MSCA

Marie Skłodowska-Curie Actions

Developing talents, advancing research

Marie Skłodowska-Curie Actions Staff Exchanges: how to broaden your Horizon?
Webinar on MSCA SE 2023 call

October 10, 2023

9:50-12:30

IMPACT

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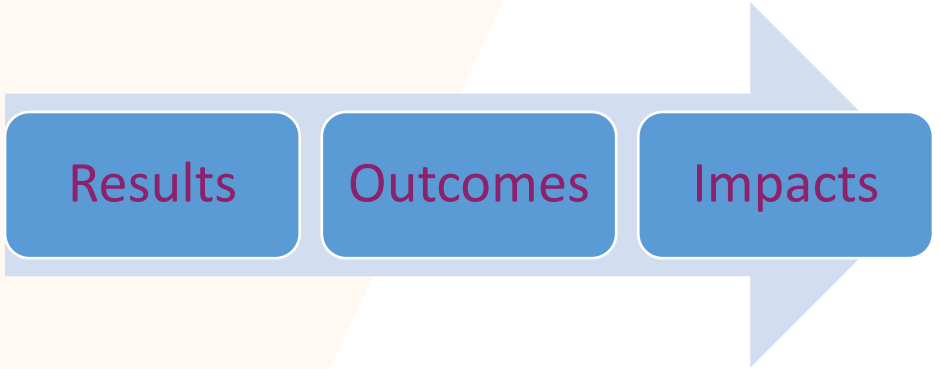
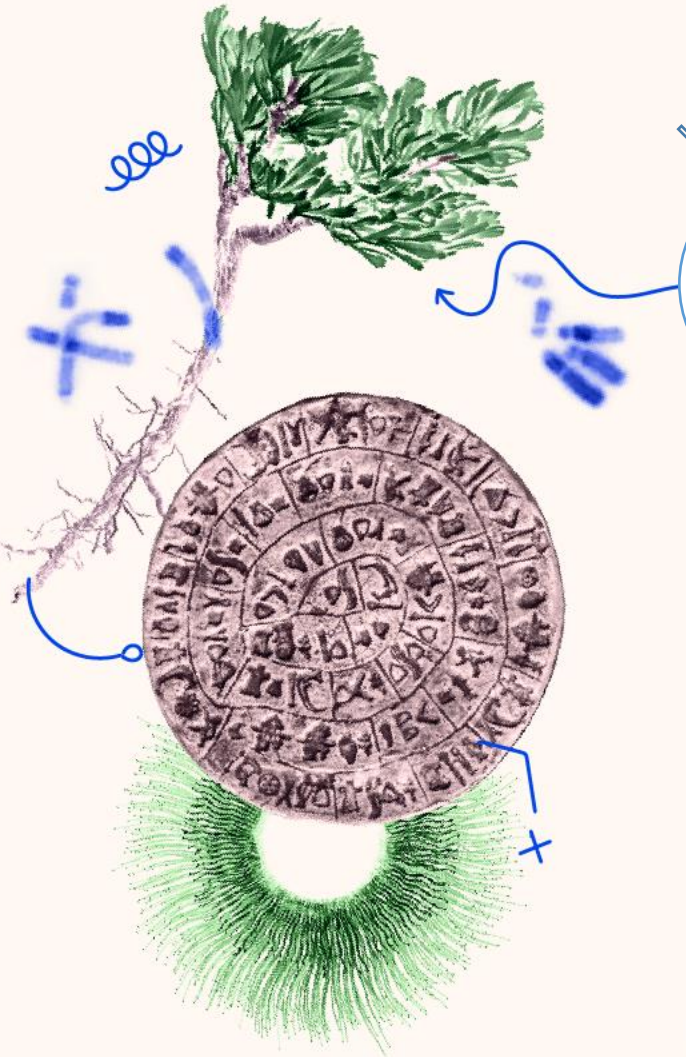
Definitions



Results:
What is generated during the project implementation: know-how, innovative solutions, algorithms, proof of feasibility, new business models, policy recommendations, guidelines, prototypes, demonstrators, databases and datasets, trained researchers, new infrastructures, networks, etc.

Outcomes:
The expected effects, over the medium term, of project. The results of a project should contribute to these outcomes, fostered in particular by the dissemination and exploitation measures. This may include the uptake, diffusion, deployment, and/or use of the project's results by direct target groups.

Impacts:
Wider long term effects on society, the environment, the economy and science, enabled by the outcomes of R&I investments (long term).



Impact

2.1. New and lasting research collaborations, transfer of knowledge and contribution to improving R&I potential

2.2. The career perspectives of staff members and their skills development

2.3. The dissemination, exploitation plan and communication

2.4. Expected scientific, societal and economic impacts

2.1. Developing new and lasting research collaborations, achieving transfer of knowledge between participating organisations and contribution to improving research and innovation potential at the European and global level

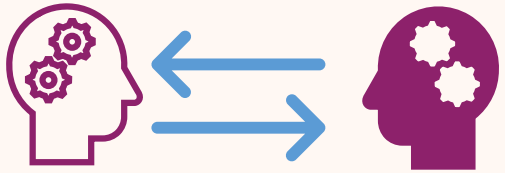
Explain how:

- ✓ secondments
- ✓ networking activities
- ✓ knowledge-transfer

will help to develop a lasting collaboration between the participants.

Outline your plans for building the collaboration and continuing it after the project has ended (e.g., potential new collaborative projects under MSCA, COST, Erasmus+, the European Institute of Innovation and Technology (EIT) …)

2.1. Developing new and lasting research collaborations, achieving transfer of knowledge between participating organisations and contribution to improving research and innovation potential at the European and global level



Describe the **overall strategy for knowledge-sharing** and provide an explanation about the **secondment programme.**

Description of secondments should include:

- ✓ what knowledge will be gained?
- ✓ who is the knowledge provider and recipient?
- ✓ how will transfer of knowledge be achieved (also to home organisation during the reintegration phase)?

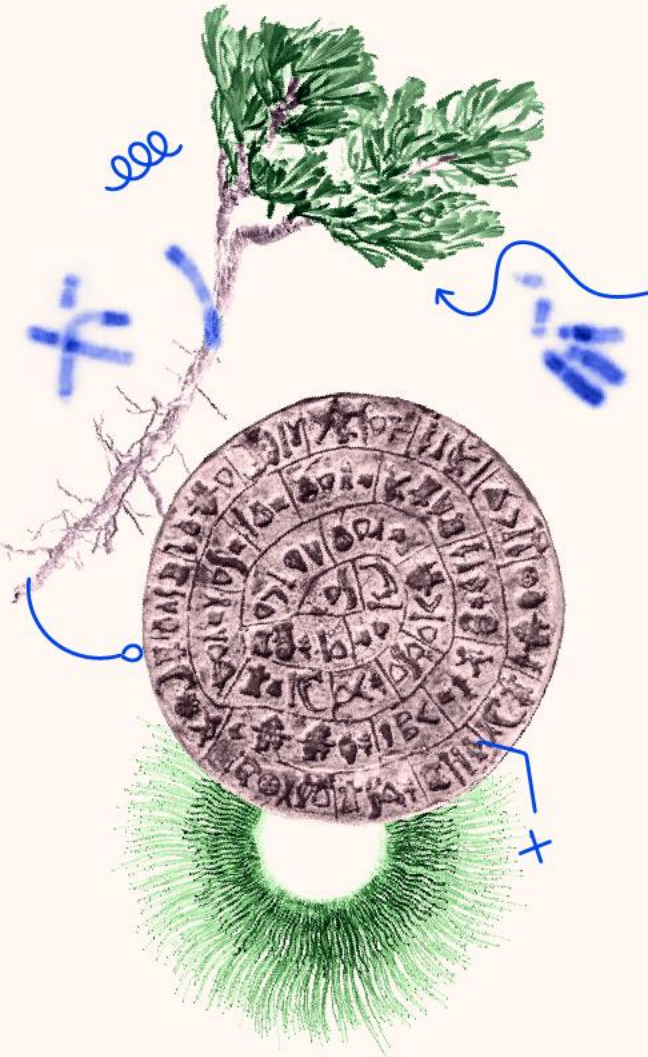
Remember that this is the impact section so focus on: how the participating organisations will benefit from the knowledge transfer?

2.1. Developing new and lasting research collaborations, achieving transfer of knowledge between participating organisations and contribution to improving research and innovation potential at the European and global level

Explain how your project will contribute to strengthening Europe's capacity for research and innovation from a human capital perspective.

Show the importance of the research in addressing a **challenge/priority at a European/Global level**:

- ✓ European Green Deal
- ✓ EU missions under Horizon Europe
- ✓ UN Sustainable Development Goals



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2.1. Developing new and lasting research collaborations, achieving transfer of knowledge and contribution to improving R&I potential at the European and global level

2.2. Enhancing the career perspectives of staff members and contribution to their skills development

2.3. The dissemination and exploitation plan, including communication activities

2.4. Project's contribution to the expected scientific, societal and economic impacts

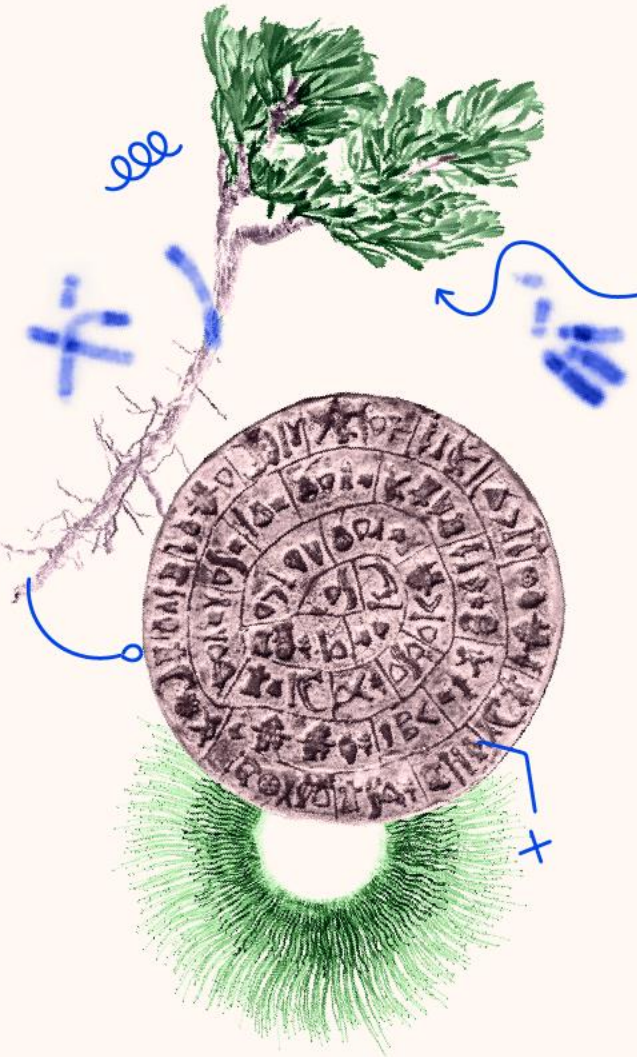
2.2. Credibility of the measures to enhance the career perspectives of staff members and contribution to their skills development

Present an analysis of **how participating in the programme will affect staff, by describing the positive impact of the various elements**, e.g.:

- ✓ New knowledge gained (research skills, transferable skills)
- ✓ Opportunities for high impact publications and patents
- ✓ Mobility to academic/non-academic sector
- ✓ Mobility to organisations outside Europe

} experiencing different research environments

- ✓ New career perspectives, particularly outside academia



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2.3. Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities

conferences

journal publications

industry events

trade shows

workshops

Dissemination is sharing research results with potential users - peers in the research field, industry, other commercial players and policy makers.

- Before writing, discuss with all beneficiaries about their own dissemination channels/mechanisms. (e.g. annual conference; university magazines, etc.)
- Describe in detail the activities you will organise and participate in at a consortium level to disseminate the research results to the relevant audience (e.g., conferences).
- State which specialist journals will be targeted for the publication of the consortium's results and how many articles the consortium aims to produce.
- Describe activities targeted to other potential users, e.g., attending trade shows to engage with industry, organising workshops for clinicians in healthcare-related projects, workshops for NGOs, etc.

2.3. Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities

Exploitation is using results for commercial/ research/ education/ standardisation purposes or in public policy making.

Depending on the type and field of research, some **exploitation methods** are:

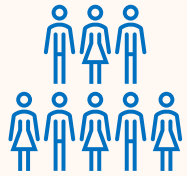
Further internal research	The results coming out of the project can be applied to further research in the field and beyond.
Collaborative research	The results can be used for building/contributing to collaborative research projects.
Product development	Results can be used for developing or contributing to a product, process, technique, design, etc.
Spin-offs	A separate company will or could be established as a result of the research results.
Engagement with with communities/end users/policy makers	The results will be used in policy briefings to impact on policy.

Potential barriers to exploitation of your results?

inadequate financing, skills shortages, IPR issues, regulation that hinders innovation, mismatch between market needs and the solution, etc.

2.3. Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities

Communication and public engagement activities aim to raise citizens' awareness of the challenges addressed by the project, and to show the impact of the research on citizens' daily lives.



Communication and public engagement activities concern not only the project results, but your project as a whole and your research area. These activities can take place throughout the project duration.

2.3. Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities

- Press releases to newspapers
- Articles in magazines
- Participation in TV programme
- Participation in radio programme
- Post in social media
- Blogs on website
- Multimedia releases, e.g. video clip via YouTube
- E-newsletters

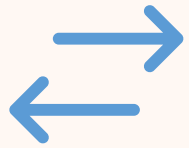
Communication is one-way from sender to receiver, e.g., an article in a newspaper or on TV or radio or via social media, project website etc.

Describe the activities which the consortium will perform to ensure media coverage about the programme and its results.

If applicable, explain who will help you with maximising media coverage, e.g., Communications or Marketing Office/Officer.

2.3. Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities

- Schools, universities visits
- Lab open days
- Science festivals
- European Researchers' Night
- Researchers at Schools



Public engagement aims to engage a broad audience and/or is two-way from sender to receiver.

Plan a range of face-to-face activities targeted at multiple audiences.

Talk to experts at your institution. See what local/national activities you can join.

Remember, that activities need to take place across the whole consortium.

2.3. Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities

Include quantifiable targets for measuring the effectiveness of dissemination, exploitation, communication and public engagement activities. For this you could use a table:

Activity	Target audience	When	Where	Key Indicators (KPI)
Conference **Workshop** **Lab open days**	List the target audience that will participate	Estimated month of project when it will take place (M12, M14…)	If known at the time of the project proposal application	Number of atttendees, etc.

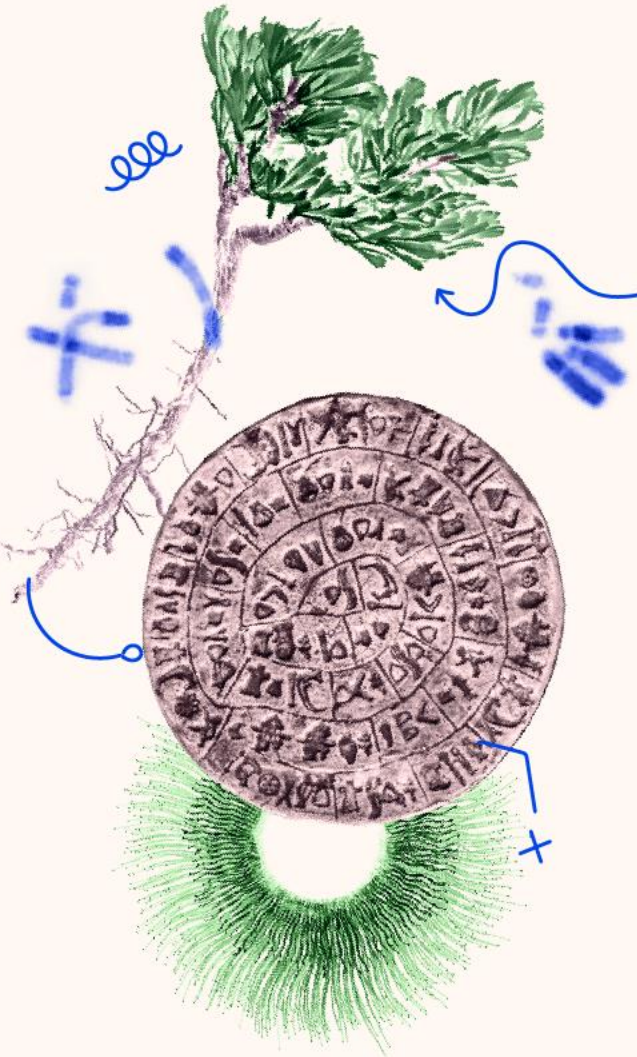
2.3. Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities

Strategy for the management of intellectual property, foreseen protection measures, such as patents, design rights, copyright, trade secrets, etc.

If you need to protect your background, and/or project idea one measure could be to have **a non-disclosure agreement** with potential consortium partners.

Having a **Consortium Agreement** with a clear set of procedures, IPR management and ownership rights between the consortium members will maximise the exploitation potential of the project's results.

Good practice is to have an **Intellectual Property Committee** or **IP manager**



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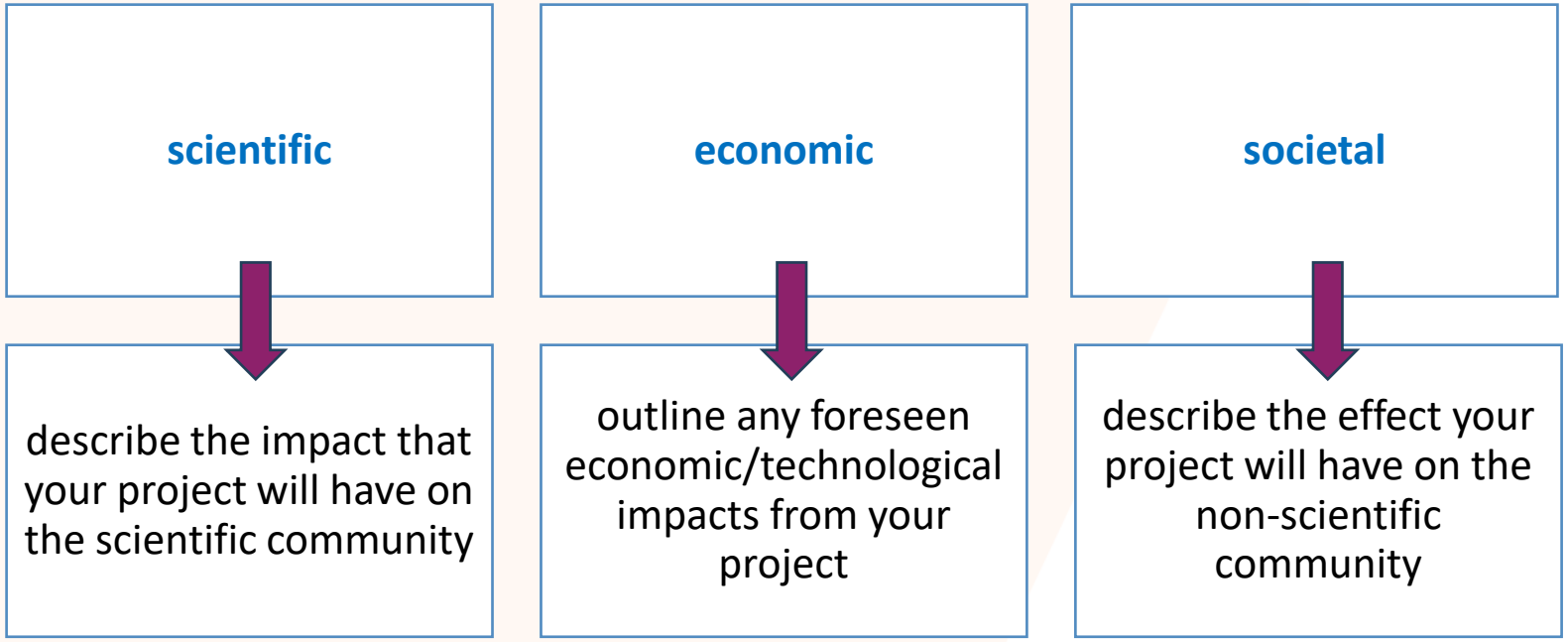
2.4. Project's contribution to the expected scientific, societal and economic impacts

2.4. The magnitude and importance of the project's contribution to the expected scientific, societal and economic impacts

Address the 3 areas of impact:



'Magnitude' 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; 'Importance' refers to the value of those benefits. For example, number of additional healthy life years; efficiency savings in energy supply, etc.

2.4. The magnitude and importance of the project's contribution to the expected scientific, societal and economic impacts

Horizon Europe Work Programme 2023-2024 2. Marie Skłodowska-Curie Actions:

Expected Outcome: Project results are expected to contribute to the following outcomes:

For staff members

- Increased set of research and transferable skills and competences, leading to improved employability and career prospects within and outside academia;
- More knowledge and innovative ideas converted into products, processes and services;
- More entrepreneurial mind-sets, testing new and innovative ideas;
- Increased international exposure leading to extended networks and opportunities;
- Enhanced networking and communication capacities with scientific peers, as well as with the general public that will increase and broaden the research and innovation impact.

For participating organisations

- Innovative ways of cooperation and transfer of knowledge between sectors and disciplines;
- Strengthened and broader international, inter-sectoral and interdisciplinary collaborative networks;
- Boosted R&I capacity.

Expected impact

Proposals under this Action should contribute to the following expected impacts:

- Increase international, inter-sectoral and interdisciplinary mobility of research staff within Europe and beyond through collaborative research networks and activities;
- Strengthen the R&I human capital base in Europe and beyond;
- Increase Europe's attractiveness as a leading destination for R&I;
- Contribute to Europe's competitiveness and growth through high-quality R&I;
- Foster the culture of open science, innovation and entrepreneurship.

Why Impact is important?

- Weighting - 30%
- When the total scores of two or more proposals are equal (ex-aequo cases), the priority order will be established as follows:
  1) The proposals will be prioritised according to the scores they have been awarded for the criterion ‘Excellence’.
  2) When these scores are equal, priority will be based on scores for the criterion ‘Impact’.

HE is impact-driven programme!

Presentation prepared using MSCA-NET STAFF EXCHANGES HANDBOOK