives of programmes and to the development of different European Union policies. The effective transfer and exploitation of results, together with the improvement of systems by innovation, produces positive impact.**

IMPACT

- **Impact on EC policies (societal benefits)**
- **Impact on EC competitiveness (Lisbon agenda)**
- **Impact on the partners (products or services)**

IMPACT – questions to be answered in the proposal

- **What will come out of the project?**

- **Who wants/needs the results (target group)?**

- **Why do they want/need the results?**

- **How do the interested parties learn about the results (dissemination and exploitation)?**

Expected Impact: In addition to the impacts outlined for this Area in general, successful projects should set-up clusters of cities, and partnerships between cities and industries. Through integrated actions, projects should demonstrate their viability as new innovative market solutions and show a high replication potential for large-scale market deployment before 2020. An ambitious dissemination and market deployment plan should be included in the proposal. The credibility of this plan will form part of the evaluation.

Funding scheme: Collaborative Project with a predominant demonstration component

Additional eligibility criterion: The maximum requested EU contribution per project must not exceed EUR 30 million.

Additional information: The grant will always be composed of a combination of: the typical reimbursement of eligible costs, and flat rate financing determined on the basis of scale of unit costs only for the building-related demonstration activities part of the buildings.

This action supports the implementation of the Smart Cities and Communities Initiative of the SET-Plan. The European Commission reserves its right to ask the project during the negotiation, in case not already highlighted in the proposal, to establish strong links, where

Estonian Research Council logo

Proposal: Part B	Evaluation Criteria
3. Impact	**Potential impact through the development, dissemination and use of project results**
3.1 Expected impacts listed in the work programme	**Contribution, at the European [and/or international] level, to the expected impacts listed in the work programme under the relevant topic/activity.**
3.2 Dissemination and/or exploitation of project results, and management of intellectual property	**Appropriateness of measures for the dissemination and/or exploitation of project results, and management of intellectual property.**

Dissemination and exploitation

- **Identify your target groups – end users, politicians, media, general public etc**
- **Find a professional media partners**
- **Articles and conferences are not enough**

Dissemination activities:

- **Publications**
- **Conferences**
- **Workshops**
- **Web pages**
- **Press releases**
- **Flyers**
- **Articles in popular press**
- **Videos**

- **Media briefings**
- **Presentations**
- **Exhibitions**
- **Thesis**
- **Interviews**
- **Films**
- **TV clips**
- **Posters**

TEMPLATE A2: LIST OF DISSEMINATION ACTIVITIES								
NO.	Type of activities[4]	Main leader	Title	Date/Period	Place	Type of audience[5]	Size of audience	Countries addressed
1	Conference		European Conference on Nanotechnologies	26 February 2010				
2								
3								

Dissemination and exploitation

- **Well-planned dissemination and/or exploitation measures increase the global impact of the project.**

- **Any action to disseminate know-how must be compatible with IPR, confidentiality requirements and the legitimate interests of the partners as established in consortium agreement**

- **Partners should be informed prior to dissemination**

Dissemination and exploitation

- **The process of disseminating and exploiting the results of projects with a view to optimise their value, strengthen their impact, transfer them, integrate them in a sustainable way and use them actively in systems and practices at local, regional, national and European levels**

Dissemination and exploitation

- Although dissemination and exploitation are closely related, they are distinct processes.

- While the mechanisms for dissemination and exploitation (mainstreaming and multiplication of results) often overlap, **dissemination** (including also information provision and awareness raising) **can take place from the beginning of a project** and intensify as results are becoming available, but **full exploitation can happen only when it becomes possible to transfer what has been learnt into new policies and improved practices**.

- Exploitation is a process that reaches **beyond the life of the project** so that its results are sustained.

The EU's five-stage model for dissemination and exploitation

- A clear rationale for and objectives of dissemination and exploitation

- A strategy to identify which results to disseminate and to which audiences – and designing programmes and initiatives accordingly

- Determining organisational approaches of different stakeholders and allocating responsibilities and resources

- Implementing the strategy by identifying and gathering results and undertaking dissemination and exploitation activities

- Monitoring and evaluating the effects of the activity.

articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters).

These tables are cumulative, which means that they should always show all publications and activities from the beginning until after the end of the project. Updates are possible at any time.

TEMPLATE A1: LIST OF SCIENTIFIC (PEER REVIEWED) PUBLICATIONS, STARTING WITH THE MOST IMPORTANT ONES										
NO.	Title	Main author	Title of the periodical or the series	Number, date or frequency	Publisher	Place of publication	Year of publication	Relevant pages	Permanent identifiers[2] (if available)	Is/Will open access[3] provided to this publication?
1	Economic transformation in Hungary and Poland'		European Economy	No 43, March 1990	Office for Official Publications of the European Communities	Luxembourg	1990	pp. 151 - 167		yes/no
2										
3										

TEMPLATE B1: LIST OF APPLICATIONS FOR PATENTS, TRADEMARKS, REGISTERED DESIGNS, ETC.					
Type of IP Rights[7]:	Confidential Click on YES/NO	Foreseen embargo date dd/mm/yyyy	Application reference(s) (e.g. EP123456)	Subject or title of application	Applicant (s) (as on the application)

Part B2

Please complete the table hereafter:

Type of Exploitable Foreground[8]	Description of exploitable foreground	Confidential Click on YES/NO	Foreseen embargo date dd/mm/yyyy	Exploitable product(s) or measure(s)	Sector(s) of application[9]	Timetable, commercial or any other use	Patents or other IPR exploitation (licences)	Owner & Other Beneficiary(s) involved
	Ex: New superconductive Nb-Ti alloy			MRI equipment	1. Medical 2. Industrial inspection	2008 2010	A materials patent is planned for 2006	Beneficiary X (owner) Beneficiary Y, Beneficiary Z, Poss. licensing to equipment manuf. ABC

In addition to the table, please provide a text to explain the exploitable foreground, in particular:

- Its purpose
- How the foreground might be exploited, when and by whom
- IPR exploitable measures taken or intended
- Further research necessary, if any
- Potential/expected impact (quantify where possible)

Types of exploitable foreground:

- **General advancement of knowledge**

- **Commercial exploitation of R&D results**

- **Exploitation of R&D results via standards**

- **Exploitation of results through EU policies**

- **Exploitation of results through (social) innovation**

Practical exercise

1.   **Fill in at least three dissemination activities**

2.   **Think of one really brilliant event/activity for launching a project and attracting wider attention**