



Europa Media Trainings

Expected Impact in Horizon Europe Proposals

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What is Impact?

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.

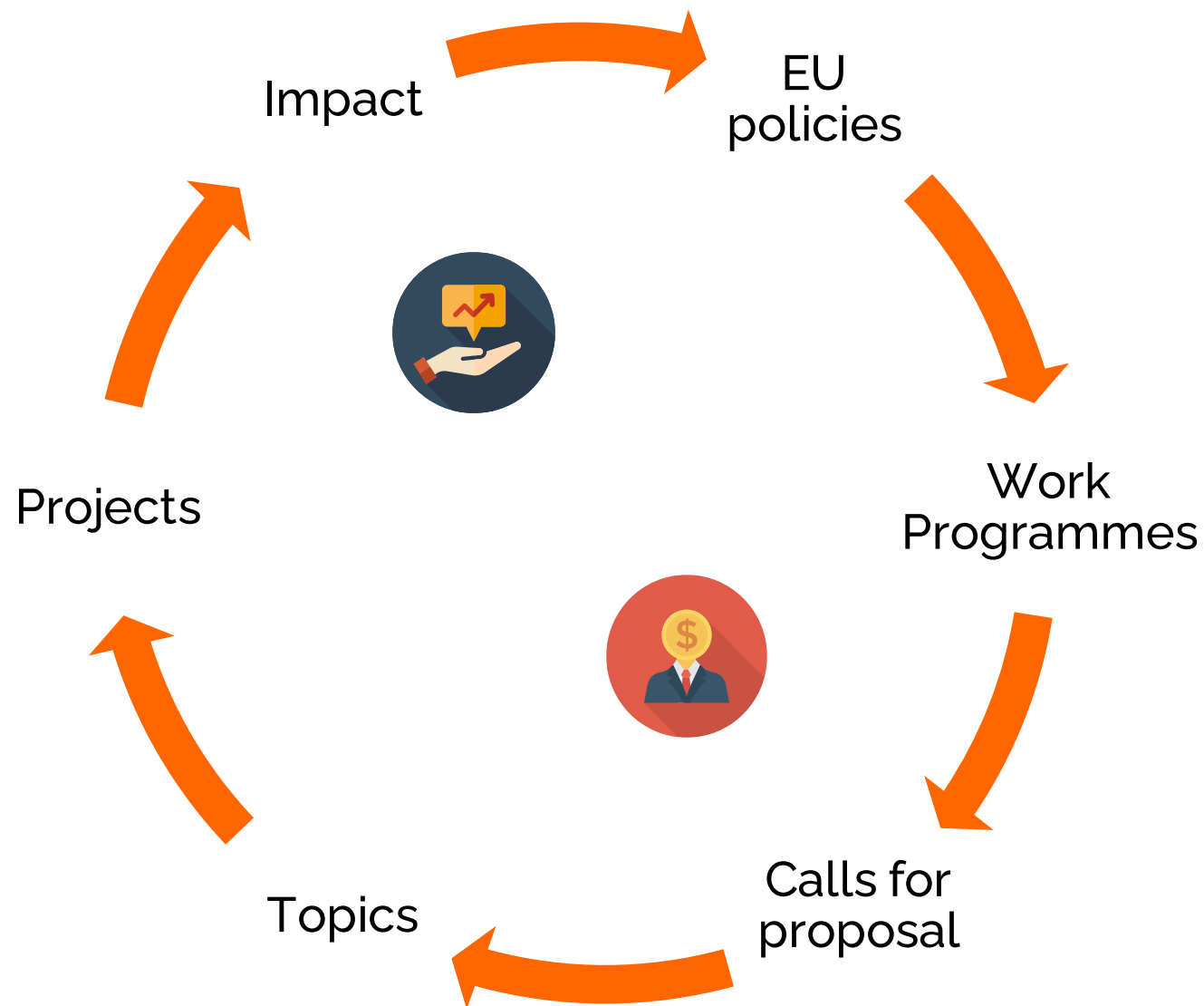
The sum of influences and effects your project has on its target groups and fields, after its end

d.

The tangible products your project is delivering within its duration

Delivering impact

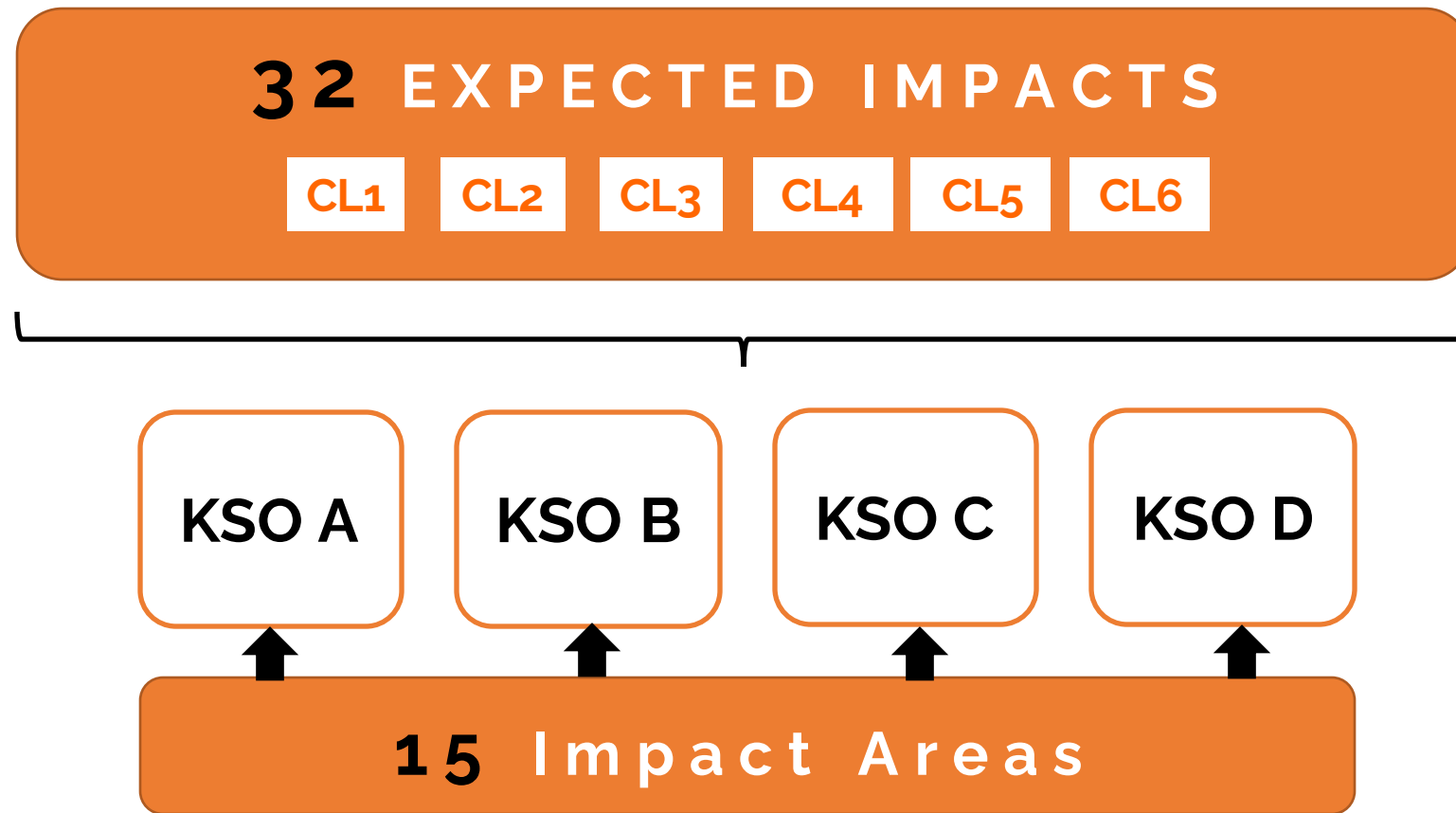
is delivering policies





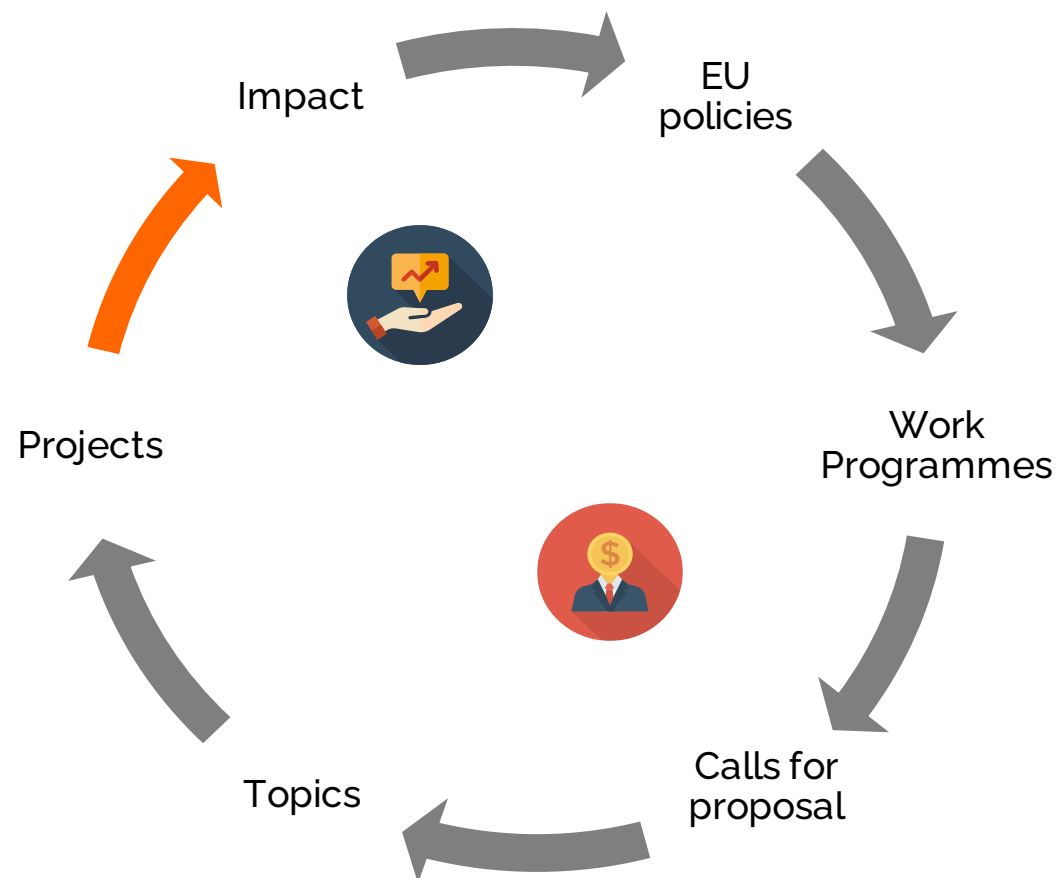
EU POLICY PRIORITIES	Overall priorities of the European Union (Green Deal, Fit for the Digital Age,...)
KEY STRATEGIC ORIENTATIONS	Set of strategic objectives within the EC policy priorities where R&I investments are expected to make a difference
IMPACT AREAS	Group of expected impacts highlighting the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





HORIZON EUROPE STRATEGIC PLAN 2021-2024

From project to impact



Our approach in Horizon 2020: 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

- 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

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

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

Table of contents

Introduction 15

Destination – Biodiversity and ecosystem services..... 22

Call - Biodiversity and ecosystem services..... 28

Conditions for the Call 28

Understanding biodiversity decline..... 29

HORIZON-CL6-2021-BIODIV-01-01: European participation in global biodiversity
genomics endeavours aimed at identifying all biodiversity on Earth 30

HORIZON-CL6-2021-BIODIV-01-02: Data and technologies for the inventory, fast
identification and monitoring of endangered wildlife and other species groups 32

HORIZON-CL6-2021-BIODIV-01-03: Understanding and valuing coastal and marine
biodiversity and ecosystems services..... 34

HORIZON-CL6-2021-BIODIV-01-04: Assess and predict integrated impacts of cumulative
direct and indirect stressors on coastal and marine biodiversity, ecosystems and their
services 38

What's new in Horizon Europe?

Impact

To contribute to these programme-level KSOs, Cluster 6 will deliver on **six specific expected impacts**. In this work programme, **each expected impact has been transformed into one or two specific destination(s)** (see table below). This destination-based work programme structure follows a thematic centre-of-gravity approach, but activities in a given destination may be of a cross-cutting nature and will often contribute to multiple expected impacts. **The specific contribution to the overall expected impacts is explained in the introductory text of each destination.**

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 them²¹

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

What's new in Horizon Europe?

Impact

HORIZON-CL6-2021-ZEROPOLLUTION-01-03: Preventing and managing diffuse pollution in urban water runoff

Expected Outcome: In line with the European Green Deal's zero pollution ambition, successful proposals will contribute to halt and prevent pollution of freshwater and soils, and consequently also protecting biodiversity, as addressed by several impacts under Destination 'Clean environment and zero pollution', in particular "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 position and role in the global water scene."

Project results are expected to contribute to some of the following expected outcomes:

- Wider use of an enhanced knowledge base required to assess and monitor pollution sources, transport pathways and impacts of diffuse pollution conveyed to receiving water bodies by urban water runoff and storm water overflows, including forward looking approaches aimed to anticipate and prepare for future or emerging challenges.
- Implement advanced preventive and mitigating strategies to reduce diffuse pollution of urban waters based on source control measures and storm water management that also consider climate change impacts.
- Apply effective risk assessment and risk management strategies enabling early warning systems and delivering ready-made outputs for decision-making and governance in urban areas.
- Deploy innovative concepts, cost effective technologies and advanced sensors and monitoring approaches for sustainable waste water collection and urban drainage systems preventing pollution due to urban run-off.

The actual writing

2. Impact

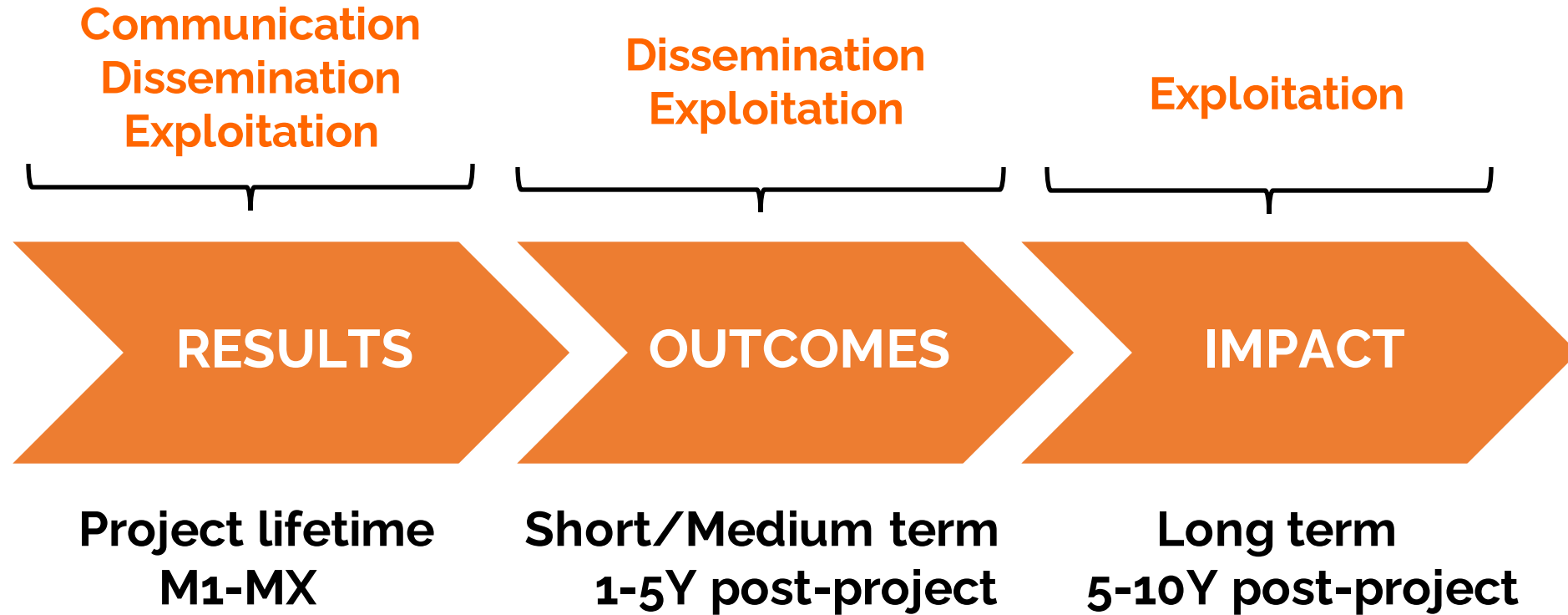
- 2.1 Project's pathways towards impact (e.g. 4 pages)
- 2.2 Measures to maximise impact - Dissemination, exploitation and communication (e.g. 5 pages)
- 2.3 Summary

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**



Pathway to Impact



Expected Impact/Outcome
(listed in the work
programme)

**Contribution of your project
to the expected impact/outcome**

<i>Table: Ensuring the expected impacts</i>	
Expected Impact	How BuildERS Delivers
As a result of this action, Member States and Regional authorities as well as City and Metropolitan authorities should benefit from recommendations and tools aimed at improving the adaptability and preparedness of societies to different disaster risks	BuildERS addresses resilience at different levels of society, thus in fact building a systemic approach rather than isolated, suboptimal solutions for individual actors or limited contexts. The results have a high level of transferability and specific contextual factors are identified, listed and clarified. Authorities can assess their current tools and processes to match their own operating, institutional and cultural environment, hence making the actions better targeted and more effective.
Comparative analysis of the European diversity in terms of risk-perception amongst citizens, and of vulnerabilities;	Comparative analysis from representative cultural areas (Nordic, Western Europe, North-East Europe, South-East Europe, Mediterranean) of risk awareness amongst citizens and of vulnerabilities will be delivered and disseminated not only via traditional means but also in close interaction with the stakeholders. A unique field survey covering at least 14 countries is carried out to cover groups usually under the radar.
Comparative analysis of different approaches to adapt to, and be prepared for risks in different countries (both within and outside the European Union), and among communities in precarious socio-economic conditions;	

'Improve the professional skills and competences for those working and being trained to work within the Blue Economy'.

H₂Oceans in Motion will be a comprehensive programme destined to allow the future experts and stakeholders of the Blue Economy to fully experience in person the benefits of global, interdisciplinary, inter-actor collaboration. The programme will consist of a dedicated page on the H₂Oceans platform compiling funding opportunities for personnel exchange; of micro-grants to allow young professionals to participate in cultural, educational or networking programmes and events; of a series of seminars organised by H₂Oceans partners in countries all around Europe focused in the Blue Economy and with special guests from non-European countries and live streamed for reaching a wider audience.

Creating a multidisciplinary European competence framework within the context of lifelong learning that will serve as a reference tool for the Member States, the public and private sector, stakeholders, and NGOs to help citizens to become engaged actors in the green transformation of society.

CLASSED aims to develop a competence framework that is relevant to achieving the set goal of engaging citizens in the green transformation of society, multidisciplinary, gender sensitive, applicable for different citizen groups and adaptable to different educational systems and local conditions.

The compliance of the developed framework with these requirements will be ensured through the extensive testing and adjusting at six Demonstration sites across Europe with broad involvement of elementary and secondary schools, universities and teachers training organizations. Furthermore, through Local Green Partnerships, CLASSED will be able to engage with other target groups representing different Quadruple helix stakeholders and assess the applicability and relevance of the framework for different sectors and learning environments. This rigorous testing and tuning process will help to ensure that the competence framework developed by CLASSED has a high potential to bring about the desired behavior change.

Result	Contribution to Expected Outcomes	Contribution to Expected Impacts	Indicators
R1	Narrative explaining contribution to Outcomes 1 and 2	Narrative explaining contribution to the expected impact(s) listed in the Destination	I1
R2	Narrative explaining contribution to Outcomes 2 and 3	Narrative explaining contribution to the expected impact(s) listed in the Destination	I2
R3	Narrative explaining contribution to Outcome 4	Narrative explaining contribution to the expected impact(s) listed in the Destination	I3

RESULT 1	
Contribution to Outcome(s)	Narrative explaining contribution to Outcomes 1 and 2
Contribution to Impact(s)	Narrative explaining contribution to the expected impact(s) listed in the Destination
Indicators	I1

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')





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

T

Technological

E

Economic

L

Legal

S

Social

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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