

Understanding Impact

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Getting in the H2020 mindset



H2020 – about IMPACT and INNOVATION

PROJECT RESULTS

Innovation potential

Innovation management

Exercise #1

**Find the relevant sections of the proposal
where the following issues have to be addressed
(see: handout)**

PROJECT RESULTS

- 1. Dissemination and Exploitation Plan + Communication measures**
- 2. Knowledge Management Plan**
- 3. Business Plan**
- 4. Data Management Plan**
- 5. Ethics assessment**
- 6. Risk assessment**

DISSEMINATION

EXPLOITATION

COMMUNICATION

Substantiate!

Exercise #2

**ICT-46-2020: Identifying target groups for dissemination
and target audiences for communication
in order to maximise impact**

IMPACT

NATURE OF THE EXPECTED INNOVATION

EXCELLENCE

IMPLEMENTATION

MEASURES TO MAXIMISE IMPACT

2. Impact

Note: The following aspects will be taken into account, to the extent to which the outputs of the project should contribute at the European and/or International level:

- **The expected impacts listed in the work programme under the relevant topic;**
- Enhancing innovation capacity and integration of new knowledge;
- Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets, and where relevant, by delivering such innovations to the markets;
- Any other environmental and socially important impacts;
- Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.

Comments:

Score 2:
Threshold 3/5

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Dr. Borbála Schenk Consultancy
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Thank you for your attention!

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