



Research Project Writing - “Absolute Beginners”

IMPACT

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Part 2 – 13/06/2019



Tuesday **11 June**, 09:00-10:00 – **Scientific Proposal - Excellence**

- *How to structure the excellence part of the proposal*
- *How to define Objectives*
- *State of Art and beyond*
- *Methodology and Approach*

Thursday **13 June**, 09:00-10:00 – **Impact**

- *Scientific, economic and societal Impact*
- *Dissemination & Communication (open access, data management, outreach)*
- *Exploitation of research results, IPR and Technology Transfer*

Tuesday **18 June**, 14:00-15:00 – **Implementation**

- *Definition of Work Packages*
- *Deliverables and Milestones*
- *Graphical representation of project activities*

Tuesday **25 June**, 14:00-15:00 – **Project Management**

- *Temporal assessment of project activities (e.g Gantt Chart)*
- *Project Management Structure*
- *Risk Analysis*



Impact



- ✓ Impact
- ✓ Communication
- ✓ Dissemination
- ✓ Exploitation

What is the IMPACT?



The measure of the benefit deriving from a project beyond its lifetime

- Every kind of benefit (economic, social, environmental, etc...)
- Bigger the benefit, higher the impact

You may consider impact at different levels in your proposal (follow the call text if possible)

- ***Scientific and Technological → Innovation***

Technical-scientific results, new discoveries, knowledge, prototypes

- ***Economic / market***

Results exploitable on (new) markets, perhaps with new business models; models able to influence other supply chains and sectors

- ***Social impact***

Social benefit, social innovation, improvement of social indicators

- ***Environmental***

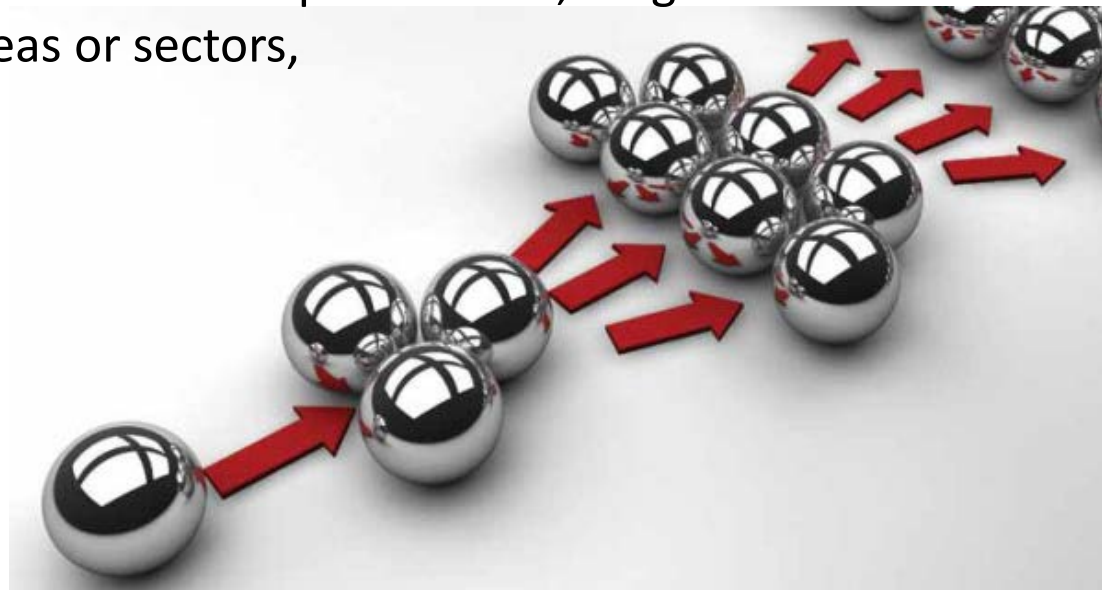
Environmental sustainability, reduction of the environmental impact

- **Direct: (Output)**

Results and immediate applications of research/project
(e.g. new product or business created; reduction of CO2 emissions;
solution of a single problem)

- **Indirect: (Outcome)**

Creation of new jobs, wider environmental improvements, long-term
benefit, applications in other areas or sectors,
breakthrough discoveries...



Measures to maximize impact

- a) **Communication** activities
- b) **Dissemination** of the results
- c) **Exploitation** of the results





<https://youtu.be/EfXCOyw6FVw>

Communication on projects is **a strategically planned process** that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (1) the action and (2) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

DEFINITION

Inform about and *promote* the project AND its results/success.

FOCUS

Reach out to society and show the impact and benefits of R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.

OBJECTIVE

Source: Making the Most of Your H2020 Project, www.iprhelppdesk.eu

Build your own communication strategy – a checklist

A. Ensure good management

- Have resources been allocated (time and money)? [e.g. wp on communication; communication timeline; etc.]
- Are professional communicators involved? [professional assistance; training; etc.]
- Is continuity ensured?

B. Define your goals and objectives

- Are there any goals and objectives?
- Are your goals and objectives neither too ambitious nor too weak?

C. Pick your audience

- Is your audience well defined?
- Does it include all relevant target group?

For each audience, you should work on a distinct strategy using targeted messages, means and language.

D. Choose your message

- Is it new?
- Are you connecting to what your audience wants to know? See through your audience's eyes
- Are you connecting to your own communication objectives?

E. Use the right medium and means

- Do they reach the audience?
- Do they go beyond the obvious?

F. Evaluate your effort

Source: Communicating EU research and innovation guidance for project participants, Version 1.0, 25 September 2014

TOP TIPS

- **THINK, PLAN, ACT – STRATEGICALLY**: what do you want to achieve? Communicate from day 1.
- **THINK ISSUE - NOT PROJECT**: what issue is the project addressing or contributing to? Link communication to hot topics in society and/or timely events.

- **BE CREATIVE:** connect with your inner child! Vamp up the visual
– reduce the writing! **Use social media!**



<https://www.youtube.com/watch?v=X7jdJRUJWE8&list=PLvpwljZTs-Lhe0wu6uy8gr7JFfmv8EZuH&index=8&t=0s>

- **YOU CAN'T REACH EVERYONE:** choices need to be made.
- **MAKE IT RELEVANT TO EVERYDAY LIFE:** *So what?*
show the impact on society. Avoid technical language!
Don't overstate your case.
- **THINK GLOBAL - ACT LOCAL:** local and regional media are highly effective targets – use the projects local connections – a good story will escalate.

- **GET INTO THE MINDSET OF THE MEDIA:** Identify relevant media people, get to know them & the way their sector works!



<https://www.youtube.com/watch?v=Frb3E-9IX2c&list=PLvpwljZTs-Lhe0wu6uy8gr7JFfmv8EZuH&index=5>

Source: Horizon 2020 Communication Workout, <https://ec.europa.eu/easme/en/news/60-minute-workout-increase-impact-communication-your-project-webinar>

Decide on a detailed **social media strategy** to avoid potentially wasting time with unfocused, open-ended use of social media:

WHERE?

- which accounts and platforms will you use?

WHO?

- who in your consortium will be in charge of social media?
- who is your target audience?

HOW?

- what impact do you want to have and how will you assess this?
- which language(s) will you use for your target audience?

WHAT?

- which content do you want to share?
- how much time will you need to commit to this task?

WHEN?

- what is the right time to share your content?
- how often you should post on your account?

Source: Communicating EU research and innovation guidance for project participants, Version 1.0, 25 September 2014



What can you post?

Text of up to **280** characters. This excludes media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within your own) but includes links (a URL is always altered to 23 characters).

How can you use it?

To share short comments, make announcements that can instantaneously reach a large audience or retweet relevant content.

You can also use **Twitter groups** to cluster a group of projects on a similar topic.

Facebook

What can you post?

Text (no character limit), photos, GIFs, videos, links, etc.

How can you use it?

To showcase your project and results in an informal, highly accessible way.
Instead of using an individual account opt for:

- **Facebook page**: the most convenient way to promote your project on Facebook, allowing you to post a variety of content including pictures, videos, event invitations or reports, as well as links to presentations or available multimedia material. Facebook pages have **fans** who like the page, not friends.
- **Facebook group**: mostly used for exchanges among members (individuals). Unlike Facebook pages, where only the page administrator can post, anybody previously approved can share content with the group.

LinkedIn

What can you post?

Text (no character limit), photos, GIFs, videos, links, etc.

How can you use it?

A networking site for professionals, it can be used for groups and has established networks on specific topics. Several projects have chosen LinkedIn to create new groups, share content and connect with already established groups.

Instagram

What can you post?

Pictures only.

How can you use it?

As a self-standing repository of all the project-related images you want to publicise, separate from your own project website.

On Instagram and similar platforms, the pictures are more searchable and visible, and you have no storage restrictions.

YouTube and Vimeo

What can you post?

Audio-visual content.

MAKING THE BEST USE OF SOCIAL MEDIA

- make an **analysis of strengths, weaknesses**, opportunities and threats (SWOT) in relation to using social media for your project
- make a **social media strategy** and plan ahead right from the start
- choose the social media **platforms** and **accounts** that are most relevant to your project
- clarify **who is doing what** in your consortium
- define your goals, target **audience**, policy and **messages**
- be **consistent** across all your communication channels
- share **project-related content only**, using an appropriate style
- **vary** the types of content you post (*text, pictures, videos, polls, links, etc.*)
- **engage** with your audience using replies, retweets or tags
- follow the news and use **trending hashtags**
- **monitor** your social media channels to measure the impact you're having

Source: EU Grants: H2020 Guidance — Social media guide for EU funded R&I projects: v1.0 – 06.04.2018

Typical **Communication** activities:

- Advertising campaign
- Brochures and non-scientific Publications
- Press office / Press release / Media Relations
- Website
- Social Media activities
- Conference/Meeting/Events
- Networking and Brokerage events
- Workshops (with policy makers; schools...)
- Direct mailing / Newsletters

The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium

DEFINITION

Describe and **ensure results available** for others to **USE** → focus on results only!

FOCUS

Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of funded research

OBJECTIVE

Informing about scientific **results** to a wide audience through different channels



Result: any tangible or intangible output of the action, such as data, knowledge or information, that is generated in the action, whatever its form or nature

Communication vs Dissemination

COMMUNICATION	DISSEMINATION
Covers the whole project (including results)	Covers project results only
Starts at the outset of the project	Happens only once results are available
Multiple audiences Beyond the project's own community, including the media and general public. Multiplier effect.	Specialist audiences Groups that may use the results in their own work, including peer groups, industry, professional organizations, policymakers
Informing and engaging with society , to show how it can benefit from research	Enabling the take-up and use of results

Source: EU Grants: H2020 Guidance — Social media guide for EU funded R&I projects: v1.0 – 06.04.2018

Typical dissemination actions

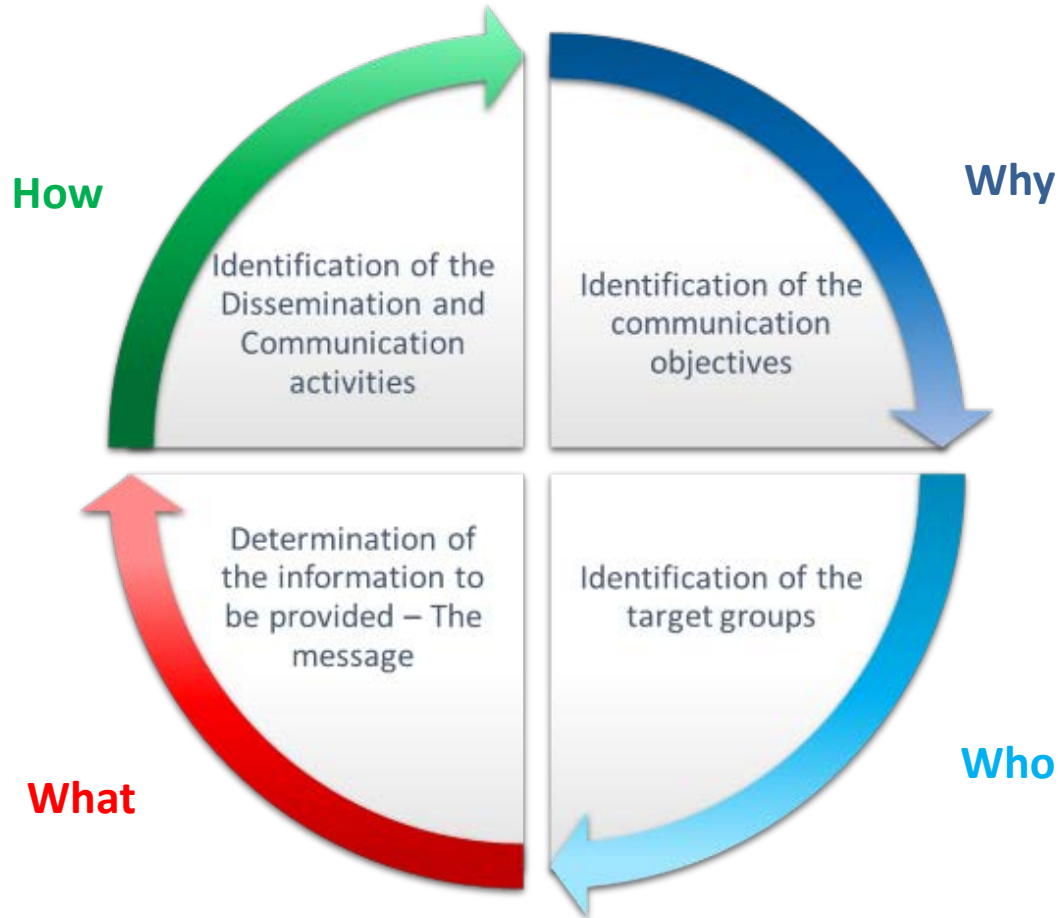
- Publication of an article in a peer reviewed journal
- Papers presented at a scientific conference
- Presentation of project results to policy makers
- Publishing a summary report of your project findings on a public website
- Data storage in open repositories

Draft a **Dissemination and Communication plan**

- **Who**: what are your target groups?
- **How**: shortly describe your activity
- **What**: what is the key message?
- **Why**: which are the objectives of you activities?



Dissemination and Communication plan



<http://smart-plant.eu/>





Dissemination and Communication activities

“The general objective is to effectively disseminate the SMART-Plant activities and outcomes and to communicate the project’s results to important target groups.



The **specific objectives** are:

- To develop an effective dissemination and communication strategy;
- To communicate and disseminate the SMART-Plant results and products/systems during and after the lifetime of the project;
- To promote the SMART-Plant technologies and maintain a technology transfer program;
- To ensure widespread use and awareness of the developed project’s technologies.”

<http://smart-plant.eu/>





Each activity aims at reaching **different target groups**:

European Commission
Customers/Water Utilities
Academic community
Other H2020 and FP7 related projects
Relevant Water Groups
Industrial sector
Business network
Strategic partners
Decision makers and water authorities
Potential end-users and supporters
NGOs
Public

	Target groups										
Communication & Dissemination Activities	Public	Academic community	Industrial sector	Potential end-users and supporters	Business network	Customers and water utilities	Strategic partners	NGOs	Decision makers	Other H2020 and FP7 related projects	Relevant Water Groups
	Demo films		*	*	*	*					
	Published scientific articles		*	*						*	
	Presentations		*	*	*	*	*				
	Press releases	*	*	*	*	*	*	*	*	*	*
	Catalogues (SMARTechs and products)			*	*	*	*		*		
	Roll-up banners		*	*	*	*	*				
	Demonstration events		*	*	*	*	*	*	*		*
	Seminars/training events		*	*	*	*	*				
	Liaison activities		*							*	*
SMART-Plant Conference		*	*	*	*	*	*		*	*	



Dissemination and Communication activities to be implemented in the project

Communication activities	Dissemination activities	SMART-Plant project events
SMART-Plant logo	Publications in peer reviewed scientific journals, presentations in scientific Conferences and in industry related events	Open day demonstration events
SMART-Plant slogan	Printed Press releases and internet articles	Seminars/training events
Project website	Notice Boards	Liaison activities with other H2020 & FP7 projects
Use of online communication tools (Facebook, Twitter, LinkedIn, YouTube, Instagram)	Catalogue of the SMART-Plant recovered products	SMART-Plant Conference
Creative arts	Roll-up banners	
Printed promotional material (flyer, brochures, leaflets)	Development of short demonstration films of SMART-Plant technologies	
Electronic promotional material (e-newsletters)		
Printed Press releases and internet articles		

<http://smart-plant.eu/>



The practice of providing **on-line access** to scientific information that is **free of charge** to the reader.

WHAT?

1. Open access to **peer-reviewed scientific research articles** (published in academic journals)
2. Open access to **scientific research data** (data underlying publications and/or raw data)

WHY?

- Build on previous research results (improved **quality** of results)
- Encourage collaboration and avoid duplication of effort (greater **efficiency**)
- Speed up innovation (faster progress to market)
- Involve citizens and society (improved **transparency**)

Source: H2020 Guidelines to the rules on open access to scientific publications and open access to research data

Open Access to Publications

Open access publishing
Gold road

Article is immediately published in an open access mode

(= everybody can read it for free)

Self-archiving
Green road

The author archives the published article or the final peer-reviewed manuscript in an online repository (before, at the same time, or after publication)
Some publishers request that open access be granted only after an embargo period as elapsed (often – but not necessarily)

(= everybody can read it for free, eventually after the embargo)

IRIS at UNIVR <https://iris.univr.it/>

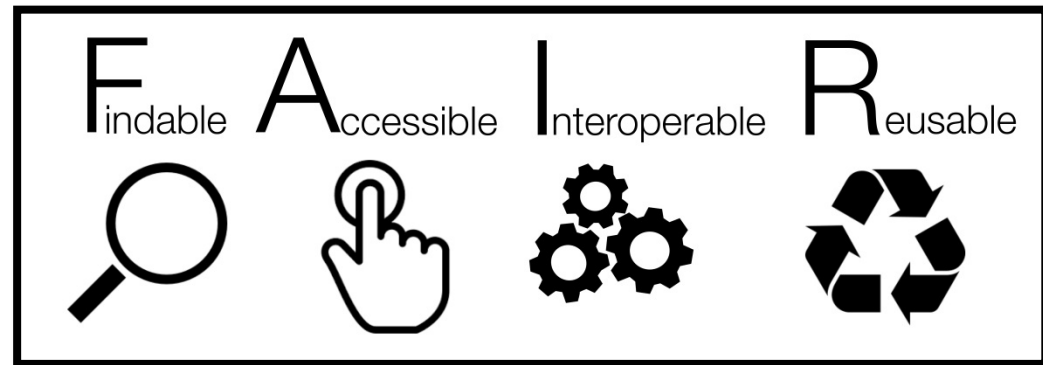
Research data is information (particularly facts or numbers) collected to be examined and considered, and to serve as a basis for reasoning, discussion or calculation

Open access to research data =

- the right to access
- and reuse digital research data

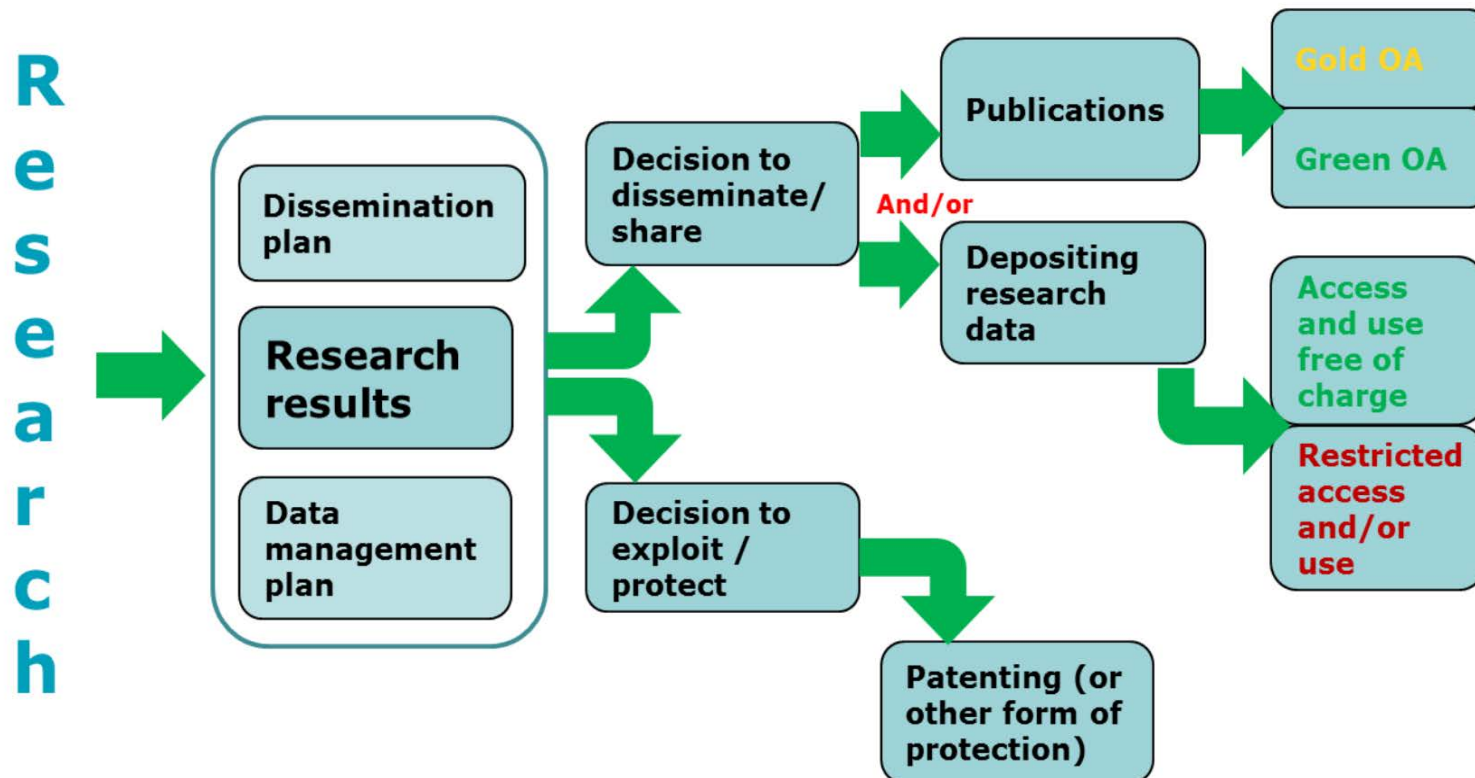
Some funders require the open access to research data, unless

- ✓ It endangers privacy or security
- ✓ It is against your commercialisation plans and IPRs
- ✓ It jeopardises the project



Exploitation vs Dissemination

The decision on whether to publish through open access must come after the more general decision on whether to **publish directly** or to **first seek protection**



The technology transfer process includes identifying new technologies, protecting technologies through patents and copyrights, forming development and commercialization strategies, and licensing to existing private sector companies or creating new startups based on the technology

DEFINITION

1. licensing agreements and 2.
Cooperative Research & Development
Agreements

FOCUS

1. Licensing agreements transfer patented, and patent-pending inventions to the private sector
2. Collaborative Agreements enable businesses to collaborate with Universities to jointly research and develop technology having commercial applications.

OBJECTIVE

***Use of results** in further research activities other than those covered by the project, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities*

Typical **Exploitation** actions

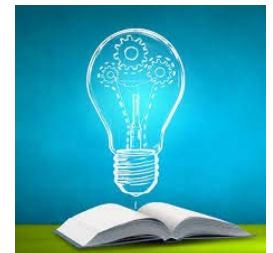
- Further research
- Use results as background for another project
- Product or service to commercialize
- Creating a spin-off or startup
- License, Joint Venture...



IPR Helpdesk
<https://www.iprhelphdesk.eu/>

Properly managing and protecting your knowledge and know-how in a research project should be an integral part of the overall management of your project in order to:

- disclose your knowledge and ideas safely
- prove the ownership
- profit from commercial exploitation
- prevent or discourage its unauthorised use by others



Efficient and strategic knowledge management including the safeguarding and protection of your intangible assets through Intellectual Property Rights (IPR) and Confidentiality.

Intellectual Property protection tools:

- ✓ Patents
- ✓ Utility model
- ✓ Industrial Design
- ✓ Copyright
- ✓ Trademark
- ✓ Confidential Information
- ✓ Geographical indication
- ✓ Plant Protection Rights





Exploitation activities

“The general objective of WP5 is to convert the SMART-Plant innovation into market value, through a commercialization strategy for SMARTtechnologies to public/private water utility providers and market introduction of SMART-Product portfolio of recovered resources.

The specific objectives are:

- to define the business model for the market exploitation of the SMARTtechnology;*
- To design solutions that address unmet needs of private and public water utilities.*
- To maximize value of SMART-product portfolio of recovered resources through a portfolio strategy.*
- To develop a business plan for the SMART-Plant market deployment in three main phases.*
- To enable license uptake of SMART-Plant from 10% of UWWTPS serving more than 150 000 inhabitants within 5 years after the project end through a commercialization roadmap.”*

Technology readiness levels

Technology Readiness Levels are a method of estimating technology that allows consistent categorizations of a technology's stage of maturity.

The higher the TRL number, the closer the technology is to its final form.

TRL 1 – basic principles observed

TRL 2 – technology concept formulated

TRL 3 – experimental proof of concept

TRL 4 – technology validated in lab

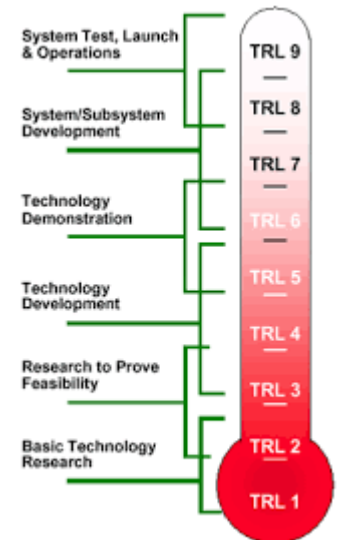
TRL 5 – technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)

TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)

TRL 7 – system prototype demonstration in operational environment

TRL 8 – system complete and qualified

TRL 9 – actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space)

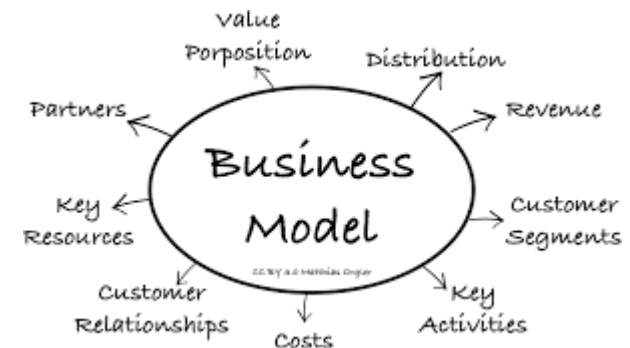


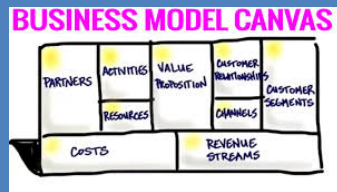
Market Analysis and Value Proposition

The exploitation of research can require the development of a **Business Model** for bridging the Technology into a new product /service










In case of a new start up /spin off Company a **Business Plan** is a very useful tool in order to define the **Value Proposition** estimate the Market and the potential customers of your products

The Business Plan includes also a **financial analysis** and **cash flow** of the start up company.





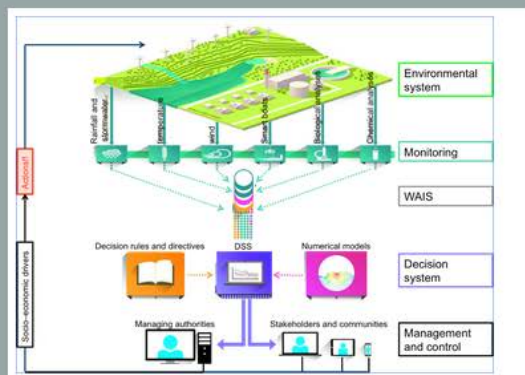
Business Model Canvas

 Key Partners	 Key Activities	Value Propositions  <p>Write directly to the canvas...</p> <p>Or use the post-it™ note</p> <div data-bbox="859 649 1130 821" style="background-color: #f08080; padding: 5px; border: 1px solid black;"> <p>Double click on the post-it™ to edit. Recolour it using the picture format tools.</p> </div> <p>...or both</p>	 Customer Relationships	Customer Segments 
 Cost Structure	 Key Resources		 Channels	
	 Revenue Streams			

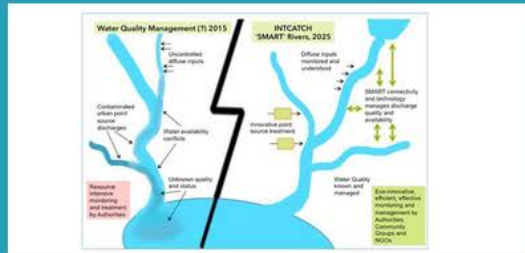


Exploitation activities

The business model and value proposition



INTCATCH will package tools and IT in a managed way to enable 'customers' to take up the INTCATCH Monitoring System as a franchised business. INTCATCH businesses will be established in relevant River Basin Districts to supplement or in some cases replace competent authority monitoring. This will increase the involvement of stakeholders and use of citizen science, while also reducing the carbon footprint and costs of monitoring activities, to help achieve good status of water bodies in Europe by 2027. INTCATCH will also support networks of experts to share knowledge and expertise in catchment management, and will provide expert investigation teams for problem catchments.



The first cycle of the implementation of the Water Framework Directive (2009 - 2012) had a total cost of at least €120 billion. Many water bodies are still not meeting their environmental objectives. This is acting as a barrier to sustainable growth and improving quality of water surface. At the same time, a significant amount of resources is devoted to sampling and laboratory analyses. The INTCATCH systems shall significantly reduce such resources and will upgrade the monitoring services.

<http://intcatch.eu/index.php/about-intcatch>



Contacts



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