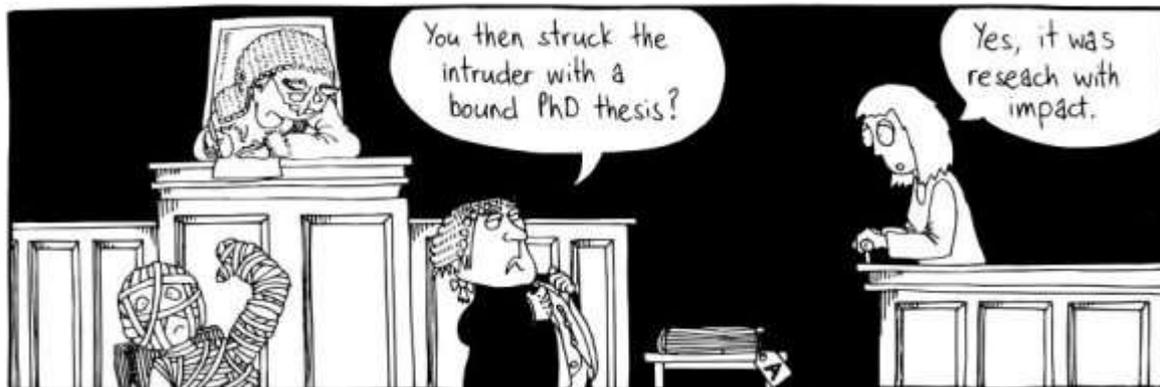**PLATFORM**

Crash Course on Communication for Impact
What is expected of research projects in terms of Impact – but what exactly is it, how can we recognise it and plan to deliver it?

1. How do English dictionaries define Impact?

- 'A marked effect or influence' – Oxford Dictionary
- 'A forceful consequence; a strong effect' – Vocabulary.com
- 'A powerful effect that something, especially something new, has on a situation or person' – Cambridge Dictionary

2. How do we in everyday life experience impact?

Events, changing situations or circumstances can have either negative or positive impacts on our individual daily lives and/or on our families and communities.

An accident, health scare, fuel price rise, or share value drop can all impact practically and negatively on our quality of life. Conversely, passing an exam, winning an Horizon 2020 project, securing a new job will usually impact highly and positively on our lives.

Additionally, we can experience impact through reading, hearing and seeing 'information' or 'ideas' which are presented in a visually appealing, relevant, humourous and/or personally engaging way.

3. How does the European Commission define and measure the Impact of its own activities?

The EC assesses its own impact most commonly in policy development terms. It utilises an impact assessment process to identify

- The problem/s at stake and the target objectives
- The main options for achieving the objective/s
- Each option's likely impact on the economy, environment and society
- Advantages and disadvantages of each option with possible synergies and trade-offs.

Commission departments conduct their own impact assessments when launching important initiatives for example around employment, social affairs and inclusion. All relevant stakeholders are consulted around defining the problem, the options and their perceived or actual impacts.

Follow up assessments of impact are now being conducted by an independent body the Regulatory Standards Board (RSB) appointed in July 2015 to replace the Impact Assessment Board.

4. What is expected of research projects and ERA-nets in terms of impact in Horizon2020?

More information here:
http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-h-esacrit_en.pdf

All types of action are expected to generate impact at European and/or international level around the 'expected impacts' as defined under each call.

Research and innovation actions including the SME instrument are expected to:
- Enhance innovation capacity and support integration of new knowledge;
- Strengthen 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 (not already covered above);
- Propose and deliver effective measures to exploit and disseminate the project results (including management of IPR)**, to communicate the project**, and to manage research data where relevant.

ERA-Nets and Co-Fund projects are expected to
- Achieve critical mass for the funding of trans-national projects by pooling of national/regional resources and contribution to establishing and strengthening a durable cooperation between the partners and their national/regional research programmes;
- Propose and deliver effective measures to exploit and disseminate the project results (including management of IPR) **and to communicate the project**

5. Why is the Focus of our Crash Course Communication?

Because effective communication is central to delivering impact that counts (and other elements are being covered earlier in the meeting)

But planning for impact requires:
- Strategic thinking and planning (plan)
- Agreement on what success looks like (objectives) and identifying 'instruments' to measure that success
- Identification of stakeholders and audiences and creation of engagement
- Commitment of time and resources from the start of a project & throughout its lifetime

Five Groups facilitated by a Moderator will each consider a scenario, agree and present on -
- A skeleton strategic and activity plan
- Consider what success looks like
- Suggest methods to measure success

Key topics to be covered in our session with expected learning outcomes:
- Dissemination and Communication – the difference
- Impact – defining, refining, utilising
- Activities and elements necessary to create the potential to deliver impact
- Indicators and measures of success

6. Session time schedule

9:30	Introductory presentation	Delivering Impact from Communication Activity – how to define and recognise it	Rhonda Smith
10:00	Coffee Break	Take coffee, move to groups, moderators to provide initial briefing	All/Moderators
10:15	Group work	In 5 groups of c 10, delegates will consider a range of scenarios and discuss how to plan for the creation and utilisation of impact for the benefit of their projects and their common cause	All/Moderators
11:05	Presentations & discussion	Each group to present c 5 minutes – points for clarification/comment immediately post each one	Rapporteurs / All
11:40	Summary	Impact Insights from the session	Rhonda Smith
11:45	End of session		

7. Group work format

Leader of session – Rhonda Smith
Floating during discussion session

Groups – See your name badge for the group sorting. Each group has a moderator, who has been briefed before the session. The scenarios are handed out at the start of the group work. Each group to choose 2 x rapporteurs (not Moderators) to present to plenary.

8. Expected Outputs from each group
to be presented by two members of each group (not by moderator)
Use flip chart with text/chart or any other speaker support if thought necessary

1. **Our strategic approach to delivering impact**
   - What do we want to achieve?
   - What's the potential impact?
   - What's our plan to achieve it?
   - Who do we need to engage with?
   - What do we need to create/develop?
   - What activities do we need deliver?
   - What are our likely barriers and challenges?
   - What's our timeline?

2. **What does success look like?**
   - Will we know it when we see it?
   - How will we measure it so we can 'prove' it?
   - What will we do with it?

9. Scenarios

Scenario for Group 1.   Moderator: Annette Kremser
A scientific collaboration between research groups in Europe and in third countries has resulted in a pooling of the scientific knowledge and approaches (genetic and agronomic) to address the barriers to higher productivity in small scale farmers in developing countries caused by unfavourable environmental conditions.
What is the plan that this novel knowledge platform will be shared with the right stakeholders, policy-players and farming communities and help address the major societal challenges of malnutrition and starvation?

Scenario for Group 2.   Moderator: Casper Zulim de Swarte
A large group of international experts have collaborated to advance the usability of the world-wide web in terms of better targeting of answers/links provided when searching. The results of these collaborative efforts have been published but understanding, acceptance and adoption have yet to occur.
What is the plan to ensure that this step change advancement in the 'back room' of web development is utilised for the benefit of all organisational and personal web users?

Scenario for Group 3.   Moderator: Martin Greimel
An EC funded project is tasked with reducing the incidence of food poisoning in households due to poor management of fresh and frozen chicken in three targeted European countries. The aim is to create a template plan that can be successfully promoted and implemented in other European countries.
How do you develop and deliver a communciations and activity plan to create a measurable reduction in these costly and unpleasant health incidents that can be replicated across all European countries?

Scenario for Group 4.   Moderator: Philipp von Bothmer
An EC funded research project is investigating the feasibility of upscaling the use of protein from fly larvae for inclusion into animal feed in order to reduce Europe's reliance on imported soya. Research results have shown that this source of protein is safe and of high quality but currently legislation bans its use.
What is the communciations & activity plan to help ensure the emergence of a new market?

Scenario for Group 5.   Moderator: Christine Bunthof
An EC funded research project has determined the key factors that lead to unhealthy food choices in Europe's adolescents increasing the likelihood of lifelong nutrition-related disease. Most of these factors are not 'new' but the validated research provides the evidence base to underpin a refresh of good practice guidance to health and care professionals.
These factors therefore need to be communicated to health and social care professionals and built into current guidelines to help support improvements in family care and advice.
What is the communications and activity plan to ensure this new information becomes embedded in practice?

Rhonda Smith – 11 September 2015