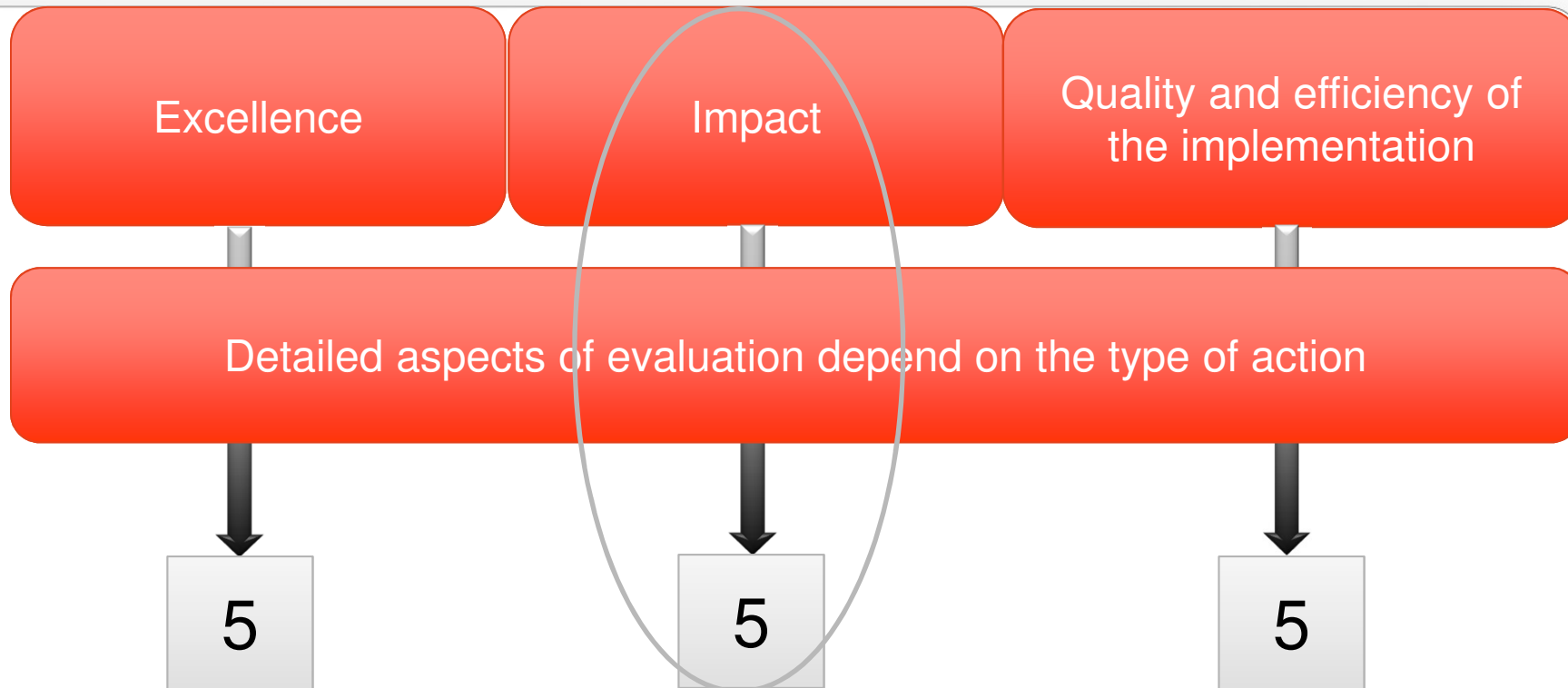


# How to write the Impact in Security Proposals



# Evaluation criteria



## Reminder: Template Part B

### **2. Impact**

#### 2.1 Expected impacts

#### 2.2 Measures to maximize impact

- Dissemination and exploitation of results
- Communication activities

AND

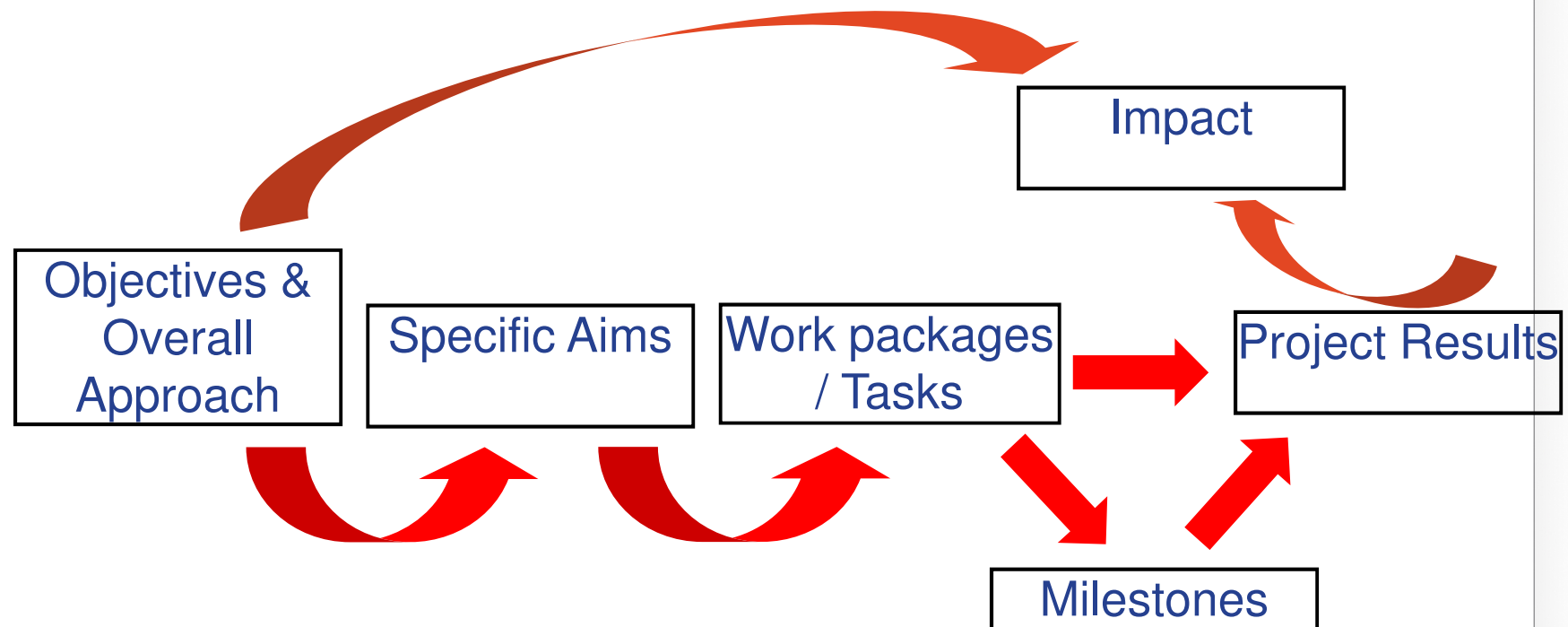
### **Section 5: Ethics and Societal Impact**



Think about the coherence in your proposal!



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criterion impact still is a **critical element** in the proposal

IMPACT is strongly **linked** with **EXCELLENCE**

**aspects of innovations** depend on plausibility (reliable,  
credible)

## H2020 - examples of the ESRs: Strengths



Category	Comment
<b>Impact</b>	The proposal <b>aims at the expected impacts</b> specified in the workprogramme, particularly as regards stronger EU collaboration across the value chain.
	If successful, the project will <b>contribute to strengthen the competitiveness of the European .... industry.</b>
	<b>Good impact indicators are provided.</b> The impacts are realistic, demonstrating the synergic complementary competences within the consortium.
	Social and environment impacts are properly implemented, tackling the ergonomic aspects of the working environment.

## H2020 - examples of the ESRs: Strengths



Category	Comment
<b>Barriers</b>	The <b>barriers</b> and obstacles to realize the expected impact <b>are sufficiently identified</b> and <b>properly analysed</b> .
<b>Innovation capacity</b>	The expected impacts can contribute to European and global markets. The envisaged results have a clear capacity to contribute to the competitiveness and growth of the companies involved in the consortium.
	The proposal will <b>enhance innovation capacity</b> and <b>integrate new knowledge in terms of increasing the uses</b> of UML for controlling power networks (e.g. validation and testing)

## H2020 - examples of the ESRs: Strengths



Category	Comment
<b>Dissemination / Exploitation / IPR</b>	The exploitation plans are well described and the management of knowledge / IPR is solid and adequate. The proposal <b>offers a new business model</b> . Dissemination tackles end-users needs directly in a highly effective manner. Individual exploitation plans are well defined and convincing.
	Dissemination plans are adequate.
	The exploitation <b>plans of the industrial partners are well formulated</b> and <b>the academic exploitation plans are credible</b>
	Extensive IPR management plans are presented



## H2020 - examples of the ESRs: weaknesses



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Category	Comment
<b>Impact</b>	<b>It is difficult to assess impact</b> - quantitatively or qualitatively - due to highly diverse objectives and approaches used by each partner.
	[only] some of the impacts correspond to the impacts expected by the call...
	The way industry is targeted is not consistently expressed throughout the proposal. The potential impact on the growth of companies or SMEs is too generic.
	Expected impacts of the proposed work are not sufficiently explained, justified or detailed, nor in terms of the expected impacts listed in the Workprogramme

## H2020 - examples of the ESRs: weaknesses



Category	Comment
<b>Impact</b>	The proposal has balanced European coverage and <b>generically addresses the expected impacts</b> listed in the work programme
	However, the potential impact is diminished by the overall weakness of the work plan and the implementation of the proposal.
	the proposal does not provide convincing arguments that the <b>stakeholders</b> either have now, or will develop sufficient <b>commitment</b> to the ongoing sustainability of activities <b>beyond the end of the project</b> – thereby <b>potentially reducing the impact</b> claimed in the proposal.

## H2020 - examples of the ESRs: weaknesses



Category	Comment
<b>Barriers</b>	The section “Possible barriers and framework conditions” is <b>only described at a high level of detail</b> , in spite of its strategic importance towards integration and adoption of the proposed solutions
	The risks of cross-contamination between non-contaminated and contaminated victims is inadequately addressed.
<b>Dissemination / exploitation</b>	There is a sound and realistic dissemination plan but the described <b>communication activities may not be strong enough</b> to convince .... industry players to adopt the results.
	The exploitation plan for the overall proposed system is insufficiently detailed.

## H2020 - examples of the ESRs: weaknesses



Category	Comment
<b>Dissemination / exploitation</b>	Dissemination <b>is focused on traditional methods.</b> Given the lack of utilisation of modern social media tools, the dissemination approach is unlikely to be widely effective
	However, the exploitation plans of the proposal are unclear
	The project dissemination plan while generally appropriate, <b>contains many uni-directional actions</b> such as flyers, websites and posters, <b>but lacks detail</b> as to how it will achieve bilateral, <b>meaningful dialogue with prospective stakeholder communities.</b>

## H2020 - examples of the ESRs: weaknesses



Category	Comment
<b>IPR Management</b>	Management <b>of IPR is critical in</b> the field of software and the proposal <b>provides insufficient details</b> on this issue.
<b>Competitiveness</b>	It is not fully demonstrated how the innovation will potentially strengthen the competitiveness and growth of European market.
<b>Innovation Potential</b>	How TRL7 will be achieved in practice is not sufficiently explained.
	The proposers have <b>not provided sufficient details of the current and emerging markets from a technological</b> and, especially from a business perspective, as to see how competitiveness and growth could be strengthened by the proposed work.

## Does your research meet the need of society?

1. Does the proposed research address documented societal security need(s) (e.g. life, liberty, health, employment, property, environment, values)?
2. Does the research output meet these needs? Will this be demonstrated? Will the level of societal acceptance be assessed?
3. Does the research address threats to society (e.g. crime, terrorism, pandemic, natural and man-made disasters etc.)?
4. Does the proposed research address in an appropriate way these threats?

## **Does your research benefit society?**

1. Do segment(s) of society benefit from the proposed research?
2. Does society as a whole benefit from the proposed research?

### **Does your research have negative impact on society?**

1. Are there other European societal values that are enhanced by the proposed research e.g. public accountability and transparency; strengthened community involvement; human dignity; good governance; social and territorial cohesion; sustainable development etc.?
2. If implemented, could the research have a negative impact on the rights and values enshrined in the Treaties (e.g. freedom of association, freedom of expression, protection of personal dignity, privacy and data protection)?
3. If implemented, could the research impact disproportionately upon specific groups or unduly discriminate against them?
4. Will specific measures be taken to ensure that the research outcomes comply with the European Charter of Fundamental Rights and to mitigate against any of the negative impacts described above?



# TAKE HOME MESSAGES

## For 2.1:

- Think about the expected impact in the topic text / work programme
- What is the benefit of your project? (the benefit for SMEs becomes more and more important!)
- Who are the users of your results?
- How will your project/results strengthen the competitiveness?
- What is the social / societal benefit?
- How will the project support EU-policies?



## TAKE HOME MESSAGES

### For 2.2:

- Adapt your dissemination strategy to the different needs of your target groups (be creative!)
- For exploitation planning: include your business partners / dissemination experts
- Don't forget about IP-protection and data-management
- Think about an appropriate communication concept!

**I Please consider enough time and  
I discussion for all the different  
I aspects around this task**

