



How to address the impact?

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PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA



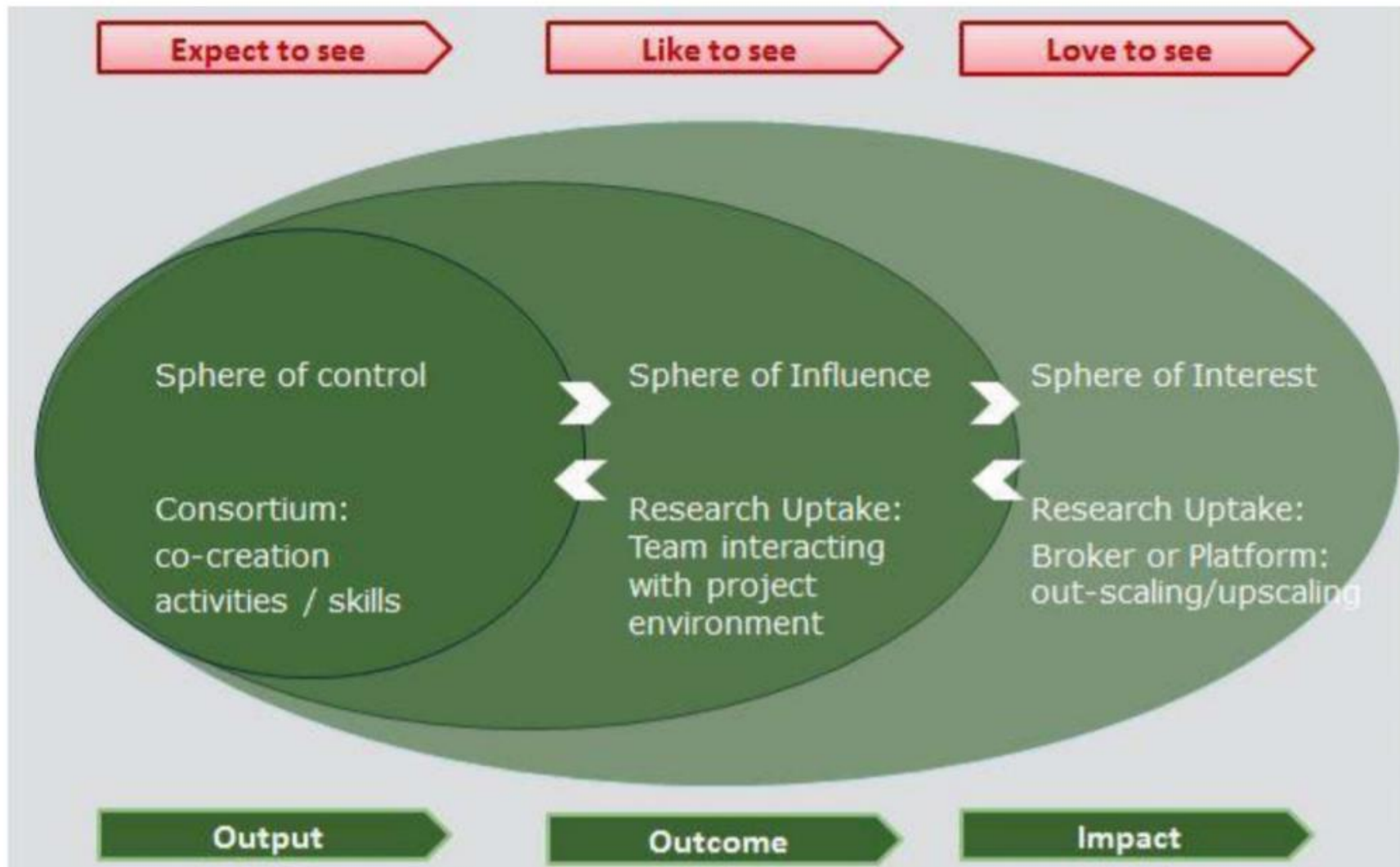
The PRIMA programme is an Art. 185 initiative supported and founded under Horizon 2020, the European Union's Framework Programme for Research and Innovation

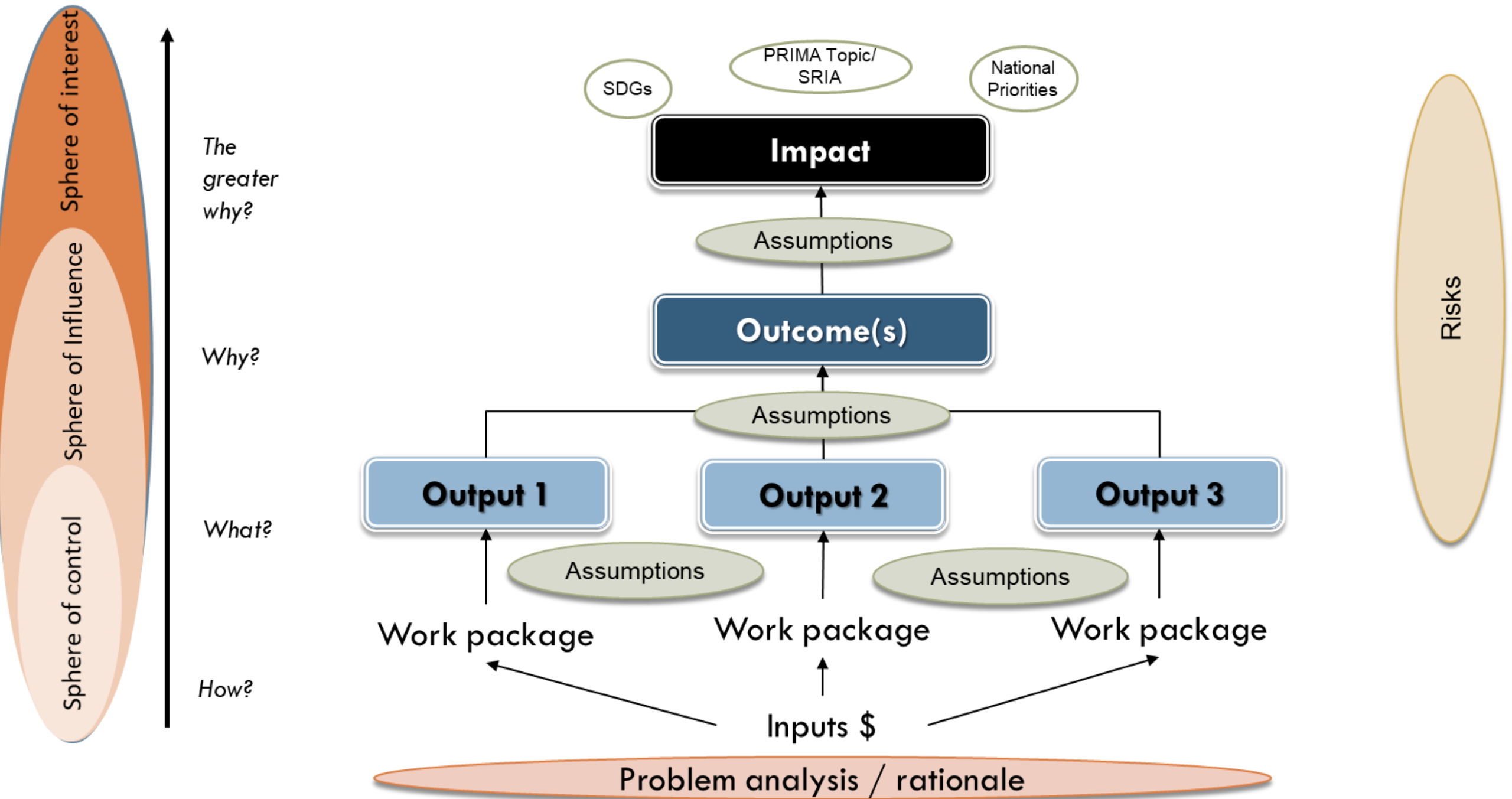
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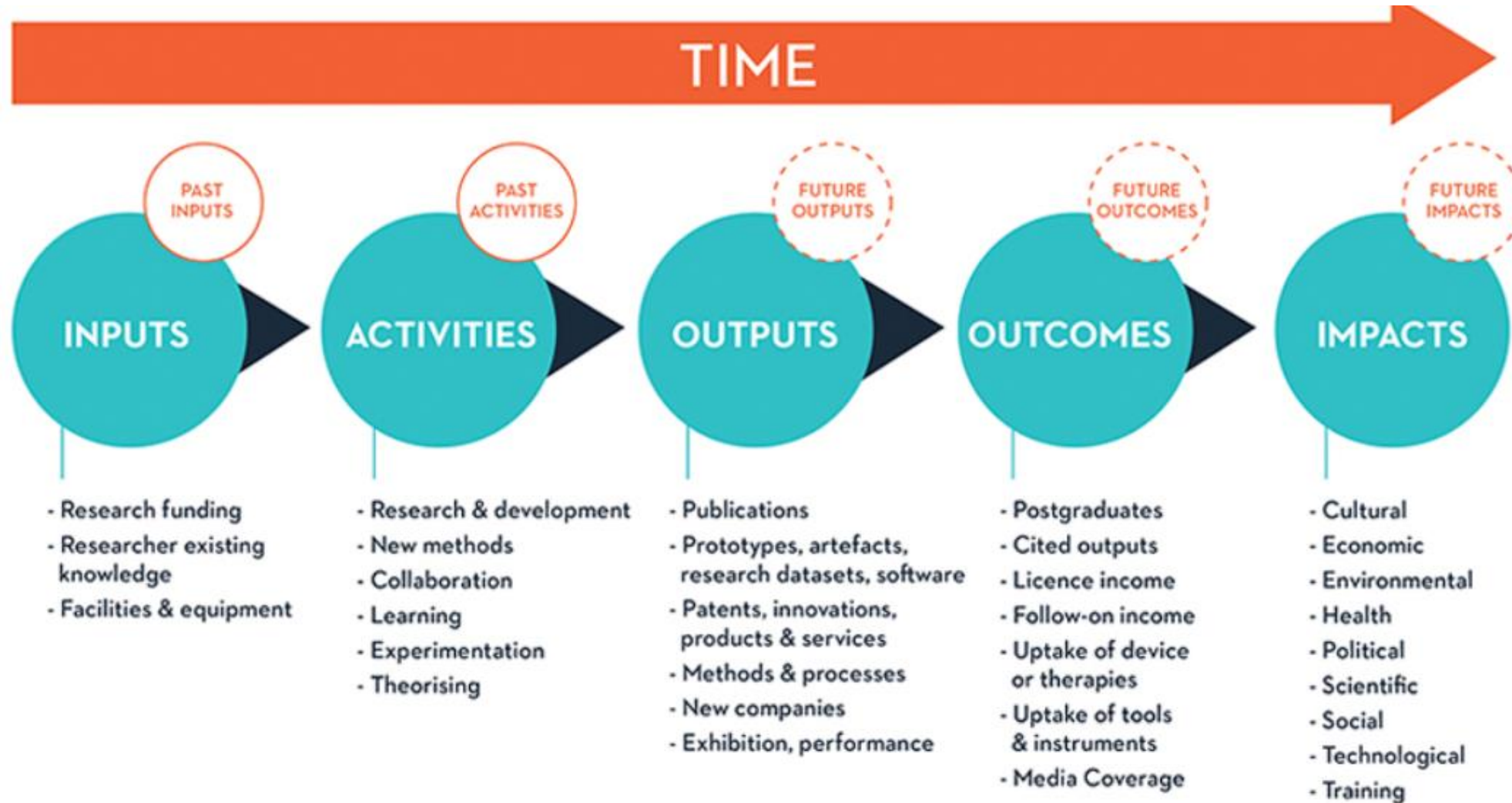
IMPACT : dans une théorie de changement



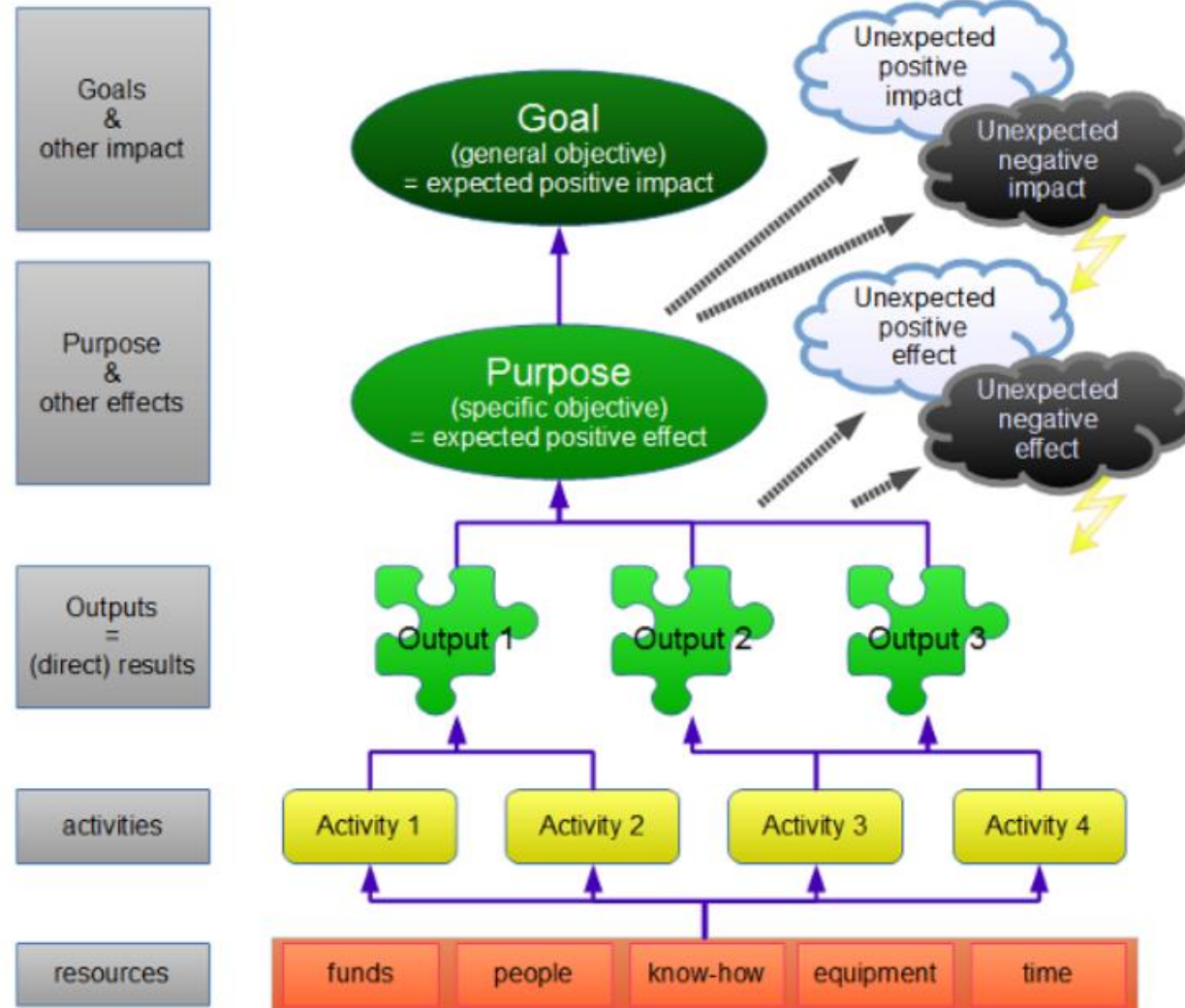


Impact Pathway

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keep in Mind



IMPACT : Types of Impacts

Scientific Impact



Understanding and advancing scientific, method, theory and application across and within disciplines

Societal Impact



Strengthening the uptake of the R/I in Society

Economic/ Technological Impact



**Generating innovation-based growth
Job Creation
Leveraging investments in R&I**

IMPACT : In the Call Text

- **Expected impacts (Stage1 and Stage2)**
 - Expected impacts, impacts not mentioned in the work programme and barriers
- **Measures to maximize impact (Stage 2)**
 - a) Dissemination and exploitation of results
 - Draft plan for exploitation, business plan, open data, knowledge management
 - b) Communication activities
 - Communication measures for promoting the project and its findings

Do not forget: Stage-1 proposal should include initial dissemination/exploitation strategies and plans !

1. Expected Impacts : Read Well the topic Impact

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How to do it?

2.1. Expected Impacts (2/3 Pages)

What impact will your **results** generate, how and whom will the results be used:

- Which **Results** are expected : Applications/Commercial/Social/Scientific
- Who is the Leader user of these results? How many users?
- How relevant are the results for the lead user?
- How the results get to the lead user?

1. Expected Impacts : Connection

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Expected Impact	Objectives	Approach	Outcomes	Deliverables	Performance Indicators
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Expected Impact	Stakeholders Beneficiaries	Project Outcomes
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Expected impact : Example

Expected impacts (Topic)	Project's out put contribution	KPI	Expected Value
Development of innovative and environmentally friendly integrated pest management practices	New protocols of IPM (and IDM) improved by forecast models and by biocontrol agents of pests and pathogens.	Reduction of: -Fungicides Use -Insecticides Use Biocontrol Increase	30/40% 30/40% >50%
Development of new bio-degradable materials to be used in the cultivation systems able to minimize the disposal of residuals and contaminants to the environment	Bio-based material will be selected and tested as a substrate of soilless culture	Disposal residual reduction	<10%

1. Expected impacts : Barriers and obstacles

Barriers/obstacles and framework conditions determining impact achievements

Describe any **barriers/obstacles**, and any **framework conditions** that may determine whether and to what extent the expected impacts will be achieved.

- Regulations, standards, public acceptance, financing of follow-up steps, cooperation of other links in the value chain
- This should not include any risk factors concerning implementation section.

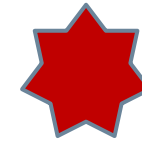
1. Expected impacts :Examples of barriers

Barriers	Solution
Lack of funding for market upscale of technologies	Intensify marketing activities and searching for funding support through different national or international projects
Differences among Mediterranean states regulations regarding use of non-conventional water resources	Each state regulation will be taken into account during the implementation and assessment phase, and project solutions will be adapted to different scenarios
Consumers acceptance of agricultural products irrigated with treated wastewater.	<ul style="list-style-type: none">- Involvement of authorities and decision makers that can facilitate and promote water reuse projects finance.- Engagement of practitioners and consumers in project training activities and events (Water Reuse Forums, Water Reuse days)

2. Measures to maximise impact (Stage2)

2.1. Dissemination and exploitation of results

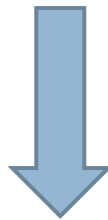
Plan for the dissemination and exploitation of the results



Admissibility condition



Concretes actions



Proportionate
to the scale of
the project



should contain measures to
be implemented both during
and after the end of the
project.

2. Measures to maximize impact

2.1. Dissemination and exploitation of results

The dissemination and exploitations measures should contain:

- Planned measure to maximum the Impact
- Target Groups:
 - End-users (Farmers),
 - scientific community,
 - Public,..
- Plan to foster exploitation/Uptake of the results
 - Strategy of the management of the IP

2. Measures to maximize impact

2.1. Dissemination and exploitation of results

Case of IA



- Credible Path to deliver the innovation To the Market
- Measures during and after the project

The approach should be as comprehensive as possible and must be tailored to the specific technical, market and organizational issues to be addressed

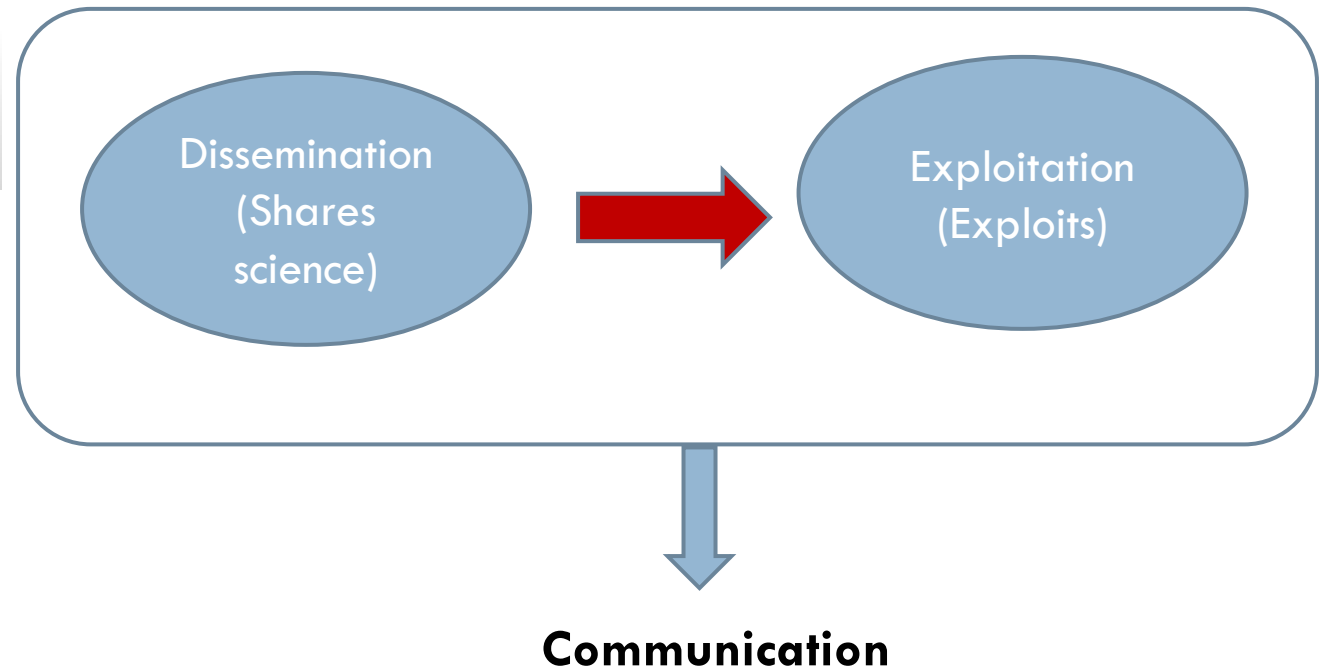
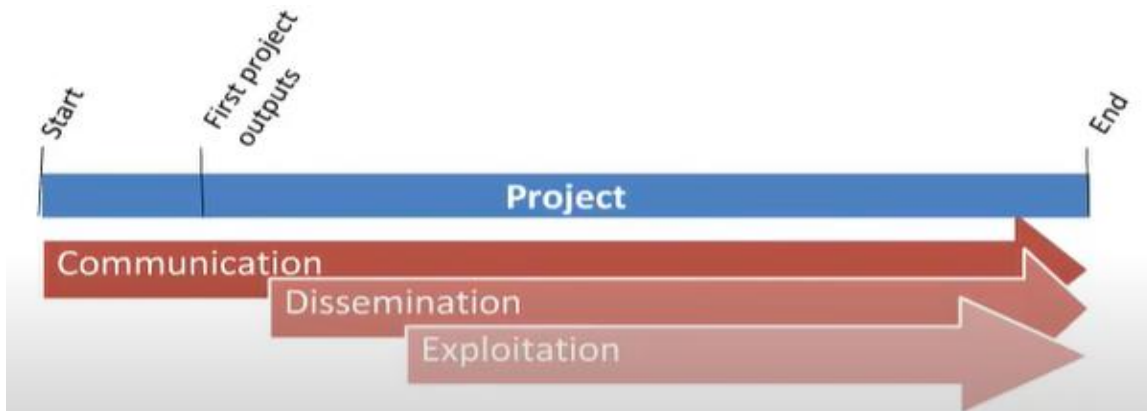
2. Measures to maximise impact

2.2. Communication

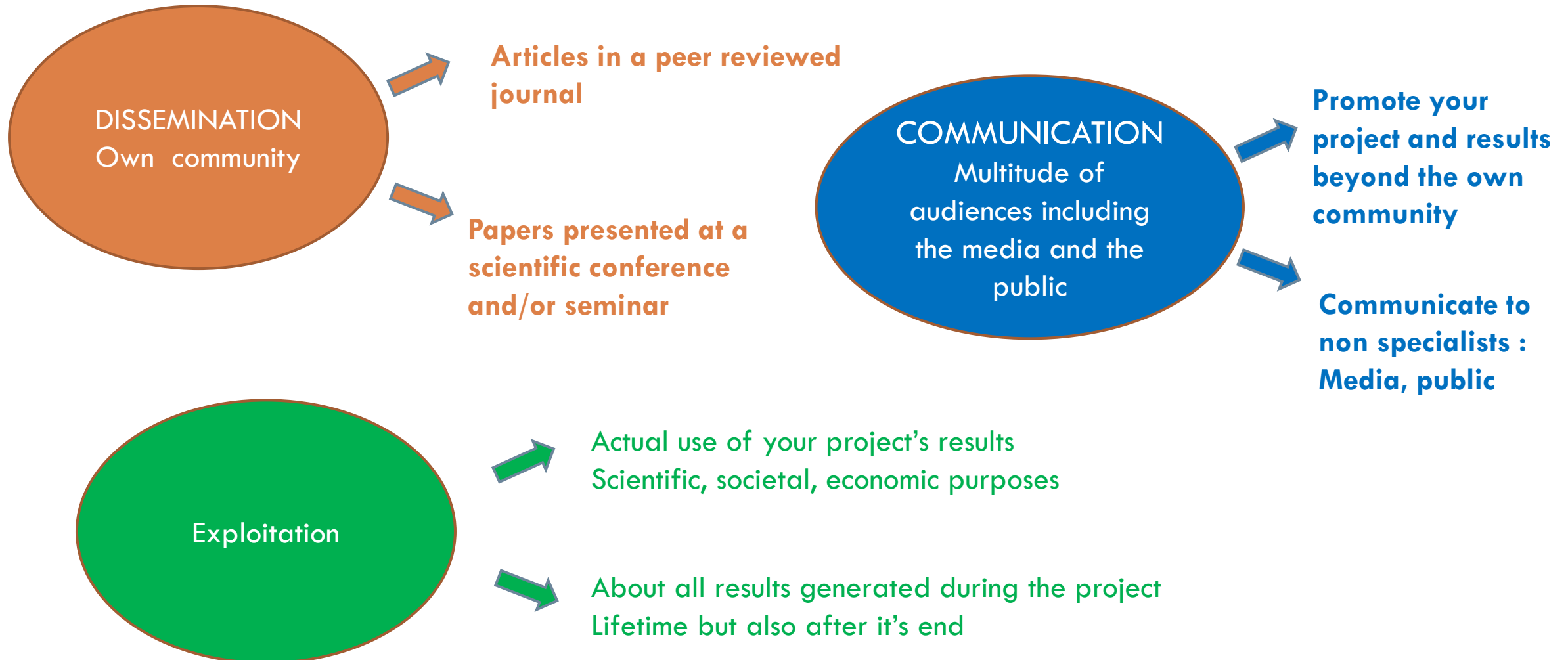
- Describe the proposed communication measures for promoting the project and its finding **during the period of the grant**.
- Measures should be **proportional to the scale of the project**, with clear objectives.
- They should be tailored to the **needs of various audiences**, including groups beyond the project's own community.
- Where relevant, include **measures for public/societal engagement** on issues to the project.

2. Measures to maximize impact

2.2. Communication



2. Measures to maximise impact



Intellectual Property

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- **Intellectual Property (IP)** = key assets resulting from the project
- **Intellectual Property Rights (IPR)** = the tools to support commercial exploitation of the assets (IP)
- The strategy for **use of IP and IPR must be part of the Dissemination and Exploitation plan**
- The management of the IP is a critical part of the innovation management

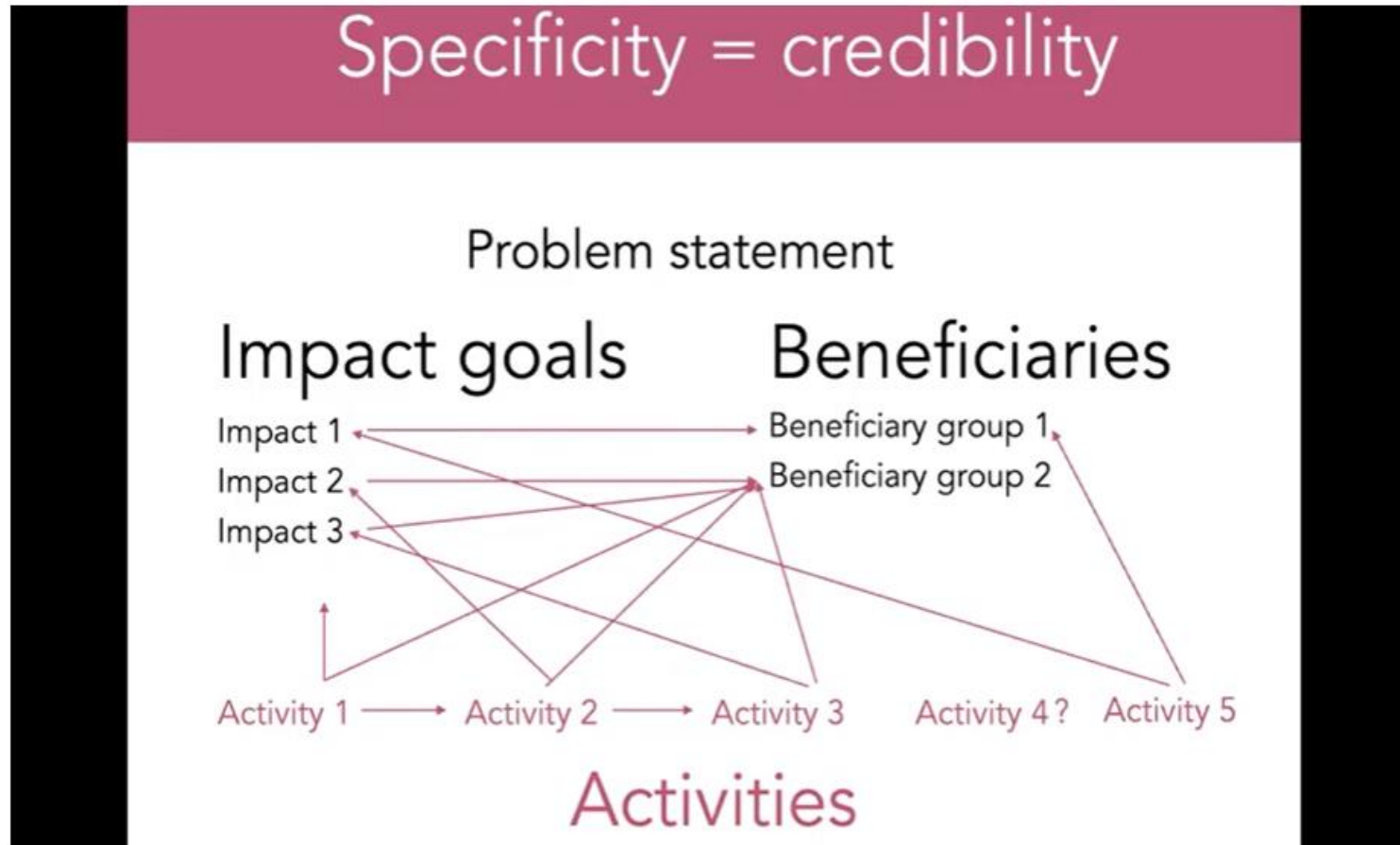
Conclusion : IMPACT : Key Points

1. Ensure the project will meet each of the “**expected impacts**”
2. Identify **further impacts** not outlined within the call
3. Make sure your proposal is challenge-led and **links to the expected impacts** for your call throughout the **proposal**, not just in the sections dedicated to impact. Make sure that each of the impacts is linked to research in your work programme
4. Make your impact goals specific and **measurable by identifying indicators**

Conclusion : IMPACT : Key Points

- Measurable impact goals (including goals beyond those set out in the call for proposals) that you can monitor and evaluate
- Well-targeted stakeholders and/or publics
- A credible impact plan that can be pursued with each stakeholder and/or public

Conclusion : IMPACT : Key Points



Criticism from Evaluators



Criticism from evaluators/Common Mistakes

- In the **dissemination strategy** a **clear targeted strategy** to reach different stakeholders' groups is not well mentioned
- **The performance indicators for dissemination** are not ambitious
- The possibility to set up **training workshops towards end users** as a way to decrease the barrier for adoption of the project results is **not considered enough**,
- Ability to effectively **replicate the concept and technology** throughout Europe is **not evident**,
- **Exploitation plan** is absent/partial or vague
- **Lack of details on IPP management**

Criticism from the evaluators/Common Mistakes

Exploitation

Mission and market for planned spin-off is not described

Management of IPR should be described in more detail

IP issues insufficiently addressed

Exploitation issues are lacking

Dissemination

Dissemination plan is traditional and not innovative

Target groups of dissemination are described too generically

Import target group (end-users) is missing

Too little attention on interaction with stakeholders

dissemination focusses on publications only

Dissemination through website only is not sufficient

Dissemination to broader audience is unclear

Thank you

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