



WIDERA programme

Aurelija Povilaikė
NCP_WIDERA.NET

22/10/2024, Riga

HORIZON EUROPE

EURATOM

SPECIFIC PROGRAMME: EUROPEAN DEFENCE FUND

Exclusive focus on defence research & development

Research actions

Development actions

SPECIFIC PROGRAMME IMPLEMENTING HORIZON EUROPE & EIT*

Exclusive focus on civil applications



**Pillar I
EXCELLENT
SCIENCE**

European Research Council

Marie Skłodowska-Curie

Research Infrastructures



**Pillar II
GLOBAL CHALLENGES
& EUROPEAN
INDUSTRIAL**

Clusters

- Health
- Culture, Creativity & Inclusive Society
- Civil Security for Society
- Digital, Industry & Space
- Climate, Energy & Mobility
- Food, Bioeconomy, Natural Resources, Agriculture & Environment

Joint Research Centre



**Pillar III
INNOVATIVE
EUROPE**

European Innovation Council

European innovation ecosystems

European Institute of Innovation & Technology*

WIDENING PARTICIPATION AND STRENGTHENING THE EUROPEAN RESEARCH AREA

Widening participation & spreading excellence

Reforming & Enhancing the European R&I system

Fusion

Fission

Joint Research Center

Horizon Europe – WIDERA Widening Participation & Strengthening the European Research Area (ERA)

Widening Participation and Spreading Excellence

- Teaming, Twinning, ERA Chairs,
- European Cooperation in Science and Technology (COST)
- Boosting National Contact Points' (NCPs) activities, pre-proposal checks and advice
- Brain circulation
- Excellence initiatives:
- Possibility for entities from widening countries to join already selected collaborative R&I actions ('Hop on')
- Matchmaking services

€2.96 billion

Reforming and enhancing the EU R&I system

- Strengthening the evidence base for R&I policy
- Foresight
- Support for policy makers to the ERA development
- Support to national R&I policy reform, including Policy Support Facility
- Attractive researcher careers and links with higher education
- Open science, citizen science and science communication
- Gender equality
- Ethics and integrity
- Support to international cooperation
- Scientific input to other policies
- Support to the Programme implementation
- Support for National Contact Points
- Support to dissemination & exploitation

€0.44 billion



● What awaits you in 2025 WP ?

- Hop-on Call
- European Excellence Initiative (no Excellence Hubs call)
- NEW! EIC Pre-accelerator _Widening
- NEW! Implementing action plans for connected regional innovation valleys in widening countries (RIV)
- Calls will be launched before the summer with the deadlines in Autumn 2025



“TEAMING FOR EXCELLENCE” - CALL INFORMATION AND EXPERIENCE SHARING

ONLINE
SEMINAR

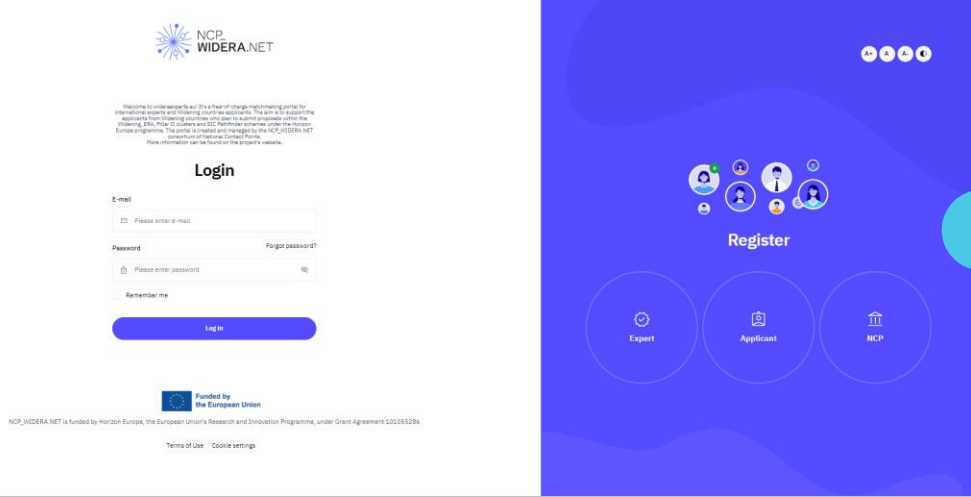
October 28, 2024
Monday, 11:00 – 13:30 CET
Online (MS Teams platform)



NCP_WIDERA.NET project

Aurelija Povilaikė
NCP_WIDERA.NET

22/10/2024, Riga



Advancing Europe Package wideraexperts.eu portal

- free-of-charge portal that facilitates the matchmaking of experts from any country with applicants from the Widening countries preparing proposals within the Widening, ERA, Pillar II clusters and EIC Pathfinder schemes under the Horizon Europe programme
- the goal is to improve the quality of proposals thanks to the feedback that the applicants receive from the experts.



Users:
920 Experts
137 NCPs
83 pre-screenings
via the portal

The image displays two parts of the wideraexperts.eu portal. The top part is a screenshot of the 'Applications list' page, which features a sidebar with navigation options like 'CRM', 'Applications', 'Experts', and 'Keywords'. The main area shows a table of applications with columns for 'No.', 'Program details', 'Organization', 'Applicant's details', 'Applicant's role', 'Status', 'Date assigned', 'Expert assigned', and 'Assigned by'. The table contains several rows of application data, including proposal IDs and organization names. The bottom part of the image is a blue banner with the word 'Register' in white, accompanied by icons for 'Expert', 'Applicant', and 'NCP'.

Pre-screening of proposals



Applicant

- **Coordinator or Work Package Leader** from a Widening country with an advanced proposal (e.g. including description of work packages, consortium almost formed)



NCP

- National Contact Points of the relevant Horizon Europe area (from a Widening country)



Expert

- Experienced professionals with a high level of expertise in the field that corresponds to Pillar II, EIC Pathfinder, or Widening participation and strengthening the European Research Area of the Horizon Europe programme
- From any country

<https://www.ncpwideranet.eu/wideraexperts/>

Pre-screening of proposals

Register as Applicant and then register your proposal at <https://wideraexperts.eu/>:

- indicate the relevant area of Horizon Europe
- select the keywords – as many as you see relevant - **matchmaking** between the proposal and the expert is done based on the **keywords**
- indicate the call ID and the proposal ID (from F&T)
- provide the summary of your proposal and other relevant information

MY SUBMISSIONS

New submission

Pre-proposal check preferences

Select the parts of the Horizon Europe program for which you agree to perform pre-screening:

[Pillar II Cluster 6] Food, Bioeconomy, Natural Resources, Agriculture and Environment

Select the keywords that describe your proposal

Water resources

Nature Based Solutions x Water management x Sustainability x Cost efficiency x drought x climate adaptation x Biodiversity Strategy x

Water resources x

Select the call ID you are planning to submit your proposal

HORIZON-CL6-2024-BIODIV-01

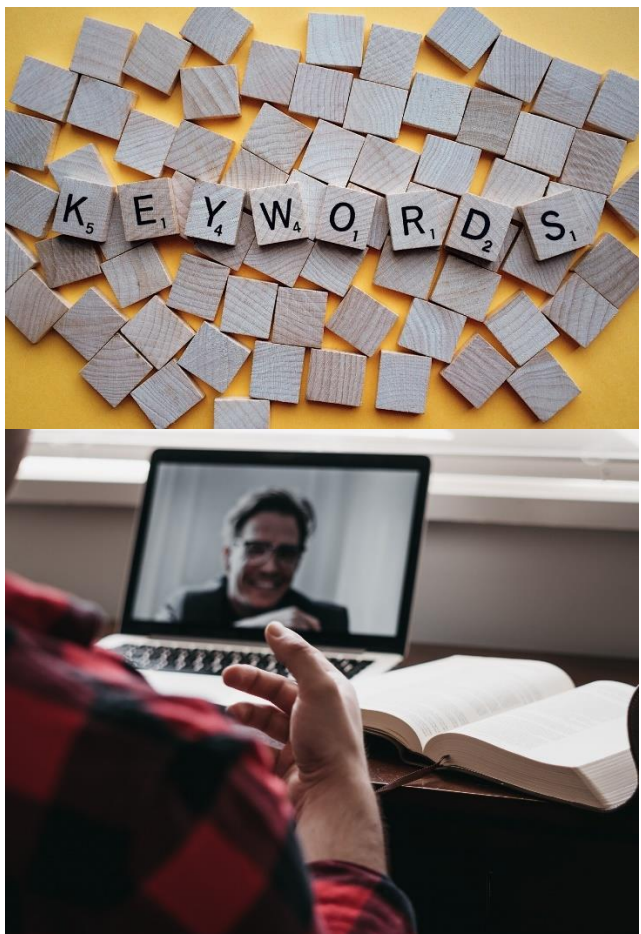
Proposal ID

Description of your proposal

Other information that can be helpful match the right expert to your proposal

Submit

Pre-screening of proposals



- NCP organisation **signs the contract** with the expert, which includes **confidentiality clauses**
- **Pre-screening**: analysis of the proposal and online consultations
- **Written recommendations** from the expert how to improve the proposal
- **Remuneration** for the service (up to 600 EUR) paid by the NCP organization from the NCP_WIDERA.NET project budget

Advancing Europe Package Matchmaking

→ Travel grants programmes to support participation of applicants from the Widening countries to Pillar II clusters & partnerships brokerage events organised on-site launched by 21 partners: [Armenia](#), [Bulgaria](#), [Croatia](#), [Cyprus](#), [Czechia](#), [Estonia](#), [Georgia](#), [Greece](#), [Hungary](#), [Latvia](#), [Lithuania](#), [Macedonia](#), [Moldova](#), [Montenegro](#), [Poland](#), [Romania](#), [Serbia](#), [Slovakia](#), [Spain – Canary Islands](#), [Tunisia](#) [Türkiye](#)

LEITAT **Innovation Procurement and Horizon Europe City Mission & CL5**
Brokerage event | 10 & 11 October, 2024 | Barcelona

The banner features a green background with a stylized illustration of a city and a person on a bicycle. A circular inset shows an aerial view of a city with a cathedral.

**Secure Societies 2024:
Horizon Europe Cluster 3
Brokerage Event in Istanbul**
April 30, 2024 | İstanbul, Türkiye

The banner features a grid of hexagonal icons representing various security and technology concepts. Logos for T.C. Sanayi, Teknoloji, Enerji ve Turizm Bakanlığı, Sabanci University, and the European Union are at the bottom.

Horizon Europe Digital technologies brokerage event
October 30, 14.00-18.00 (EET), ATTA CENTRE (Kırsatı 60) **5G TECHTRITORY**

FOCUS ON TOPICS:

- Telco Edge Cloud deployments and 5G Networks
- Quantum Technologies and Quantum Computing
- Semiconductors
- Robotics
- AI and Generative AI
- Next Generation Computing Technologies
- Advanced Sensor Technologies
- Virtual Worlds
- High-Performance Computing

EVENT SESSIONS:
TO MAXIMIZE ENGAGEMENT & COLLABORATION OPPORTUNITIES

- Info session
- Pitching session
- Matchmaking session

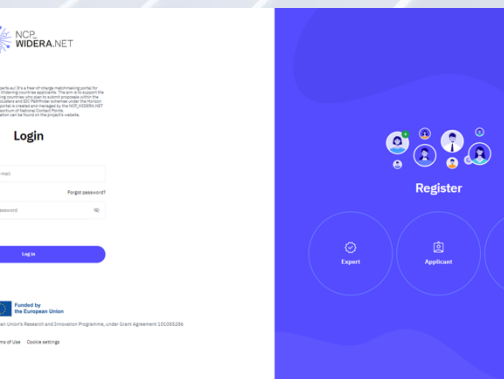
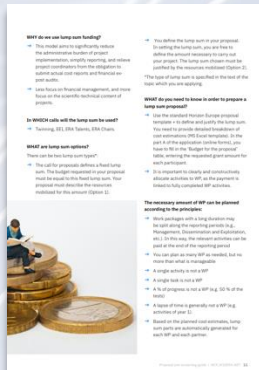
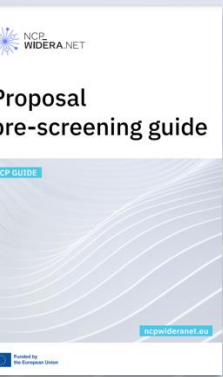
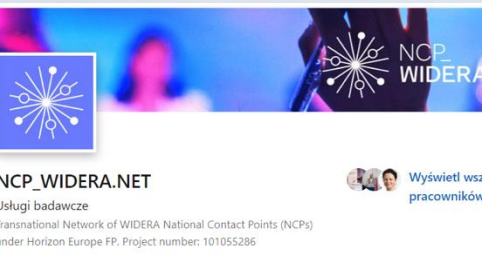
Participation is free of charge. Register until OCT 29 or until all spots are filled. www.ncpwidener.net.eu/travel-grants/travel-grants are available. **MORE INFO & REGISTRATION:** www.b2match.com/e/horizon-europe-digital-brokerage-event

Event is part of 5G Techtritory Forum and is organized as a co-creation event by:

Matchmaking

- Up to 1,000 EUR to reimburse the travel expenses
- Easy application process:
 - Application form
 - Confirmation of registration
 - Follow-up form
- List of upcoming brokerage events available at <https://www.ncpwideranet.eu/brokerage-events/>





Contact

→ **NCP_WIDERA.NET Coordination Team**
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→ **Websites**
ncpwideranet.eu
wideraexperts.eu

→ **Twitter/X**
twitter.com/ncp_wideranet

→ **LinkedIn**
linkedin.com/company/ncpwideranet

The background features a complex, abstract design of overlapping, multi-colored ribbons in shades of blue, orange, red, and purple. These ribbons swirl and curve across the frame, creating a sense of dynamic movement. Interspersed among the ribbons are various geometric elements, including small white and colored dots, thin white lines, and larger white circles, some of which appear to be part of a faint grid or orbital pattern. The overall aesthetic is modern and energetic, set against a light gray background.

Horizon Europe: Impact, Impact,
Impact

Today's objectives



Importance of impact in HE



Understand how to read WP and call text



Using the tools to map out expected outcomes and impact of your future projects

Introductions

How do you understand impact in Horizon Europe?



General objective of Horizon Europe:

Article 3 (1) Horizon Europe Regulation

“to deliver **scientific, technological, economic and societal impact** from the Union's investments in R&I so as to strengthen the scientific and technological bases of the Union and foster the competitiveness of the Union in all Member States including in its industry, to deliver on the Union strategic priorities and to contribute to the realisation of Union objectives and policies, to tackle global challenges, including the SDGs by following the principles of the 2030 Agenda and the Paris Agreement, and to strengthen the ERA. The Programme shall thus maximise Union added value by focusing on objectives and activities that cannot be effectively realised by Member States acting alone, but in cooperation.”



Horizon Europe strategy 2025-2027



Green Transition



Digital Transition



Resilient, Competitive, Inclusive,
and Democratic Europe

Activity driven framework programme



Impact driven framework programme – Strategic Plan



Three strategic orientations: the green transition, the digital transition, and fostering a more resilient, competitive, inclusive, and democratic Europe.

The **expected impacts** define the wider effects on society, the economy and science to be targeted by research and innovation activities, but not the manner in which to achieve them. This is up to the applicants when designing their project proposals. **In total, the strategic plan defines 32 expected impacts that cover a wide range of social, economic, ecological and scientific aspirations.** Each expected impact serves as the foundation for a corresponding destination in the relevant work programme parts.

**Impact motioned 189 times*

Source: EC



HORIZON EUROPE

**Strategic Plan
2021 - 2024**

**Strategic
Plan
Analysis**

**Strategic Plan
2025 - 2027**

**Work Programme
2021 - 2022**

**Work Programme
2023 - 2024**

Work Programme

PROJECT

PROJECT

PROJECT

PROJECT

PROJECT

PROJECT





Green Transition

Digital Transition

A more Resilient, Competitive, Inclusive, & Democratic Europe

Figure 2 – Overview of Expected Impacts

CLUSTER 1	CLUSTER 2	CLUSTER 3	CLUSTER 4	CLUSTER 5	CLUSTER 6
<p>Health</p> <ol style="list-style-type: none"> 1. Staying healthy in a rapidly changing society 2. Living and working in a health-promoting environment 3. Tackling diseases and reducing disease burden 4. Ensuring equal access to innovative, sustainable, and high-quality healthcare 5. Developing and using new tools, technologies and digital solutions for a healthy society 6. Maintaining an innovative, sustainable, and competitive EU health industry 	<p>Culture, Creativity & Inclusive Society</p> <ol style="list-style-type: none"> 7. Reinvigorating democratic governance 8. Realising the full potential of cultural heritage, arts, and cultural and creative sectors 9. Strengthening social and economic resilience and sustainability 10. Boosting inclusive growth and reducing vulnerabilities effectively 	<p>Civil Security for Society</p> <ol style="list-style-type: none"> 11. Reducing losses from natural, accidental and human-made disasters 12. Facilitating legitimate movement of passengers and goods into the EU, while preventing illicit acts 13. Tackling crime and terrorism more effectively and increasing the resilience of infrastructures 14. Increasing cybersecurity and making the online environment more secure 	<p>Digital, Industry & Space</p> <ol style="list-style-type: none"> 15. Achieving global leadership in climate-neutral, circular and digitised industrial and digital value chains 16. Achieving technological leadership for Europe's open strategic autonomy in raw materials, chemicals and innovative materials 17. Developing an agile and secure single market and infrastructure for data-services and trustworthy artificial intelligence services 18. Achieving open strategic autonomy in digital and emerging enabling technologies 19. Achieving open strategic autonomy in global space-based infrastructures, services, applications, and data 20. Digital and industrial technologies driving human-centric innovation 	<p>Climate, Energy & Mobility</p> <ol style="list-style-type: none"> 21. Advancing science for a fair transition to a climate-neutral and resilient society 22. Facilitating the clean and sustainable transition of the energy and transport sectors towards climate neutrality through cross-cutting solutions 23. Ensuring more efficient, sustainable, secure, and competitive renewable and decarbonised energy supply 24. Using energy in buildings and industry in an efficient, affordable and sustainable way 25. Achieving sustainable, inclusive, and competitive transport modes 26. Developing multimodal systems and services for climate-neutral, smart, inclusive, and safe mobility 	<p>Food, Bioeconomy, Natural Resources, Agriculture & Environment</p> <ol style="list-style-type: none"> 27. Fostering mitigation of and adaptation to climate change in areas and sectors covered by Cluster 6 28. Putting biodiversity on a path to recovery, and protecting and restoring ecosystems and their services 29. Achieving healthy soils and forests, as well as clean air, fresh and marine water, whilst ensuring water resilience and the transition to a clean, competitive and circular economy and sustainable bioeconomy 30. Ensuring healthy food and nutrition security by making agriculture, fisheries, aquaculture and food systems sustainable, resilient, inclusive and within planetary boundaries 31. Sustainably developing rural, urban and coastal areas 32. Developing innovative governance models and tools enabling sustainability and resilience



HORIZON EUROPE INTERVENTION LOGIC

GENERAL OBJECTIVE: to deliver scientific, technological, economic and societal impact from the Union's investments in R&I so as to strengthen the scientific and technological bases of the Union and foster the competitiveness of the Union in all Member States including in its industry, to deliver on the Union strategic priorities and to contribute to the realisation of Union objectives and policies, to tackle global challenges, including the SDGs by following the principles of the 2030 Agenda and the Paris Agreement, and to strengthen the ERA.

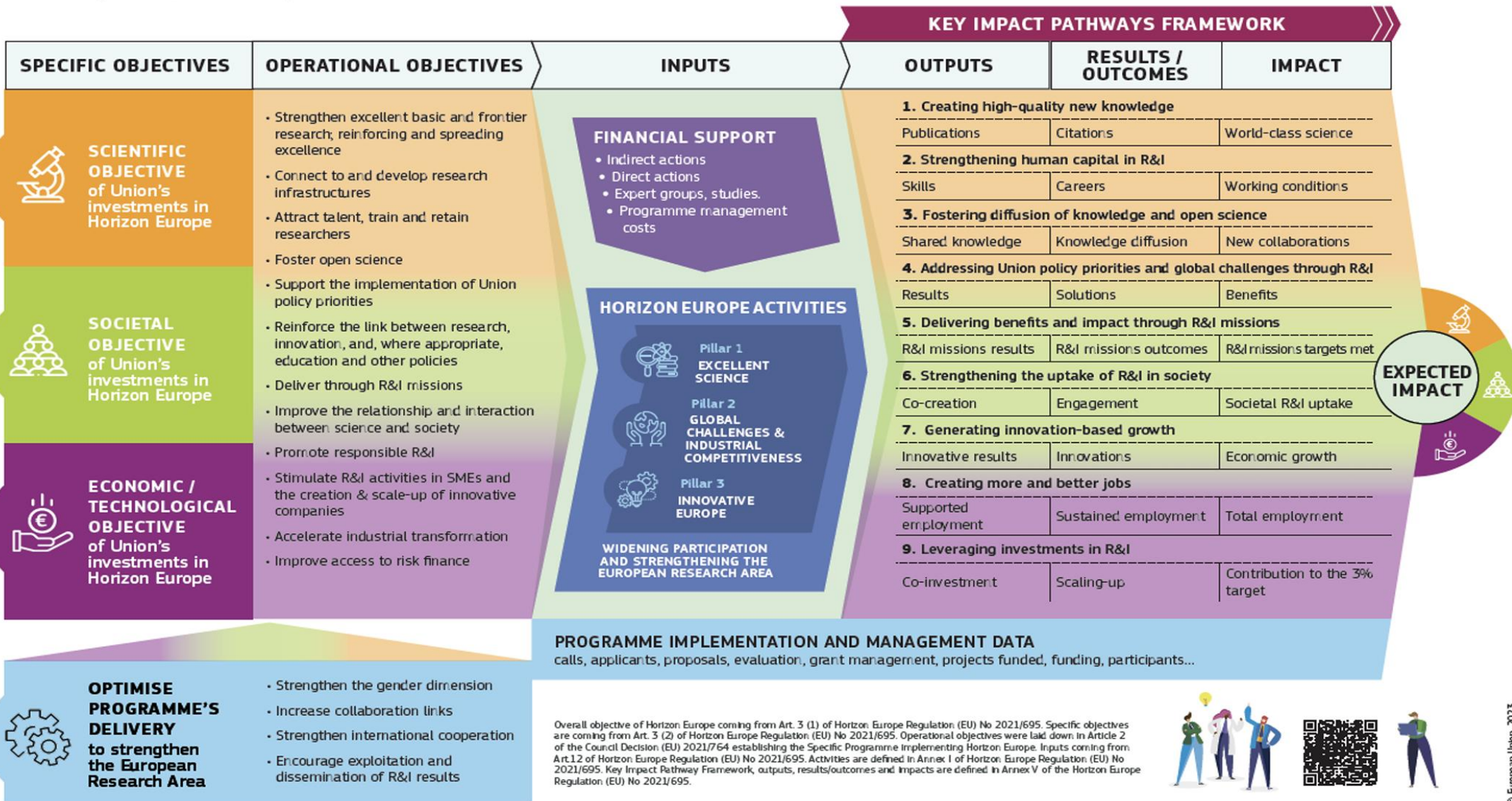
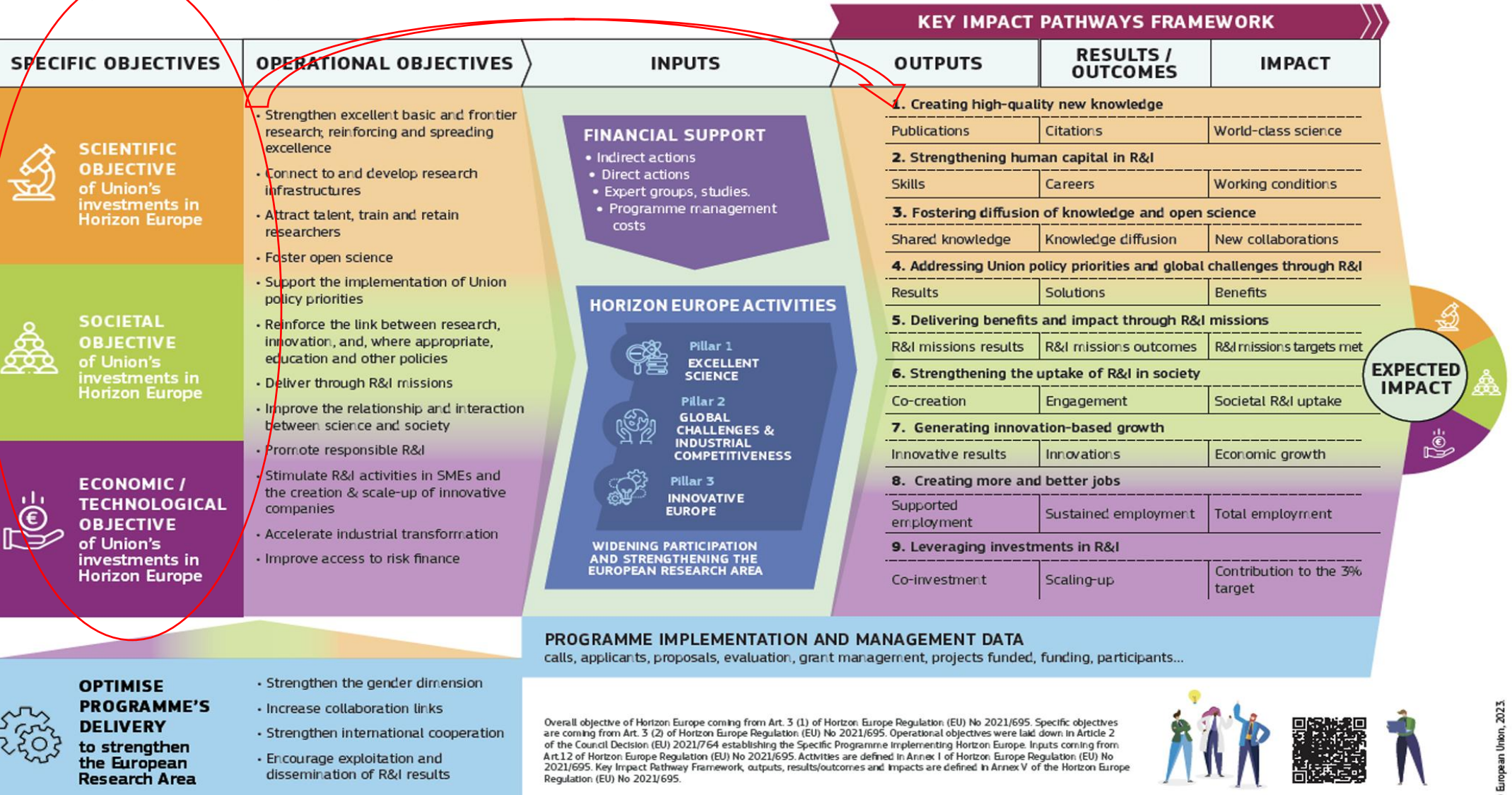


Figure 3: Intervention Logic

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Overall objective of Horizon Europe coming from Art. 3 (1) of Horizon Europe Regulation (EU) No 2021/695. Specific objectives are coming from Art. 3 (2) of Horizon Europe Regulation (EU) No 2021/695. Operational objectives were laid down in Article 2 of the Council Decision (EU) 2021/764 establishing the Specific Programme implementing Horizon Europe. Inputs coming from Art.12 of Horizon Europe Regulation (EU) No 2021/695. Activities are defined in Annex I of Horizon Europe Regulation (EU) No 2021/695. Key Impact Pathway Framework, outputs, results/outcomes and Impacts are defined in Annex V of the Horizon Europe Regulation (EU) No 2021/695.

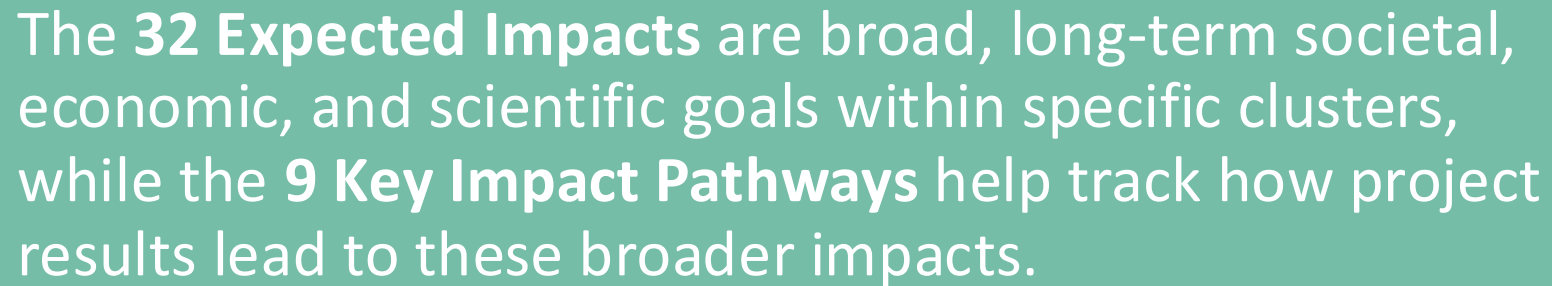


Figure 3: Intervention Logic

9 Key Impact Pathways provide a **measurable framework** for assessing the contribution of Horizon Europe projects to the **32 Expected Impacts**



The **32 Expected Impacts** are broad, long-term societal, economic, and scientific goals within specific clusters, while the **9 Key Impact Pathways** help track how project results lead to these broader impacts.



The pathways ensure that projects are **monitored across scientific, societal, and economic dimensions**, ensuring they contribute to key EU priorities and global challenges.



Impactful research

Impactful research in the context of Horizon Europe is research:

that directly contributes to solving key societal, economic, or environmental challenges, as defined by the European Union's strategic priorities

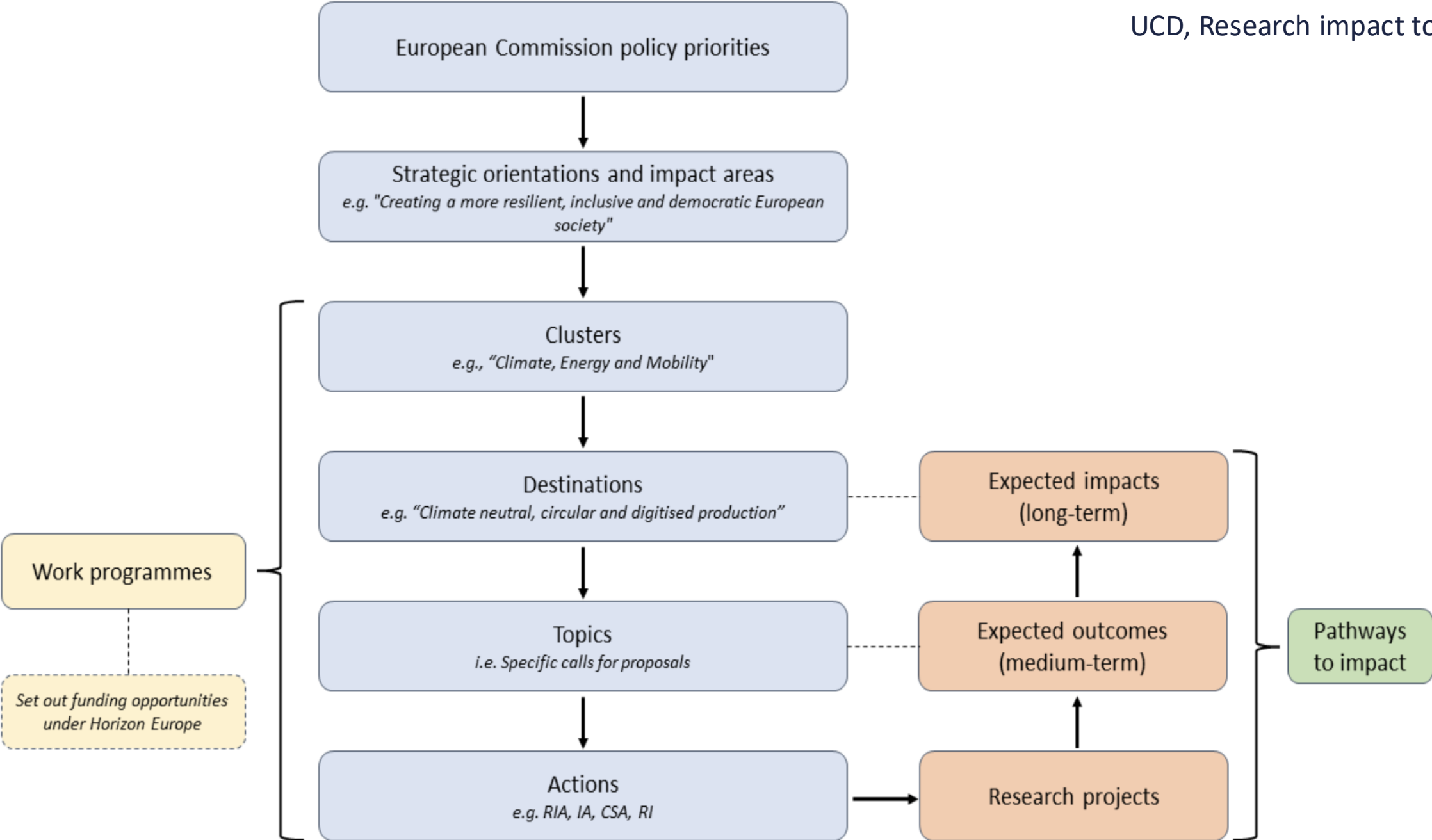
Impactful research leads to *significant positive outcomes that can be scaled up or broadly adopted to bring about long-term change.*



Results - These are the immediate outputs of funded projects, such as new technologies, methods, or data.

Outcomes (medium term) - These results are expected to be adopted, diffused, or used by target groups like industries, policymakers, or citizens. Examples include uptake of new technologies, policy changes, or improved health practices.

Impact (long term) - These outcomes contribute to significant societal, economic, or environmental changes, aligning with Horizon Europe's 32 expected impacts. This includes supporting transitions such as the green and digital transitions





EN

Horizon Europe
Work Programme 2023-2025

*11. Widening participation and strengthening the European
Research Area*

(European Commission Decision C(2024) 2371 of 17 April 2024)

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General Expected Impacts and general policies for Cluster/Thematic area

Expected Impacts, synergies and specific policies for each destination

- Purpose of each Call Topic based on its title
- Expected Outcomes of each Call Topic
- Scope of each Call Topic

Specific conditions	
<i>Expected EU contribution per project</i>	The Commission estimates that an EU contribution of between EUR 2.00 and 3.00 million would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submission and selection of a proposal requesting different amounts.
<i>Indicative budget</i>	The total indicative budget for the topic is EUR 9.00 million.
<i>Type of Action</i>	Research and Innovation Actions

<i>Eligibility conditions</i>	The conditions are described in General Annex B. The following exceptions apply: The Joint Research Centre (JRC) may participate as member of the consortium selected for funding.
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Expected Outcome: Projects should contribute to all of the following expected outcomes:

- Better informed political decision-making through a thorough understanding of the interactions between emotions, values, identities, collective and individual experiences, and beliefs in informing political decision-making, and how they impact democratic governance.
- Better integration of the emotional dimension of politics in policies to foster and promote European democracies and values.
- Boosted trust in governance through improved attention towards the emotional needs of citizens, and establishment of emotional ties when developing and communicating policies.
- Improved communication of evidence-based policies that resonate with the emotional needs and conditions of citizens.
- Enhance scientific evidence, from multidisciplinary disciplines, around emergent social interaction and communication concepts for the upcoming era of digital universes and intertwined real and virtual life. Build scenarios on how this may impact democracies and propose policy recommendations accordingly.

Scope. With a rise in polarisation and affective citizenship in European democracies, the role of emotions has become central in debates about democracy. This has become more evident when considering the role of social media and certain political narratives in targeting and capitalising on such emotions.

**Expected Outcomes for a winning project
=> Expected project contributions by the
end of the project
=> Reverted for the limitations related to
the state of the art analysis**

What are Inputs, Outputs, Outcomes and Impact?

The Logic Model Approach



- Resources dedicated to or consumed by the project
- Usually a NOUN
staff, facilities, money, time...

- What the project does with inputs to fulfill its mission
- Usually a GERUND
a verb in its “-ing” form, such as assessing, enabling, reviewing...

- The volume of work accomplished by the project
- Usually a QUANTITY
the number of projects, the number of case studies...

- Benefits or changes for participants during or after project activities
- Usually a CHANGE
better projects, increased skills...

- The long term consequences of the intervention
- A fundamental CHANGE intended or unintended in a system or society

Your Planned Work

Your Intended Results

HORIZON EUROPE INTERVENTION LOGIC

GENERAL OBJECTIVE: to deliver scientific, technological, economic and societal impact from the Union's investments in R&I so as to strengthen the scientific and technological bases of the Union and foster the competitiveness of the Union in all Member States including in its industry, to deliver on the Union strategic priorities and to contribute to the realisation of Union objectives and policies, to tackle global challenges, including the SDGs by following the principles of the 2030 Agenda and the Paris Agreement, and to strengthen the ERA.

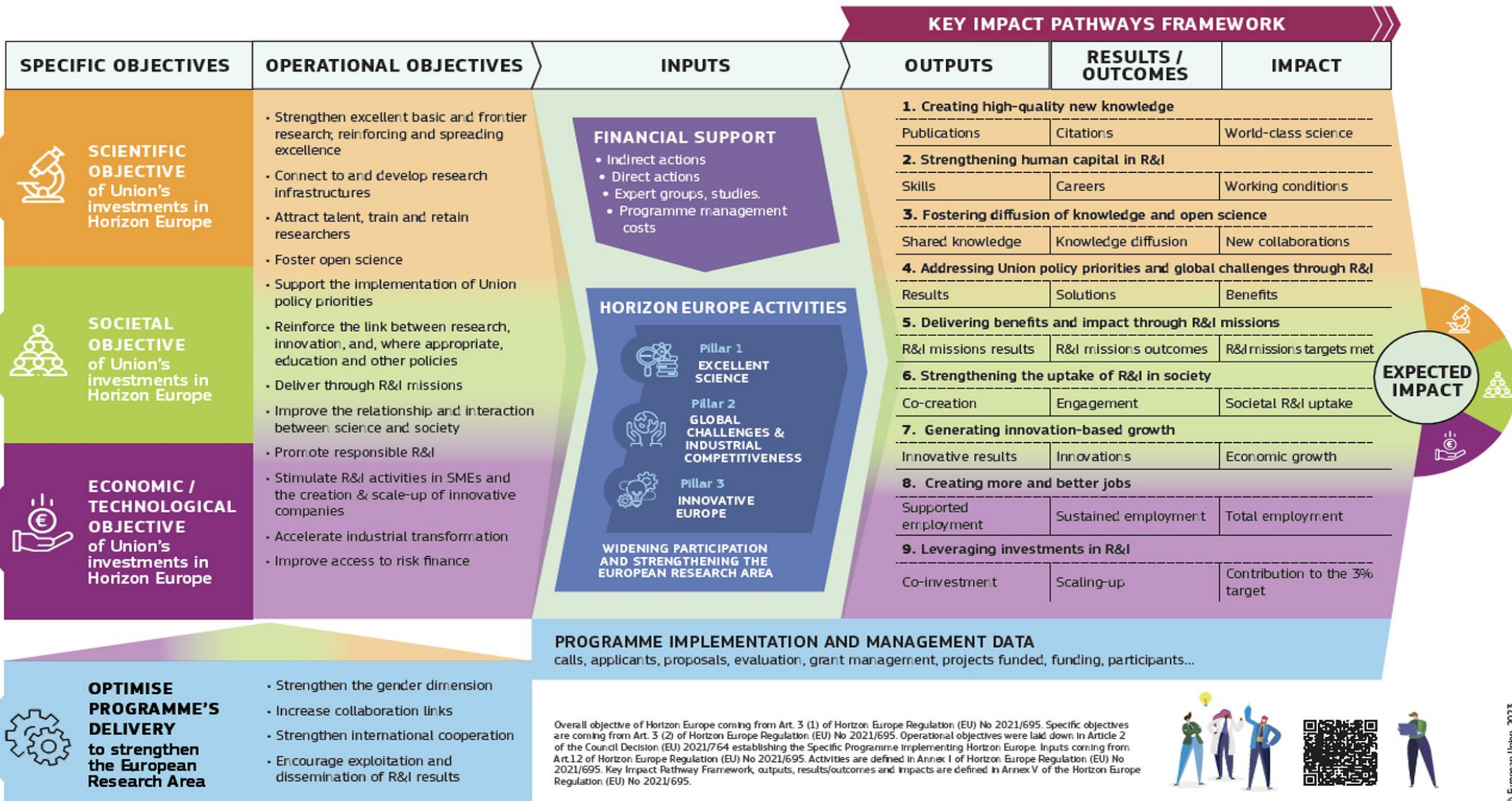
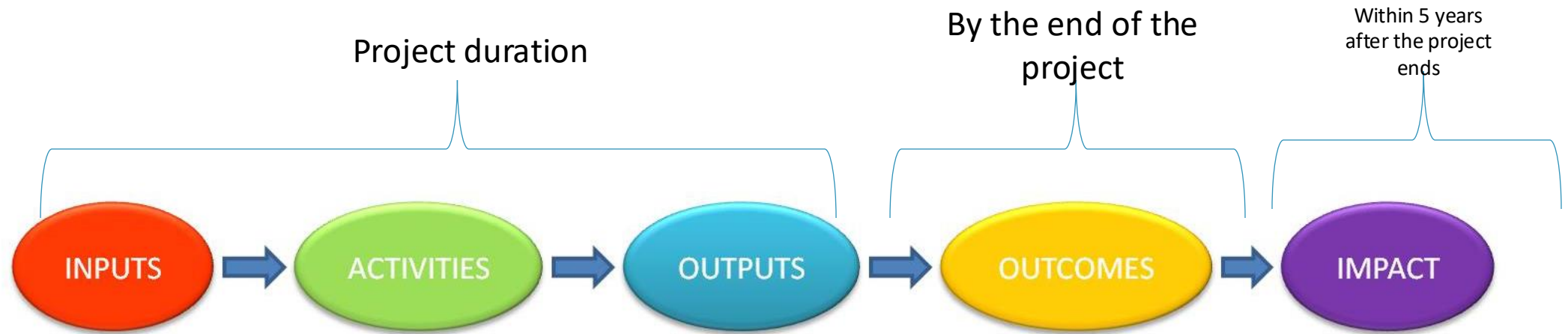


Figure 3: Intervention Logic



- Resources dedicated to or consumed by the project
- Usually a **NOUN** staff, facilities, money, time...

- What the project does with inputs to fulfill its mission
- Usually a **GERUND** a verb in its “-ing” form, such as assessing, enabling, reviewing...

- The volume of work accomplished by the project
- Usually a **QUANTITY** the number of projects, the number of case studies...

- Benefits or changes for participants during or after project activities
- Usually a **CHANGE** better projects, increased skills...

- The long term consequences of the intervention
- A fundamental **CHANGE** intended or unintended in a system or society

Your Planned Work

Your Intended Results

Addressing expected outcomes



Check in the topic text **how many of the expected outcomes each individual project is expected to deliver.**



Does your proposal **answer to all of the required expected outcomes** and does it fit well with the scope of the topic?



If not – don't bother submitting the proposal.



BUT if it does address – what's next ?



Start with Impact

If you believe that your proposal contributes to the required expected outcomes, the next question is:

How do you ensure that this is made clear in your proposal?

Designing Pathways to Impact

Identify	Identify Project Results and Link Them to Outcomes
Align	Align with Work Programme Expected Outcomes and Impacts
Define	Define Target Groups and End Users
Detail	Detail Actions for Dissemination, Exploitation, and Communication
Provide	Provide Baselines and Targets

Start the writing process from impact

- How do you ensure that you achieve the expected outcomes of the topic? And how do you contribute to the expected impacts (described under the Destination)?
- Which disciplines and which partners are needed for that?
- How will the results of the project be used?
- And by whom?
- How will the stakeholders be involved? If required, how will the project ensure systemic change?



Group work (20min)

Your project starts here!

Expected outcomes

Stakeholders

Needs

Design

Found in the topic description

Which **stakeholders** have a “stake” here, or are part of the impact, or will be influenced by the project output (positively or negatively)

What will each stakeholder **need**? To be able to reach that effect/impact?

Then how should you design/set up your project (which main question should you ask?) in order to get the “things” your stakeholders need?

Expected Outcome 2. Identified best means of transmission and presentations of sustainability related information to guide and change consumer behaviour

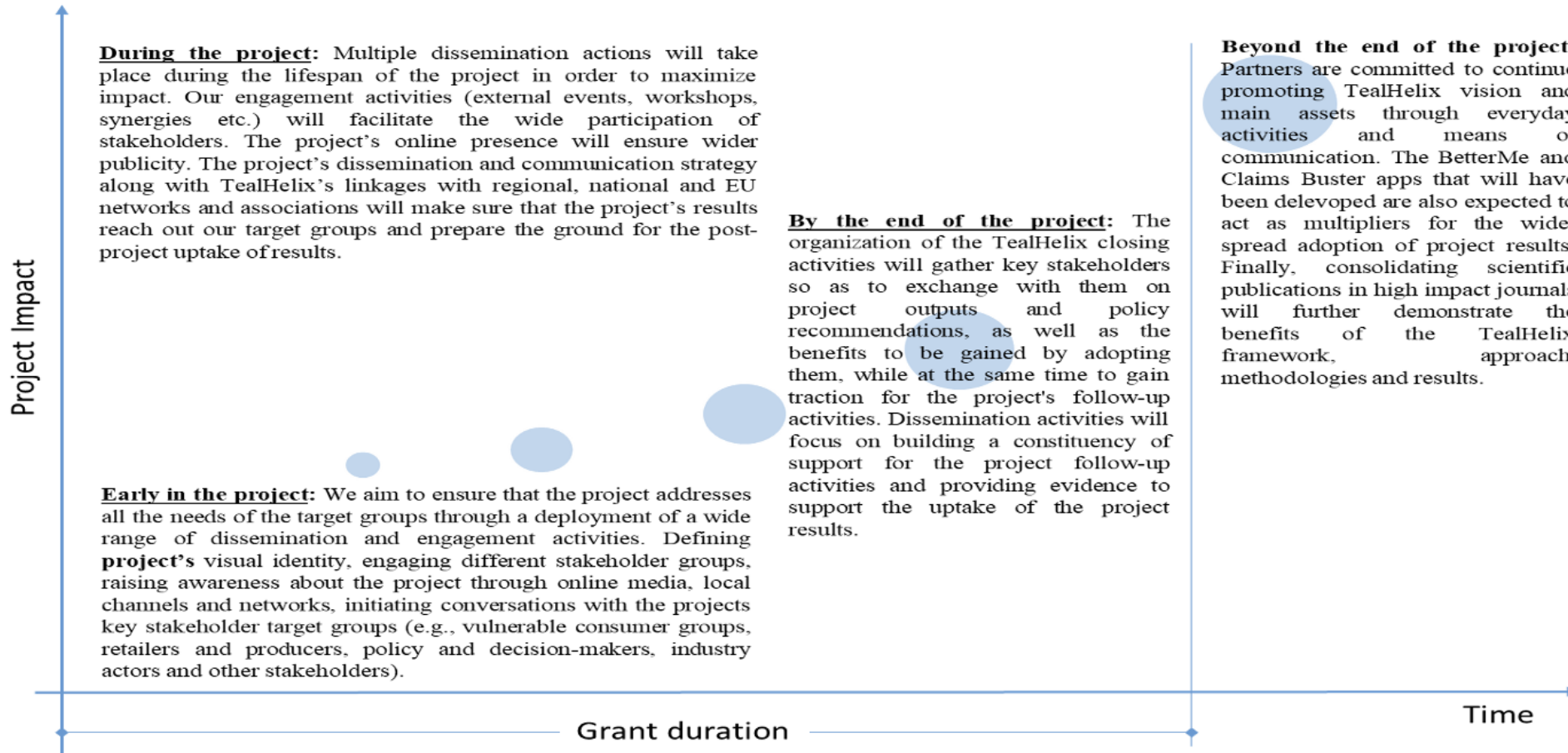
Scientific impacts. KIP-13: System-based approach to understanding a broader spectrum of means of transmission. We will address a sustainable food labeling framework from a system-based approach - a complex network of interconnected actors and stakeholders holding different power levels to influence consumer decision-making. We will focus on ecosystems where means of transmission are most likely effective- pre-purchase and point-of-purchase stages. By testing means of transmission in retail environments, we will provide new knowledge to the scarce literature on the influence of smart labeling solutions (e.g., smart loyalty systems, retail-tainment). In addition, we will compare the effectiveness of smart solutions with more traditional labeling approaches (e.g., labels, tags, claims, POS signs) and assess the potential of smart AI-based mobile apps (BetterMe and Claims Buster).

KIP-14: Innovative behavioral interventions to boost the effectiveness of means of transmission. We will build new knowledge for social influence, marketing, social psychology, sustainability, and food science research areas. Specifically, we will develop and test the potential of new behavioral interventions (beliefs and norms, social influence, social tipping points). We will integrate these interventions with a broad spectrum of means of transmission and will test the potential of interventions to boost the effectiveness of sustainability information.

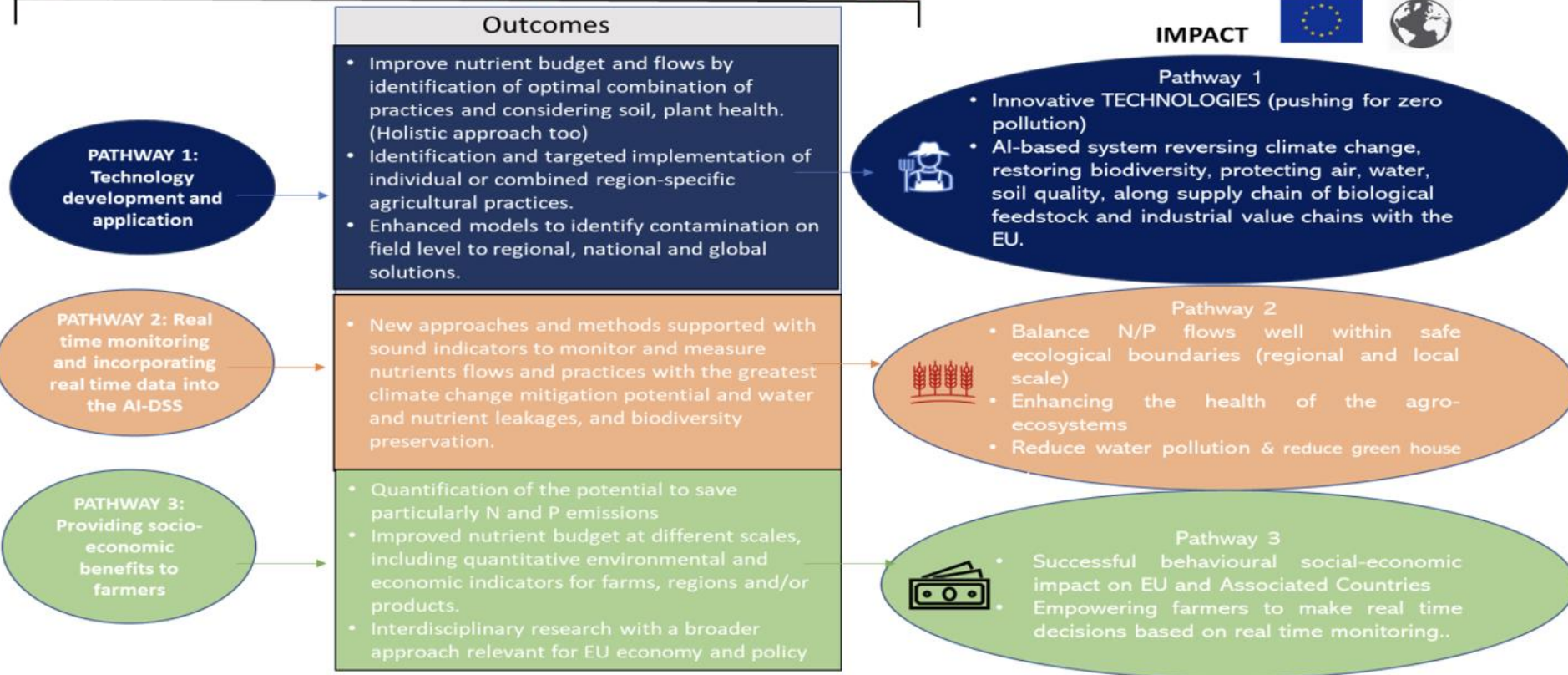
Economic and technological impacts. KIP-15: New AI-based tools for the industry. With the development of the AI-based apps BetterMe and Claims Buster, we will provide fully operational tools that will integrate sustainability dimensions, motivations, actual behavior and can assist consumers in evaluating the trustworthiness of sustainable food claims. The codes of both apps will be openly shared and can be used in retail environments. **KIP-16: Building capabilities.** We will increase the capabilities and knowledge of industry representatives and policymakers by training them on how to promote sustainable food. Using a dedicated training programme, we will engage and ensure that professionals have the needed knowledge and capacity to select and apply efficient means of transmission. The Branding and Media Planning Guidelines for sustainable food information provision will serve as a decision-making tool for the industry. **Societal impacts. KIP-17:** Our methodology will provide consumers with tailored and effective means of transmission. The Claims Buster app will empower consumers to make better choices by knowing how reasonable and trustworthy every label is and report suspicious labels. The BetterMe app will shift the focus away from consumers as passive actors influenced by labels to consumers as active actors influencing their decision and helping to reach the planetary, social, and economic goals.

2.1.2. *Scale and significance of the project's contribution*

<p>EO2</p> <p>WP6,</p> <p>WP7,</p> <p>WP8</p>	<p>Developed innovative means of presentation and transmission: KPI-23: Developed and tested innovative gamification and AI-based interventions (Claims Buster and BetterMe): 2; KPI-24: Methodology on integration with existing retail systems: 1; KPI-25: Openly available codes of the apps: 2. Demonstrated significance of smart labeling approaches: KPI-26: Demonstration of sustainable food purchases: up to 5%; KPI-27: Demonstration of increased resilience to sustainability washing (Claims Buster): up to 20%; KPI-28: Demonstration of increased motivation to use sustainability information (BetterMe): up to 20%; KPI-29: Demonstration of reduced gaps between preferred dimensions and most efficient dimensions: up to 20%. Results from Pilot testing: KPI-30: at least three successful labeling approaches (statistical significance of the pilot results of the intervention (e.g., on the main output variable) at a =0.05 confidence level). The scale of demonstration of the effectiveness of means of transmission: KPI-31: Number of people taking the Sustainable Food Compass test – up to 10.000; KPI-32: App users (Claims Buster and BetterMe): up to 100.000; KPI-33: Citizens involved into citizens' science activities: up to 50.000. Building capabilities: KPI-34: The Branding and Media Planning Guidelines: 1; KPI-35: Demonstration of improved knowledge on the effectiveness of means of transmission– up to 20%; KPI-36: Trained professionals – up to 100. Scaling up the results: KPI-37: Exchange and debates with the stakeholders - one per pilot country, up to 30 key stakeholders; KPI-38: International Forum in Brussels - up to 50 relevant decision-makers and stakeholders.</p>	<p>13-17</p>
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2022 DEMETER PROJECT 2026 Beyond 2030



SCALE IMPACT through PATHWAYS 1:

The PROJECT project provides an innovative solution to allow farmers to improve their management practices through an AI-DSS that considers information derived from affordable soil sensors and satellite imagery.

In particular, the use of dairy farm wastewater in fertigation and the AI-DSS will be able to generate the following scalable impact:

- | |
|--|
| <ul style="list-style-type: none">• <i>Using 100% of the current wastewater from the dairy farming operation as an organic source of nutrients to be applied in the fields where stock feed is grown.</i> |
| <ul style="list-style-type: none">• <i>Reducing nitrogen emissions by 50% through alternative wastewater disposal compared to the conventional practice of surface wastewater spreading.</i> |
| <ul style="list-style-type: none">• <i>Reducing nutrient leaching below rootzone by up to 25%, by smart application of the wastewater according to weather conditions, soil nutrient availability and plant nutrient demand.</i> |
| <ul style="list-style-type: none">• <i>Increasing crop production by 25% and reducing the need for feed import and transportation of feed from distant crop production locations.</i> |
| <ul style="list-style-type: none">• <i>Reducing the need to use mineral source fertilizers by up to 100% by using the nutrient rich wastewater as a fertilizer source.</i> |



Evaluation

Evaluation criteria

EXCELLENCE

- ✓ Clarity and pertinence of the **project's objectives**, and the extent to which the proposed work is **ambitious**, and goes beyond the state-of-the-art.
- ✓ Soundness of the proposed **methodology**, including the underlying concepts, models, assumptions, **inter-disciplinary approaches**, appropriate consideration of the **gender dimension** in research and innovation content, and the quality of **open science practices** including sharing and management of research outputs and engagement of citizens, civil society and end users where appropriate.

IMPACT

- ✓ Credibility of the **pathways** to achieve the expected **outcomes and impacts** specified in the work programme, and the likely scale and significance of the contributions due to the project.
- ✓ Suitability and quality of the **measures to maximize expected outcomes and impacts**, as set out in the dissemination and exploitation plan, including communication activities.

QUALITY AND EFFICIENCY OF THE IMPLEMENTATION

- ✓ Quality and effectiveness of the **work plan**, assessment of risks, and appropriateness of the effort assigned to work packages, and the resources overall.
- ✓ Capacity and role of each **participant**, and extent to which the **consortium** as a whole brings together the necessary expertise.

!!! For Innovation Actions, impact is the most important evaluation criterion, and has a weighting factor of 1.5 relative to the other evaluation criteria.

Application form (section 2)

2. Impact #@#MPC@#IA@#

Impact – aspects to be taken into account.

- Credibility of the pathways to achieve the expected outcomes and impacts specified in the work programme, and the likely scale and significance of the contributions due to the project.
- Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities.

The results of your project should make a contribution to the expected outcomes set out for the work programme topic over the medium term, and to the wider expected impacts set out in the 'destination' over the longer term.

Part B - Page 9 of 23

Call: [insert call identifier] – [insert call name]

EU Grants: Application form (HE RIA and IA): V3.3 – 27.09.2023

In this section you should show how your project could contribute to the outcomes and impacts described in the work programme, the likely scale and significance of this contribution, and the measures to maximise these impacts.

2.1 Project's pathways towards impact [e.g. 4 pages]

- 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.

(b) 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.

- ⚠ *'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.
- ⚠ 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).

Part B - Page 10 of 23

Call: [insert call identifier] – [insert call name]

EU Grants: Application form (HE RIA and IA): V3.3 – 27.09.2023

- ⚠ Your estimate must relate to this project only - the effect of other initiatives should not be taken into account.

(c) 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'.

2.2 Measures to maximise impact - Dissemination, exploitation and communication #@#COM-DIS-VIS-CDV@# [e.g. 5 pages, including section 2.3]

- 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).
 - ⚠ Please remember that this plan is an admissibility condition, unless the work programme topic explicitly states otherwise. In case your proposal is selected for funding, a more detailed 'plan for dissemination and exploitation including communication activities' will need to be provided as a mandatory project deliverable within 6 months after signature date. This plan shall be periodically updated in alignment with the project's progress.
 - ⚠ Communication¹ measures should promote the project throughout the full lifespan of the project. The aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens. Activities must be strategically planned, with clear objectives, start at the outset and continue through the lifetime of the project. The description of the communication activities needs to state the main messages as well as the tools and channels that will be used to reach out to each of the chosen target groups.
 - ⚠ All measures should be proportionate to the scale of the project, and should contain concrete actions to be implemented both during and after the end of the project, e.g. standardisation activities; Your plan should give due consideration to the possible follow-up of your project, once it is finished. In the justification, explain why each measure chosen is best suited to reach the target group addressed. Where relevant, and for innovation actions, in particular, describe the measures for a plausible path to commercialise the innovations.

KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
<p>What are the specific needs that triggered this project?</p> <p>Example 1 Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers.</p> <p>Example 2 Electronic components need to get smaller and lighter to match the expectations of the end-users. At the same time there is a problem of sourcing of raw materials that has an environmental impact.</p>	<p>What do you expect to generate by the end of the project?</p> <p>Example 1 Successful large-scale demonstrator: Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.</p> <p>Algorithmic model: Novel algorithmic model for proactive airport passenger flow management.</p> <p>Example 2 Publication of a scientific discovery on transparent electronics.</p> <p>New product: More sustainable electronic circuits.</p> <p>Three PhD students trained.</p>	<p>What dissemination, exploitation and communication measures will you apply to the results?</p> <p>Example 1 Exploitation: Patenting the algorithmic model.</p> <p>Dissemination towards the scientific community and airports: Scientific publication with the results of the large-scale demonstration.</p> <p>Communication towards citizens: An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.</p> <p>Example 2 Exploitation of the new product: Patenting the new product; Licensing to major electronic companies.</p> <p>Dissemination towards the scientific community and industry: Participating at conferences; Developing a platform of material compositions for industry; Participation at EC project portfolios to disseminate the results as part of a group and maximise the visibility via-avis companies.</p>

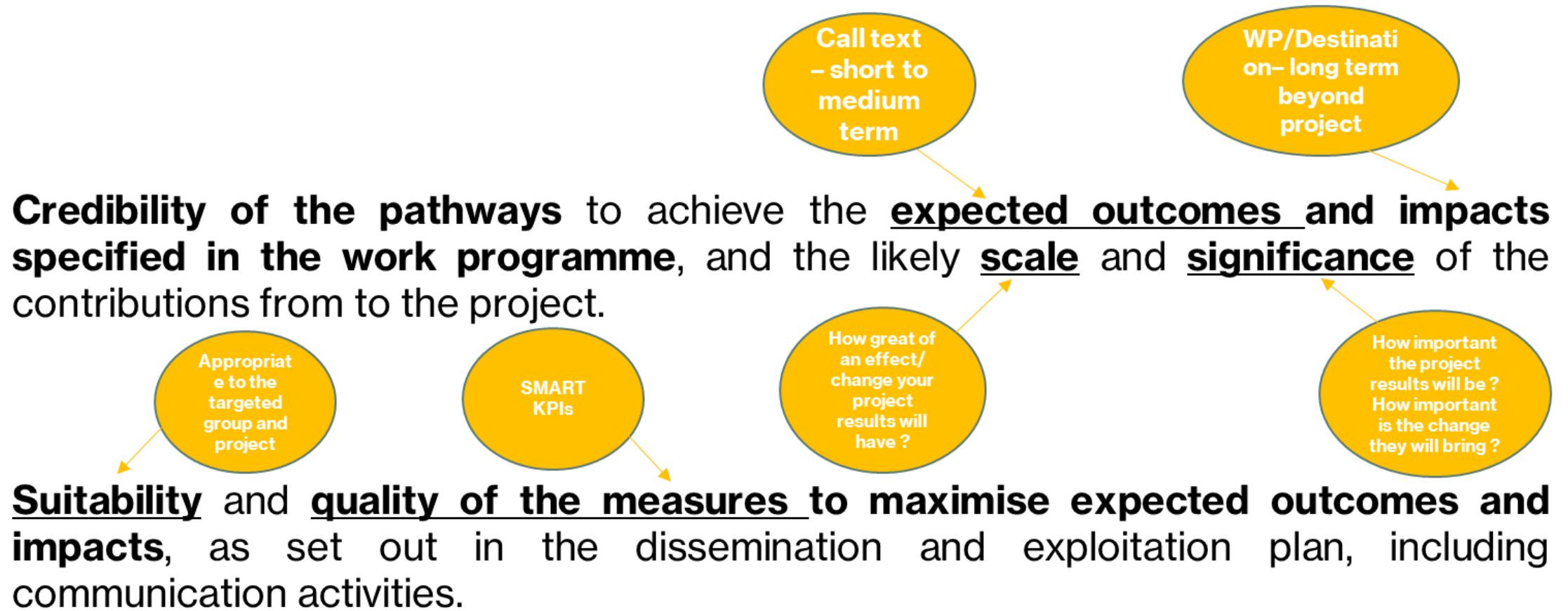
Part B - Page 13 of 23

Call: [insert call identifier] – [insert call name]

EU Grants: Application form (HE RIA and IA): V3.3 – 27.09.2023

TARGET GROUPS	OUTCOMES	IMPACTS
<p>Who will use or further up-take the results of the project? Who will benefit from the results of the project?</p> <p>Example 1 9 European airports: Schiphol, Brussels airport, etc.</p> <p>The European Union aviation safety agency.</p> <p>Air passengers (indirect).</p> <p>Example 2 End-users: consumers of electronic devices.</p> <p>Major electronic companies: Samsung, Apple, etc.</p> <p>Scientific community (field of transparent electronics).</p>	<p>What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?</p> <p>Example 1 Up-take by airports: 9 European airports adopt the advanced forecasting system demonstrated during the project.</p> <p>Example 2 High use of the scientific discovery published (measured with the relative rate of citation index of project publications).</p> <p>A major electronic company (Samsung or Apple) exploits/uses the new product in their manufacturing.</p>	<p>What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in their respective destination in the work programme?</p> <p>Example 1 Scientific: New breakthrough scientific discovery on passenger forecast modelling.</p> <p>Economic: Increased airport efficiency Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.</p> <p>Example 2 Scientific: New breakthrough scientific discovery on transparent electronics.</p> <p>Economic/Technological: A new market for touch enabled electronic devices.</p> <p>Societal: Lower climate impact of electronics manufacturing (including through material sourcing and waste management).</p>

Impact Criteria



Evaluation criteria

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!!! For Innovation Actions, impact is the most important evaluation criterion, and has a weighting factor of 1.5 relative to the other evaluation criteria.

Evaluation
summary reports:
what do
evaluators say ?



Quantifiable KPIs for Impact:

- - "There are insufficient quantified KPIs related to impact. These issues are a major shortcoming."
- + Clearly define and quantify Key Performance Indicators (KPIs) related to impact. Ensure that these indicators are specific, measurable, and directly aligned with the expected outcomes specified in the work programme.

Elaborate on Scale and Significance:

- - "The proposal presents a list of results that will contribute to the expected outcomes. However, the likely scale and significance of these results are insufficiently elaborated."
- + Provide a detailed and concrete elaboration on the likely scale and significance of the proposed results. Use quantitative data and specific examples to illustrate the impact of the project outcomes on the targeted areas.

Enhance Pathways Description:

- - "Rationale and the pathways to achieve the expected outcomes and impacts specified in the WP are not sufficiently well described. The wider impact in the ERA is not sufficiently targeted."
- + Provide a comprehensive rationale and detailed pathways for achieving the expected outcomes and impacts specified in the work programme. Clearly articulate how the project contributes to wider impact in the European Research Area (ERA).

Thoroughly Describe Project Pathways:

- "Project's pathways towards impacts and expected outcomes are very brief and general and do not allow for a thorough understanding of the potentials and the type of contributions to be expected."
- + Suggested Improvement: Expand and detail the project's pathways towards impacts and expected outcomes. Provide a thorough understanding of the potentials and types of contributions that can be expected. Use specific examples to illustrate the project's unique contributions.

Justify Scale and Significance:

- "The scale and significance of some of the outcomes and impacts are not sufficiently justified given that the baseline is not sufficiently well described."
- + Suggested Improvement: Justify the scale and significance of outcomes and impacts by providing a well-described baseline. Clearly explain the starting point and context, supporting the rationale behind the expected scale and significance.

Thoroughly Describe Barriers:

- "The barriers are not sufficiently well described."
- + Provide a more detailed description of potential barriers to achieving expected outcomes and impacts. Clearly articulate the challenges and obstacles that may be encountered and how these will be addressed.

Define Short-, Medium-, and Long-Term Impacts:

- "There is a good distinction between short-, medium- and long-term impacts, which captures the logical steps of the impact well. However, the proposal only partially contributes to the expected outcomes set out in the work programme."
- + Maintain the distinction between short-, medium-, and long-term impacts. Provide a more detailed explanation of how each contributes logically to the overall impact. Address the gaps in contribution to expected outcomes.

Define Baseline Values and Benchmarks:

- "There are no clearly defined baseline values and the performance of benchmark processes."
- + Clearly define baseline values and establish benchmark processes for performance comparison. Provide a solid foundation for assessing the effectiveness of the project in achieving its goals.

Identify Potential Barriers and Negative Impacts:

- "It is a shortcoming that potential barriers to the expected outcomes and potential negative impacts and mitigation measures are not clearly identified."
- + Clearly identify potential barriers, negative impacts, and mitigation measures. Demonstrate a proactive approach to risk management and ensure that potential challenges are thoroughly addressed.

Enhance Stakeholder Involvement Description:

- "There is a clear stakeholder involvement, for example via action research, but it is not sufficiently described how the actors, especially policymakers, actively contribute in terms of co-creation to the outcomes and impacts beyond the level of interactions."
- + Provide a detailed description of how stakeholders, especially policymakers, actively contribute to co-creating outcomes and impacts. Emphasize the collaborative nature of the project and its potential for influencing policy decisions.

Broaden Interaction Strategies with Policymakers and End-Users:

- "The planned interactions with policymakers and end-users are limited as it is planned to reach them out mainly through dissemination and communication activities, using traditional and social media channels."
- + Broaden interaction strategies with policymakers and end-users beyond dissemination. Describe more direct and interactive approaches to engage policymakers, ensuring active participation and contribution in the co-creation process.

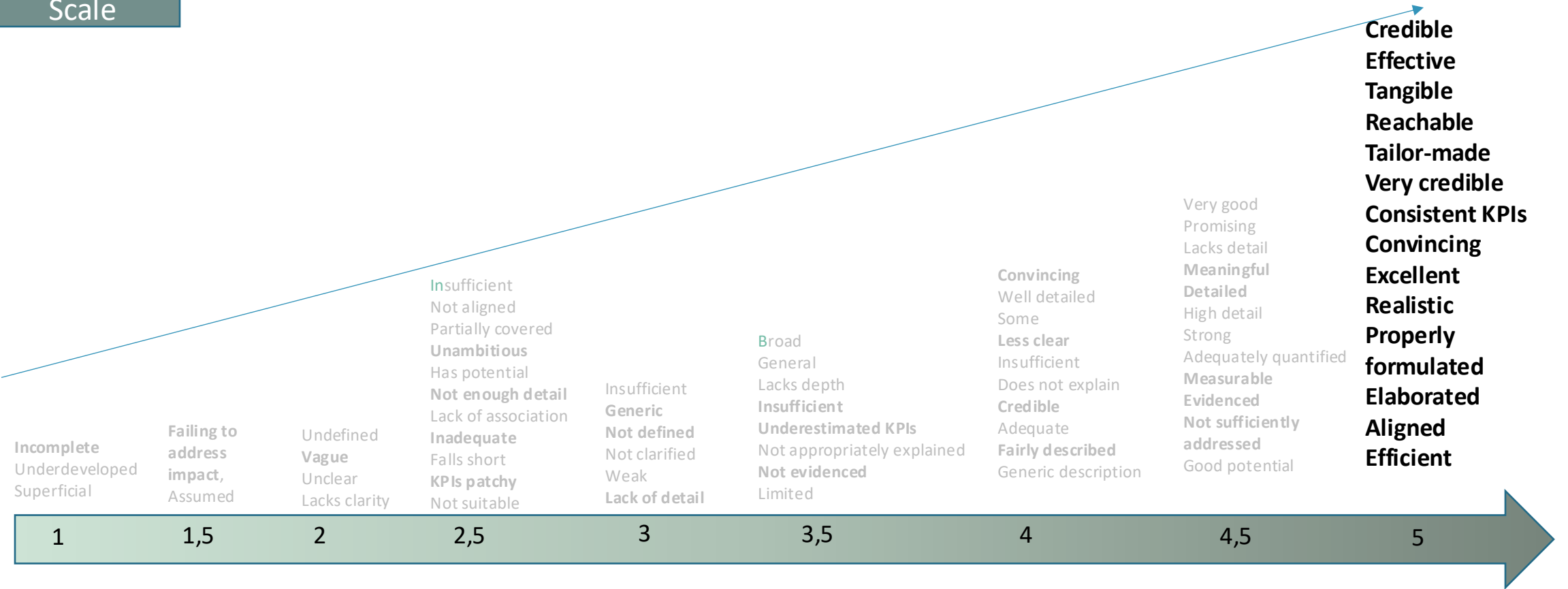
Include Appropriate Communication Measures for the Public:

- "While the public at large is identified as a target group, there are no appropriate communication and dissemination measures provided for them."
- + Specify appropriate communication and dissemination measures for the public at large. Consider utilizing accessible and engaging communication channels to reach a broader audience.

Strengthen Dissemination and Exploitation Metrics:

- "Dissemination and exploitation metrics for assessing their effects are not fully convincing."
- + Suggested Improvement: Strengthen the description of dissemination and exploitation metrics. Clearly articulate how these metrics will be measured and assessed to demonstrate the effectiveness of dissemination and exploitation activities.

Scale



Significance



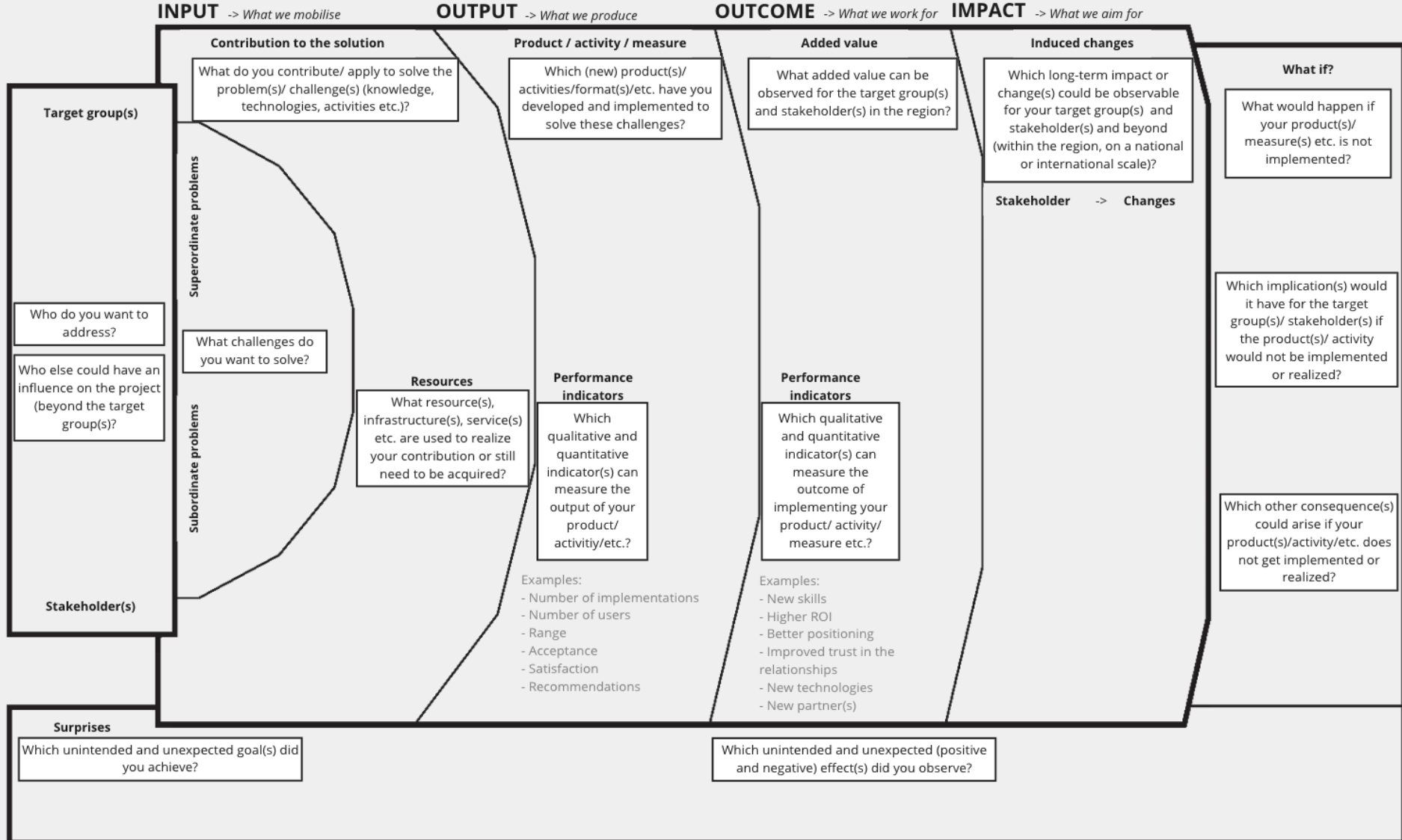
Tools



UCD IMPACT PLANNING CANVAS

UCD RESEARCH & INNOVATION





*Knowledge and Technology Transfer Impact Canvas

The KTT Impact Canvas was created within the project Innovation Hub 13. It is based on the idea of the Business Model Canvas. For more information see: www.innohub13.de



IMPACT CANVAS®

IDEA

OUR TEAM (NAMES)

TEST&DO

TARGET

STATUS

STATUS

TARGET

TEST&DO

STATUS

TARGET

TEST&DO

STATUS

Who has the **NEED**?

How many customers share this need?

Where are the **FIRST CUSTOMERS** to utilise our solution?

Why would someone pay for this: what is the **BENEFIT**?

How can we prove that there is an important need?

CUSTOMER

How do we **SOLVE THE NEED**?

What is the **CURRENT LEVEL** of our solution?

What could be the first demo and **MINIMUM SOLUTION**?

Where is our solution positioned in the **VALUE CHAIN**?

SOLUTION

VISION

Start with **WHY**

What would the world miss if our idea would not be realised?

How does our idea link to the current and/or future societal challenges?

What would our tomorrow's world look like?

TEAM

Who do we need in our **CORE TEAM** to execute the idea?

Who are the **KEY PARTNERS** and/or stakeholders needed for implementing our idea?

What is our core team's **ROLE** in the utilisation?

ACTIONS

How to **COMMUNICATE** to and involve key stakeholders?

What is our **ROADMAP** to utilise the results?

What kind of **PROTECTION** we need for our results?

What, why and how to do and pay for it?

COMPETITION

Who are our **COMPETITORS**?

How does our solution **DIFFERENTIATE** from alternatives?

How could the competition evolve in the **FUTURE MARKET**?

What can we learn from **BENCHMARKING** alternative solutions and/or their business models?

RESOURCES

Who **INVESTS** in us and why now and in the future?

TEST&DO



Horizon Europe Impact Whisperer

By Aurelija Povilaike 👤

Inspires Horizon Europe applicants to write impact sections for RIA, IA, CSA applications following EC guidelines

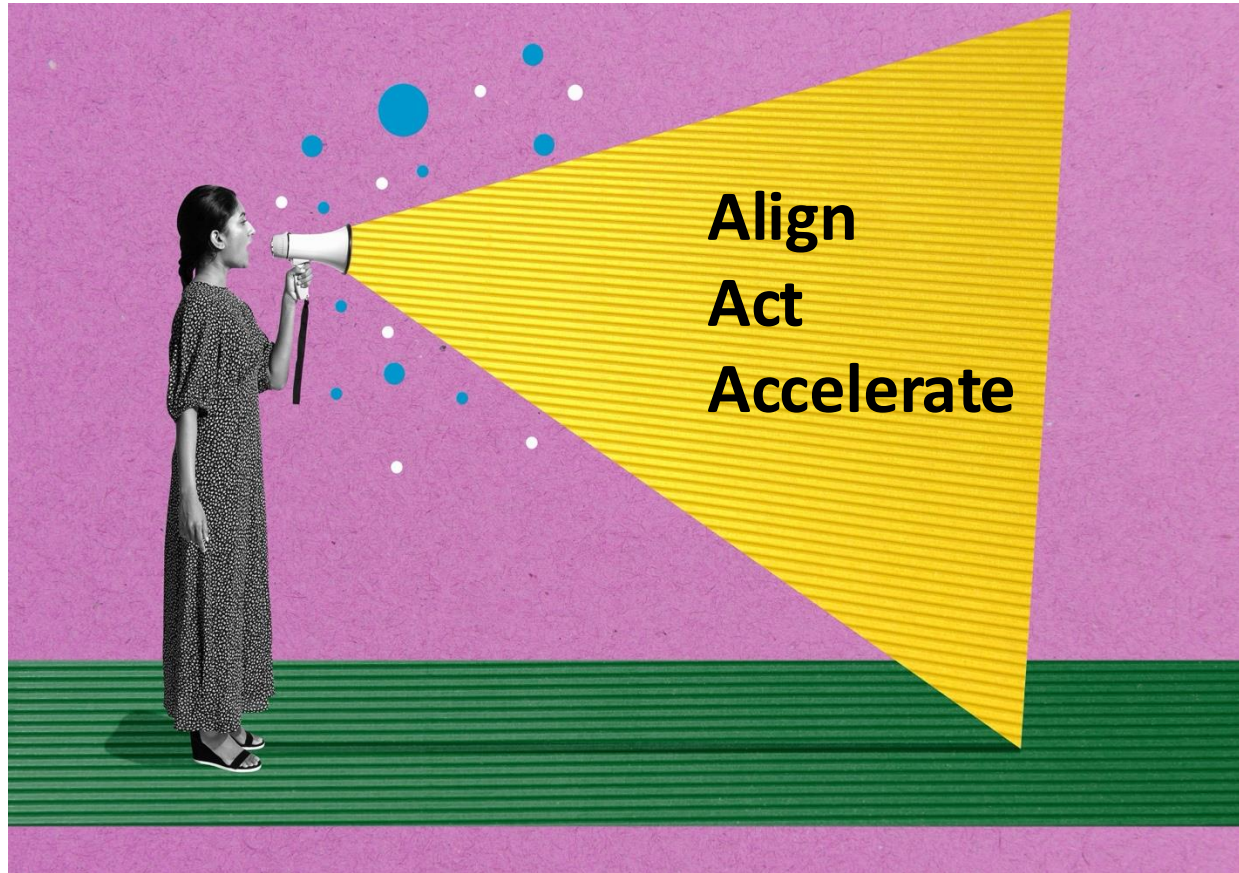
How do I define the outcomes for my Horizon Europ...

What should I include in my pathways to...


How do I align project results with expected...

What benchmarks can I use for my KPIs in the impac...

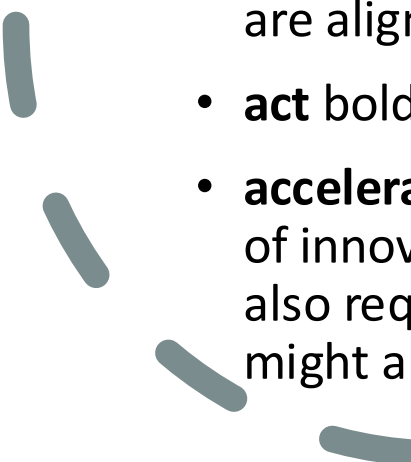
Heitor report: The future of HE and FP10



Research, Technology and Innovation to boost European competitiveness

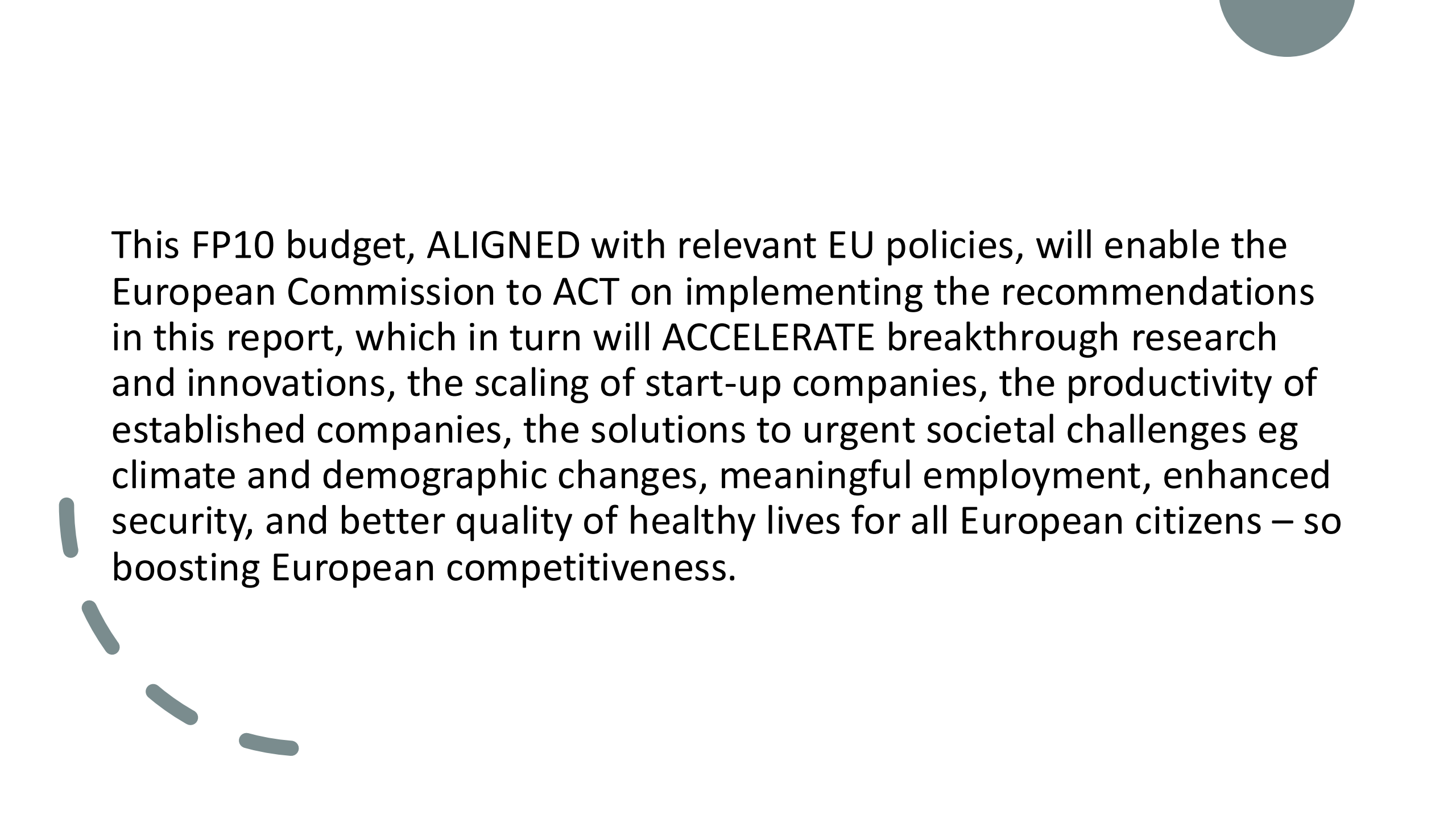


Significant and daunting **uncertainties and unique challenges** of our time: climate change, war, changing demographics, increasing inequality, pandemics, the erosion of democracy and basic rights, increasing global strategic competition and a constellation of emerging technologies and their interplay with ethics/security/competitiveness, changes in the labour market, fake news and science denial, to name just a few. **Science, technology and innovation are the critical currency in addressing these challenges**

- 
- For this to happen, we propose a number of **transformative actions** for the **remaining two years of FP9 - Horizon Europe (2025-2027)** and to adequately prepare the **next European research and innovation framework programme, FP 10 (2028-2034)**. The title of our report captures the need for Europe to **align** its efforts to strengthen research, technological development and innovation with its strategic goals but also to ensure that regulatory, economic, financial and other policies are aligned to allow research, technology and innovation to realize its full potential
 - **act** boldly and effectively to ramp up Europe's scientific, technological and innovative strength
 - **accelerate** the creation, utilization and commercialization of research and knowledge, the scaling of innovative solutions, the development and uptake of technology and the green transition. This also requires an acceleration in the ability to respond to challenges and seize opportunities that might arise in a rapidly changing environment

Make Europe globally competitive, secure, sustainable and resilient by delivering more excellent research, impactful innovation and technology scale-ups through a stronger framework programme. The programme should be a game-changer for Europe's declining competitiveness, by stimulating public and private investment in research, development and innovation (RD&I), including technological development, throughout Europe including on a regional and national level.

Drive radical simplification, user orientation and efficiency through Adopting a portfolio approach to agile project funding that accepts responsible risk in return for **reduced administrative burden and transaction costs. This requires a radical reform of the application system to “**trust first/evaluate later**” and become more applicant-friendly, Commission-efficient, and impact-oriented and to ensure a reduced time to fund. **Priority should be given towards simplification for beneficiaries.****



This FP10 budget, **ALIGNED** with relevant EU policies, will enable the European Commission to **ACT** on implementing the recommendations in this report, which in turn will **ACCELERATE** breakthrough research and innovations, the scaling of start-up companies, the productivity of established companies, the solutions to urgent societal challenges eg climate and demographic changes, meaningful employment, enhanced security, and better quality of healthy lives for all European citizens – so boosting European competitiveness.

Address societal challenges more effectively by creating a Societal Challenges Council

European RD&I can provide a new understanding of and solutions to tackle societal challenges. It requires that the European Framework programme in RD&I is better targeted to address *wicked problems* with a *global dimension* and *complex linkages* among several sectors of activity and policy making. Societal transitions are highly complex, characterised by **high levels of uncertainty, trade-offs and non-linear feedback loops** that usually require interdisciplinary and large-scale RD&I efforts to create and co-create (in close interaction with society, industry and the public sector) knowledge and appropriate solutions for action¹⁰¹. In particular, **Social Sciences and Humanities (SSH) need to be accorded a more central role both in research on and the development and implementation of solutions to societal challenges.**

prioritise the mainstreaming of **human-centredness**, especially in the age of rapid technological transformation to ensure societal acceptance of new technologies shaping the future of work and our common security and sustainability.