Impact:
KERs and other main concepts



04/11/2024

Antonello Fiorucci

30 years of experience in «Knowledge To Market»

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BOOSTER



The DG RTD

main contractor to support funded projects with Exploitation and Dissemination services

www.horizonresultsbooster.eu

- **bringing knowledge to market**, helping researchers and entrepreneurs in exploiting the results of their project and commercialising their ideas
- **running European research-support services** as **Horizon Results Booster, IP Booster**, ESIC, SSERR and CSSERR framework contracts (DG RTD)
- **training** & **coaching** on how to communicate and pitch research **results**
- **engaging** with a variety of **stakeholders** from Public agencies to early-stage investors across Europe

META
knowledge to market

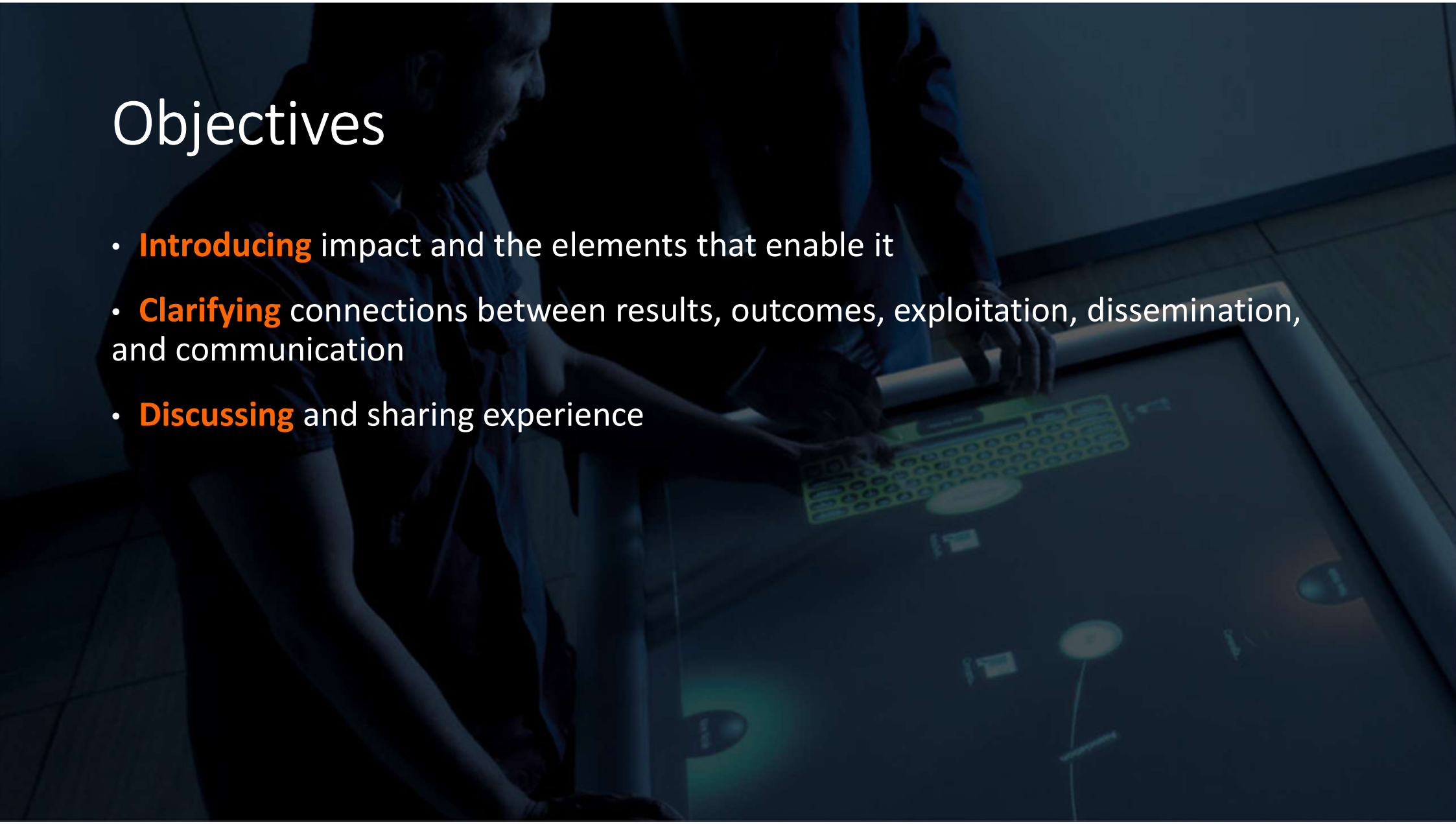
Framework contractors of DG RTD since 2012

1.800 research consortia supported in exploiting research results

More than 16.000 R&D projects participants coached and tutored

Objectives



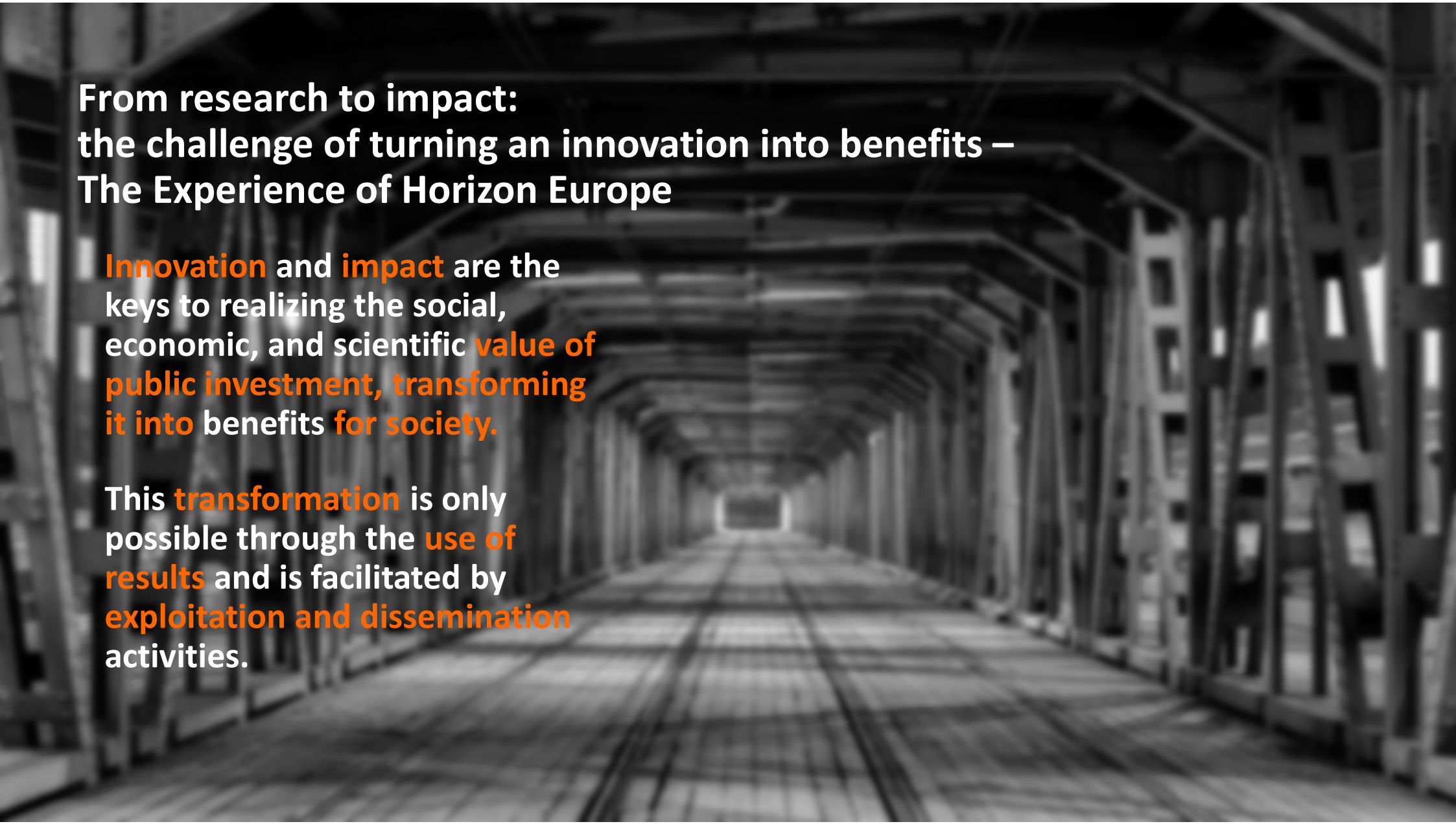


Objectives

- **Introducing** impact and the elements that enable it
- **Clarifying** connections between results, outcomes, exploitation, dissemination, and communication
- **Discussing** and sharing experience

Keep it in mind





From research to impact: the challenge of turning an innovation into benefits – The Experience of Horizon Europe

Innovation and impact are the keys to realizing the social, economic, and scientific value of public investment, transforming it into benefits for society.

This transformation is only possible through the use of results and is facilitated by exploitation and dissemination activities.

'Impact,' what do you find less clear?

This wording is a little unclear – do you mean “what do you not understand”?



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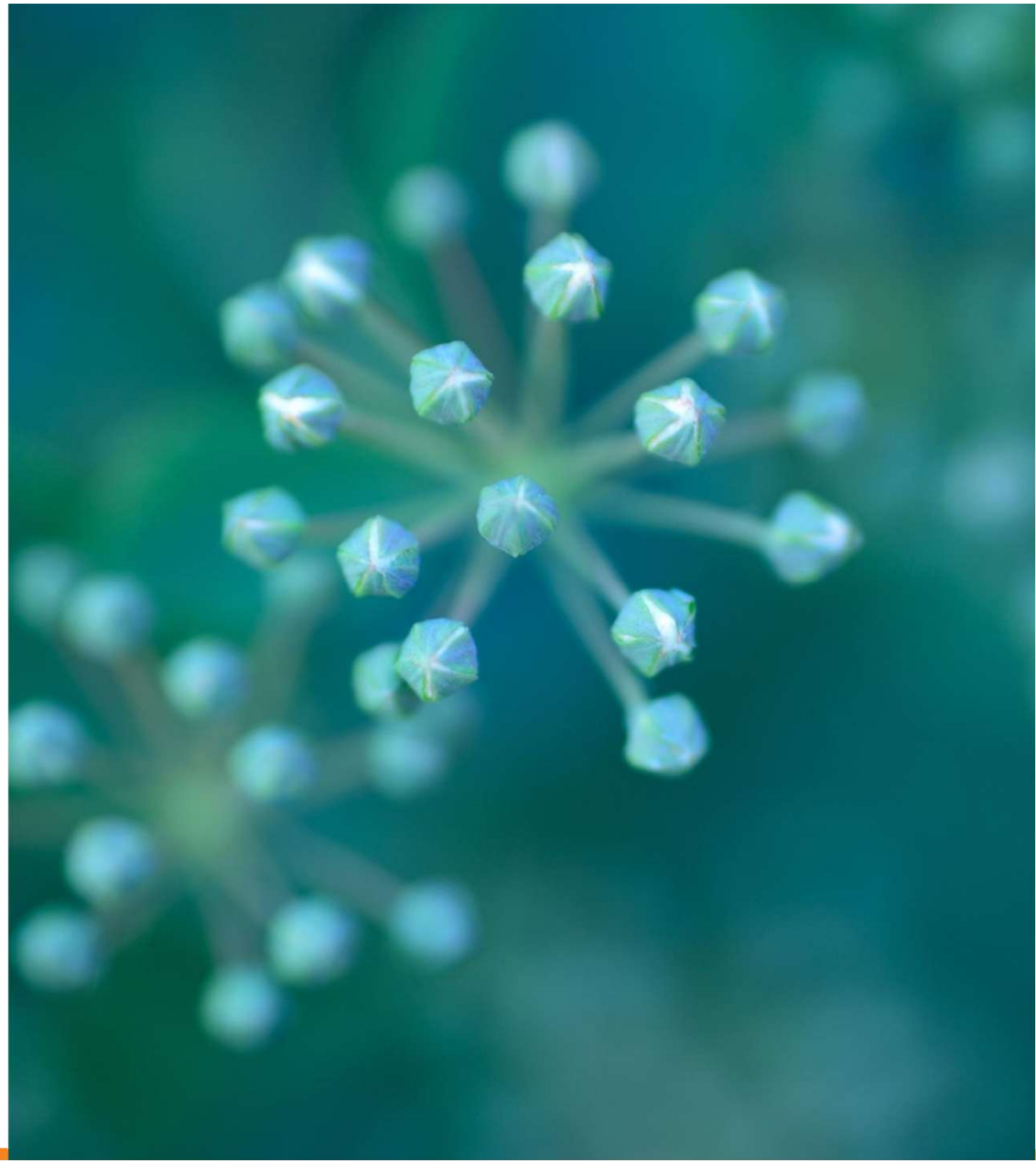
'Impact,' what do you find less clear?

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ATTENTION!


ATTENTION!
Amazing Results
≠
Amazing Impact

Impact – the result of a journey



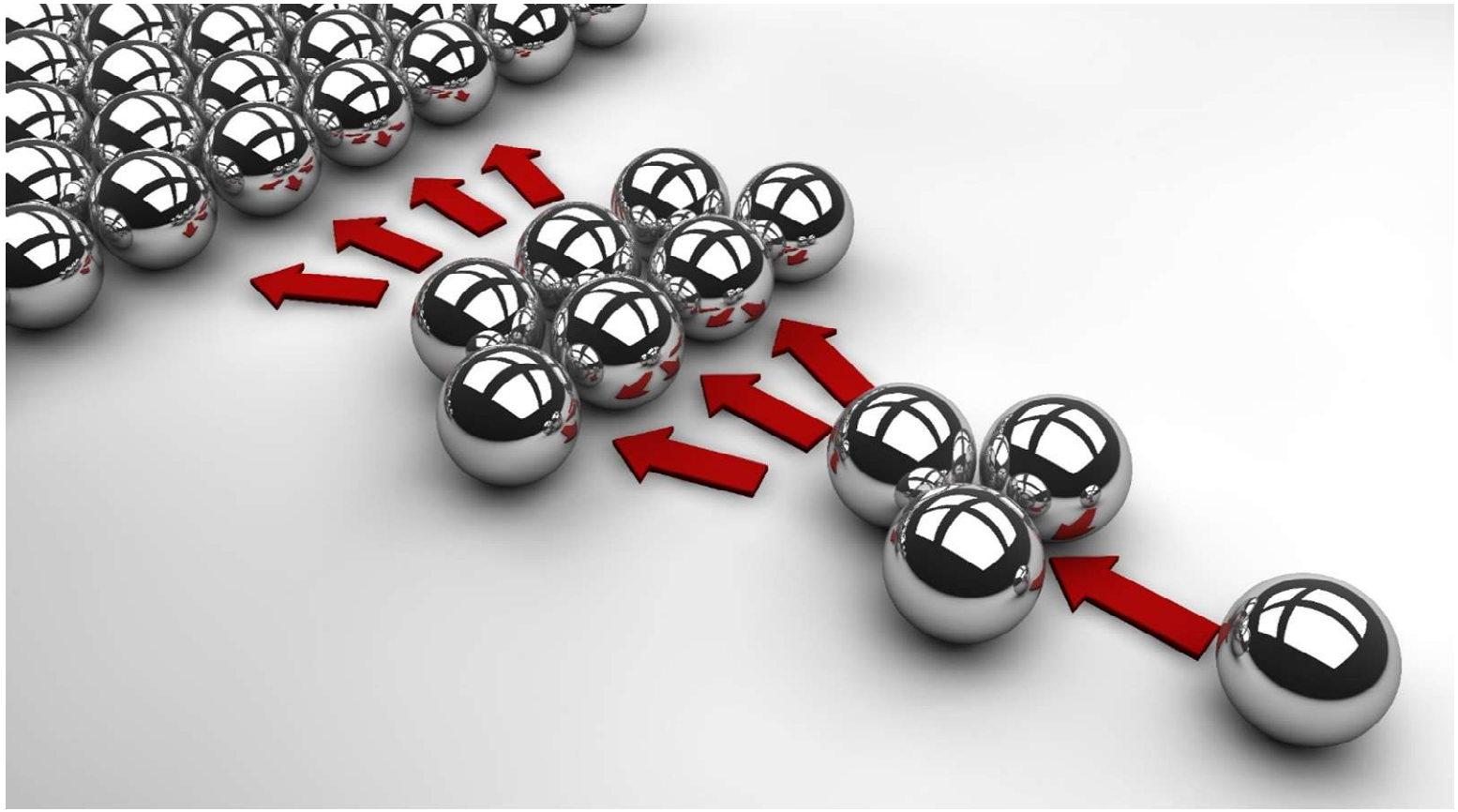
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Impact – the result of a journey

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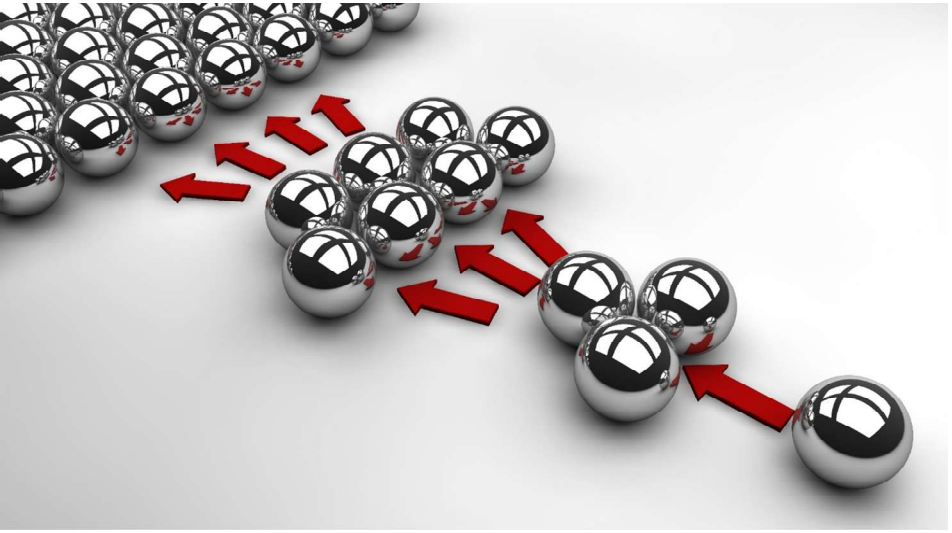
Impact – the result of a journey



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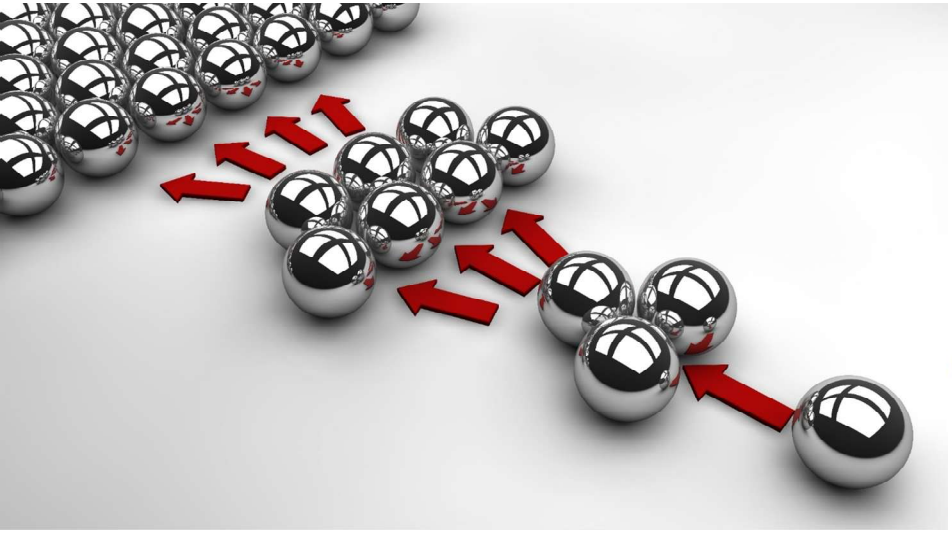
Impact – the result of a journey



KER: the result of research activity (problem solution) that can be used/adopted, either by the developer or by others.

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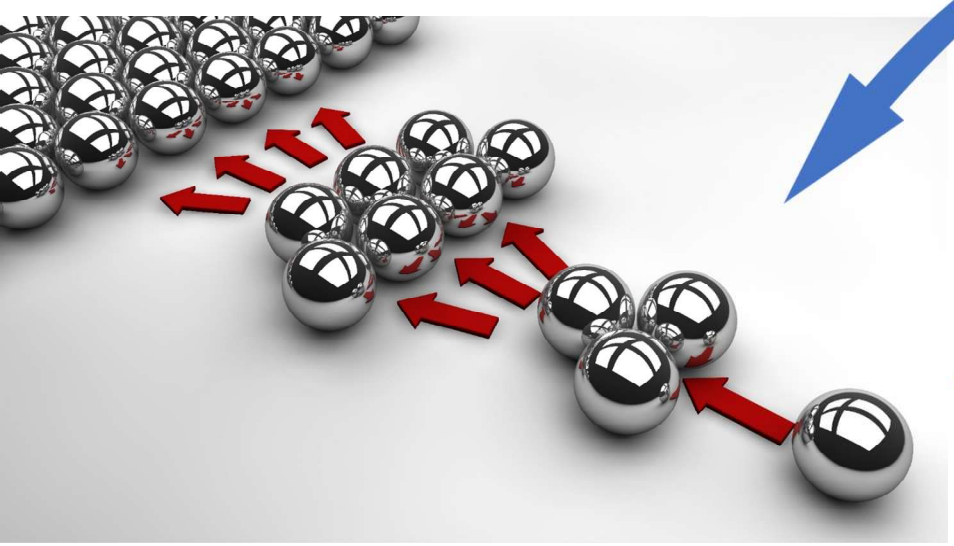
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Impact – the result of a journey



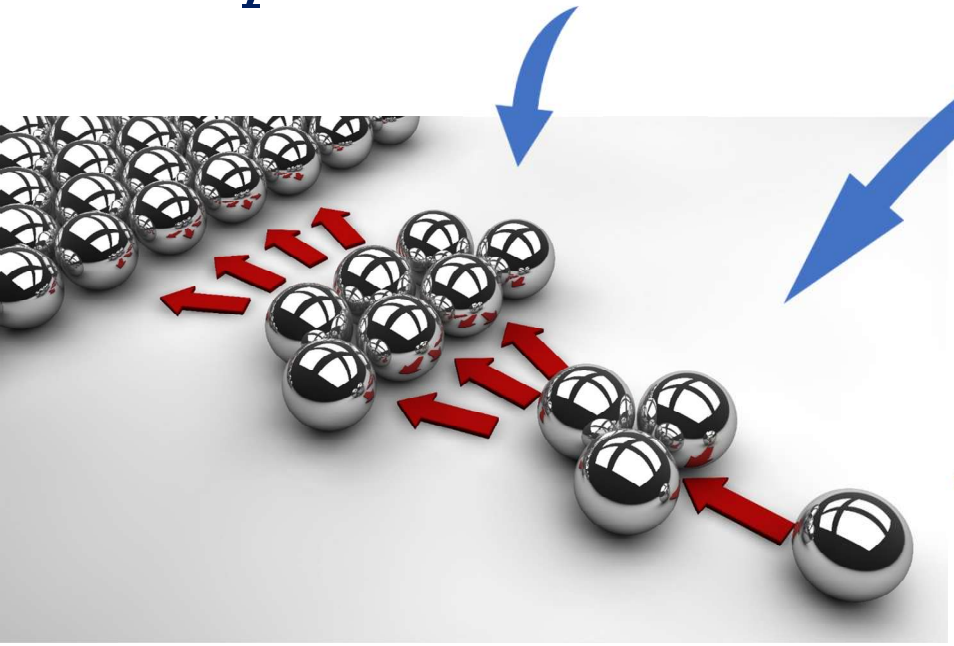
Outcome: expected short-to-medium-term effect resulting from dissemination and exploitation activities (adoption of research result).

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Impact – the result of a journey

Impact: long-term tangible benefit to society (including the environment), the economy, and science (enabled by the outcome)



Outcome: expected short-to-medium-term effect resulting from dissemination and exploitation activities (adoption of research result).

Should we clarify - Adoption of the KER? Thi s would show the audience that it really is t he KER that is moving along the journey!

KER: the result of research activity (problem solution) that can be used/adopted, either by the developer or by others.

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Questions to be answered…

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On what basis can we affirm the **effective adoption** of the solution?

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Questions to be answered…



What channels can I activate to **facilitate the adoption** of the proposed solution?



On what basis can we affirm the **effective adoption** of the solution?

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Questions to be answered…



How do we **measure** impact – what **indicators**?



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Questions to be answered…



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Questions to be answered…



Why does this **specific research result** better solve territory/community/adopter problems?



How do we **measure** impact – what **indicators**?



On what basis can we affirm the **effective adoption** of the solution?



What channels can I activate to **facilitate the adoption** of the proposed solution?

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Questions?



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Is IMPACT a 'mythical' entity?

Look at this…



The meteorite

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The meteorite



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The meteorite

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The meteorite
not just a result, but a Key Exploitable Result (KER)

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The meteorite
not just a result, but a Key Exploitable Result (KER)

- It responds to the specific needs of a well-defined group of **adopters**
- It has been selected by partners for **use** and/or **market introduction**

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The meteorite
not just a result, but a Key Exploitable Result (KER)

- It responds to the specific needs of a well-defined group of **adopters**
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- a product or process...
- A new service format...
- A demonstrator...
- A new policy...
- A new standard...
- A new training course...
- input for a new Project...
- ...

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USE – It can be direct and/or indirect

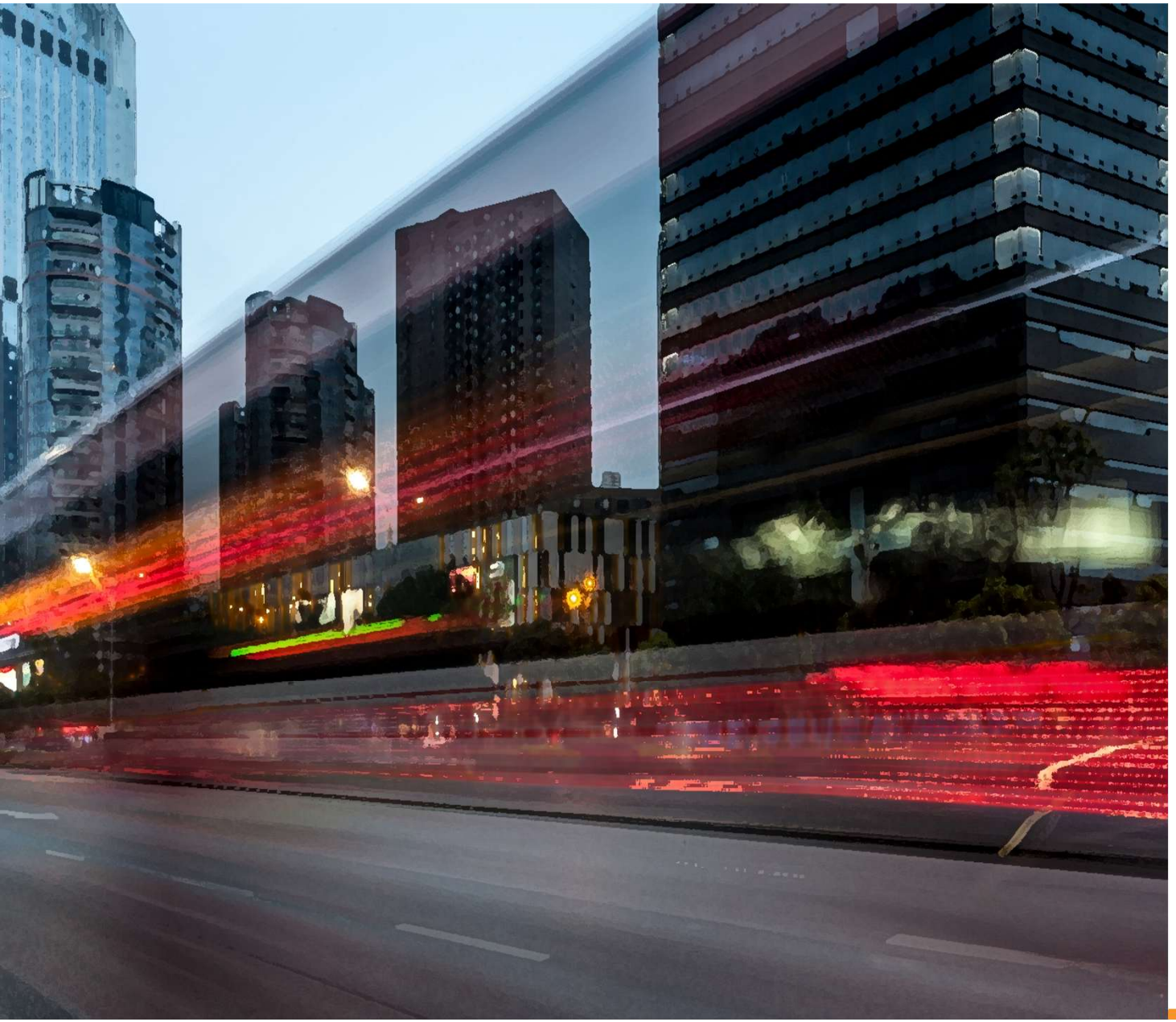
Direct – from one of the partners:

- **Input** for further research (low TRL);
- **Develop** and **sell** a product/process (high TRL);
- **Provide** a service (consultancy – **contract research);**
- Use a result in a **standardization** activity;
- Stimulate new **policy**.

Indirect – by a third party:

- **Transfer of a result;**
- **Licensing.**

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"This **transformation** is only possible thanks to an effective **use** of the results and is enabled by the implementation of **Exploitation** and **dissemination** activities"

Dissemination is not Exploitation…

Target groups – 3 «A»

ADOPTION



ADOPTER – THOSE WHO HOLD THE PROBLEM - THE PROBLEM OWNERS

They are ready to acquire the innovation

ACCEPTANCY



USER –WHO USES THE ACQUIRED INNOVATION (CAN PROMOTE ADOPTION)

AWARENESS



BENEFICIARY – THOSE WHO BENEFIT FROM THE USE OF THE SOLUTION.

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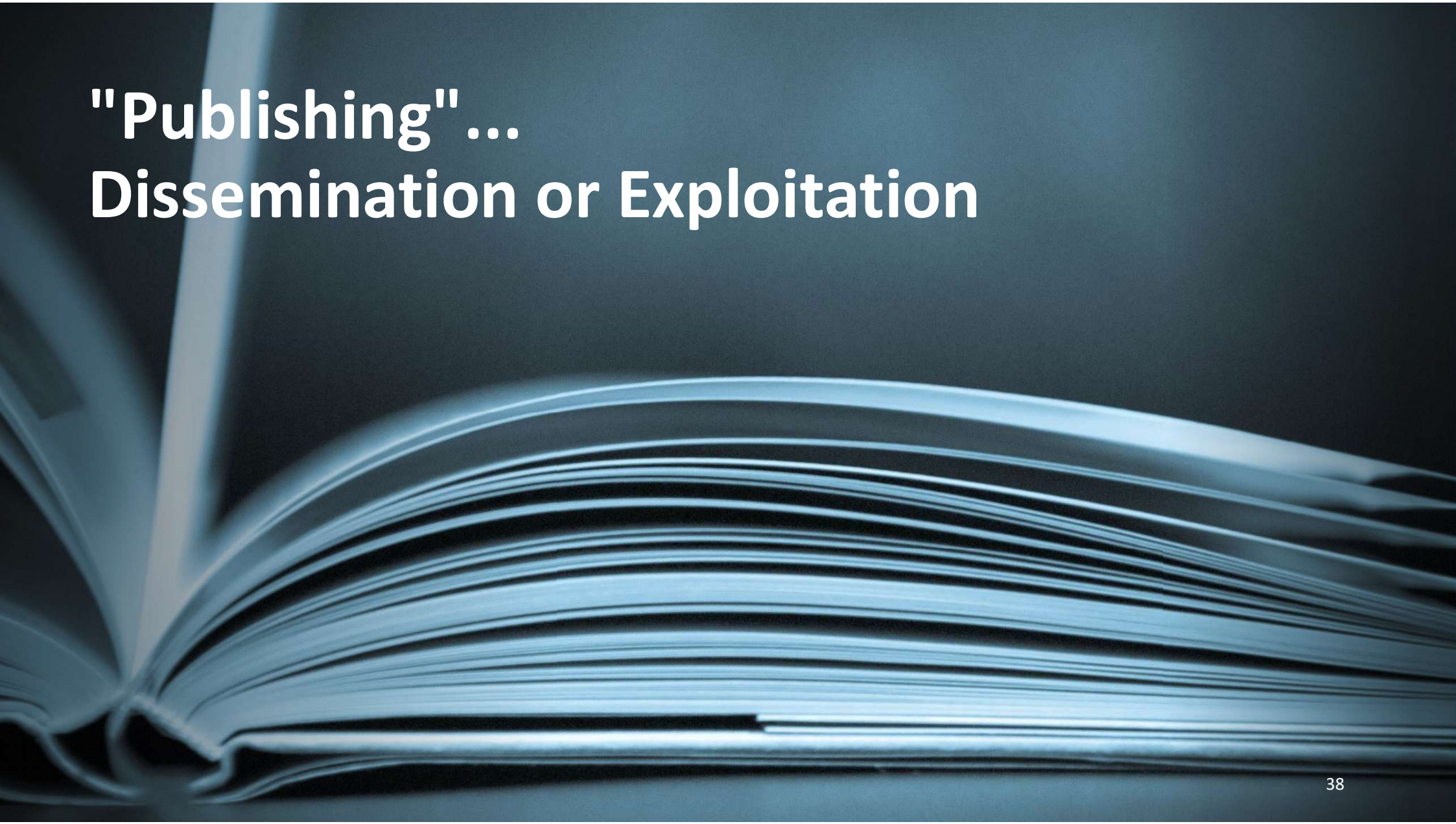
Dissemination vs Exploitation

Dissemination	Exploitation
Describe and make available a result so that it can be used. Inform a potential target group of adopters of a ready-to-use result.	Use a result for scientific, social, and economic purposes.
Groups who could use the result.	Groups or individuals who make concrete use of the result.

Make a result available → **Prepare to use the result** → **Use the result**

- **Scientific Publication**
- **Policy brief/Marketing Materials**
- **Repository online/Portals**
- **Participation in fairs**
- **Open day/workshop, Contacts Guided tours (to pilot plants or demonstrators)**
- **Innovation management**
- **IP Management**
- **Data Management plan**
- **Business plan**
- **PhD Thesis**
- **Patent**
- **Spin-off/ Start-up**
- **Further research**
- **Production**
- **Provision of a service**
- **Direct sales**
- **Training activities**
- **Policy making**
- **Transfer**
- **Licensing**

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"Publishing"...
Dissemination or Exploitation

Communication vs Dissemination

Communication	Dissemination
About the project and the future benefits enabled by the results.	Just results.
Multiple target audiences, outside the project "community" (including the general public).	Adopters who can use the result.



Inform about the project

- Newsletter
- Press Releases
- Brochures/leaflets
- Project website
- Social media

Inform about the results

- Video, interviews
- Articles in magazines
- Events
- Project website
- Sharing results on online repositories

Make results available

- Scientific Publication
- Policy briefs/marketing materials
- Repository online/Portals
- Participation in fairs
- Open day/workshops
- Guided tours (to pilot plants/demonstrators)

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Impact - outcome - results - use: the European paradigm



The **meteorite** is the result, the "**KER**", Key Exploitable Result.



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The planet is the **target group** on which we want a transformation to take place (economic, social, etc.)



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The effect obtained thanks to the USE of KERs is the "**outcome**"

The long-term "**benefit**" enabled by the **outcomes** of the adoption of the KER is the "**impact**"



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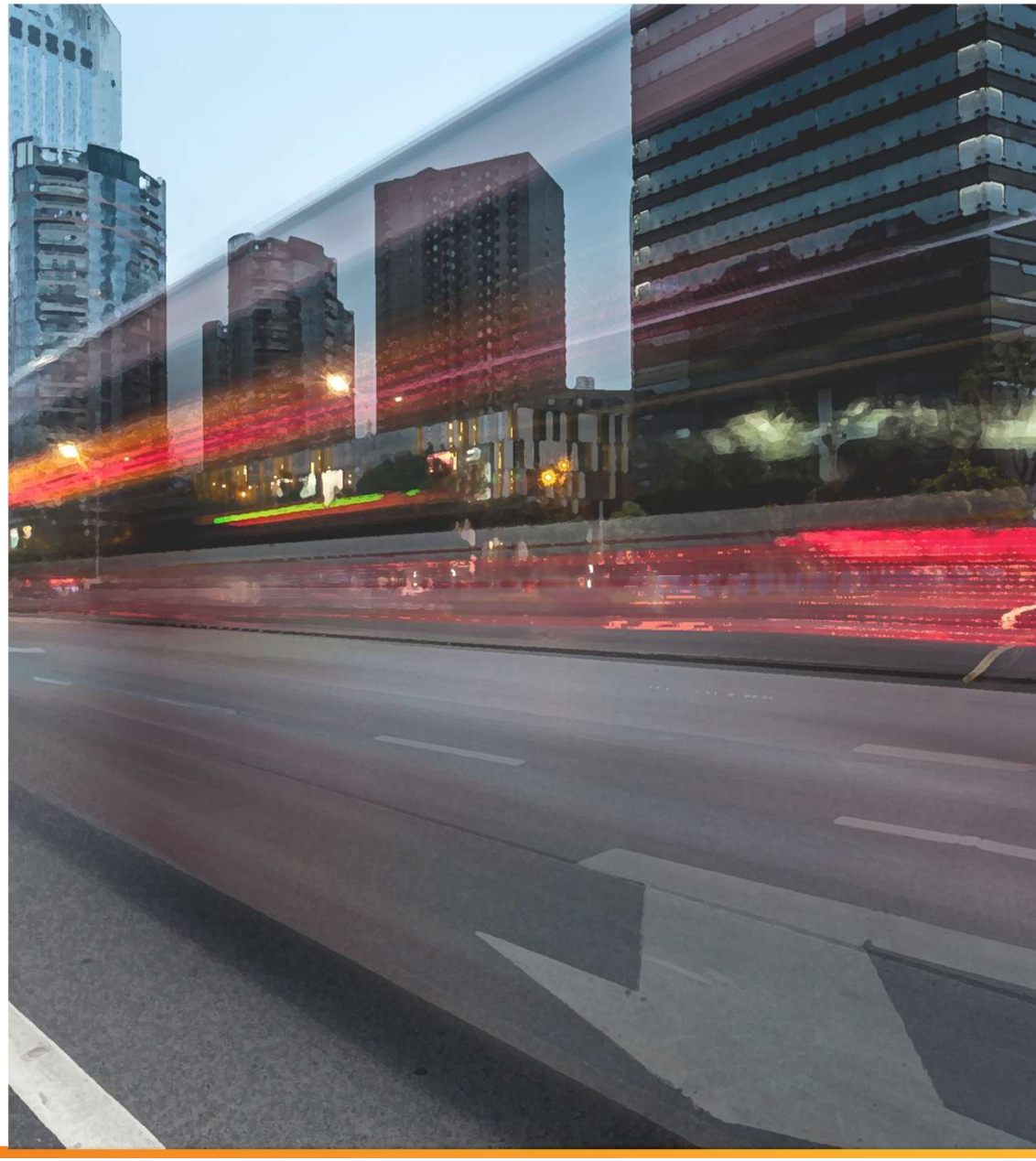
The "benefit" is the **transformation** achieved thanks to the D&E activities, some time after the end of the Project.



Impact: let’s test ourselves with a few examples.

Is it impact?





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As a result of some research involving people experiencing homelessness, a university researcher was invited to present the research to a Parliamentary Group. Example from Coventry University

The text boxes on this and ensuing slides cut words in the middle, don't know why!

ⓘ Start presenting to display the poll results on this slide.

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A researcher has carried out extensive research into tyre testing methods. As a result, a large automotive company adopts the new methods, resulting in considerable efficiency savings.

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o app on all computers you use



Following their extensive research into exhaust system design, some university researchers have set up and le d a Special Interest Group, which has involved regular meetings attended by policy makers and industrial part ners.

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A researcher’s findings have attracted media interest. There have been newspaper articles in a number of broadsheet newspapers, local newspapers and an interview on local radio.

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Research into musculoskeletal modelling has revealed that current practice for extracting casualties from crashed vehicles is not the best method. As a result, the National Fire Service changes the safety protocols and these are implemented across the UK.

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A researcher at the university has developed a novel algorithm with broad potential for real world applications. As a result, a spin-out company has been established with 5 employees.

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Scale and significance: When a benefit becomes impact

"Scale" refers to the size of the target group:

- Adopter (Outcome)
- Beneficiary (Impact)

Significance

refers to importance or value

- efficiency savings in energy supply (%)
- number of additional healthy life years





Scale and significance of “outcomes” and “impacts”

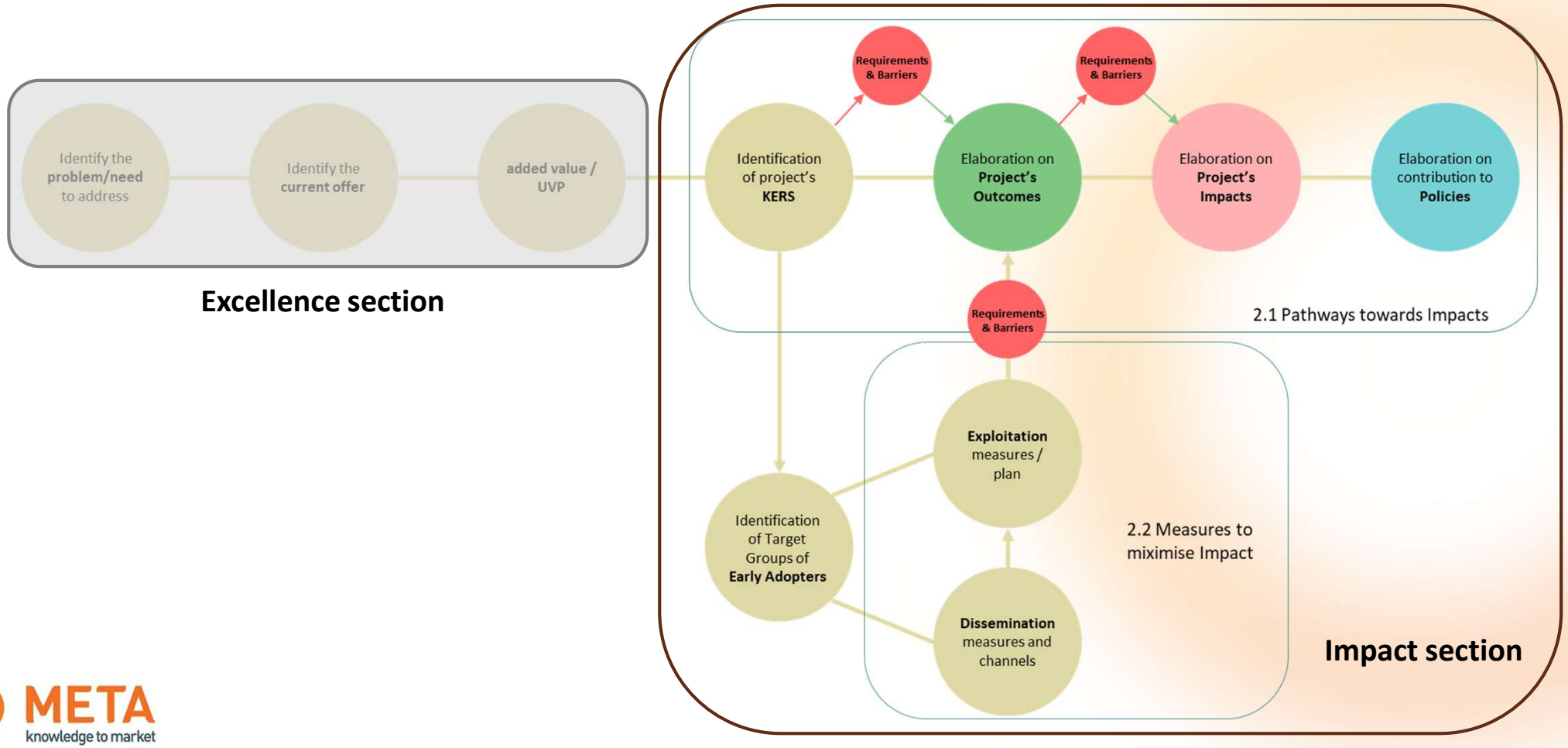
Effects	Scale (diffusion)	Significance (value)
Outcome (effect(s) generated by the use of the KER) Target Group: **Adopters**	How widespread is the result among **adopters**?	Importance/value on **adopters**
Impact (effect generated by the outcomes on the beneficiaries from a social, economic and environmental point of view) Target Group: **Beneficiary**	How wide the benefit is among **beneficiaries**(impact target group)	Importance/value on **beneficiaries**

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NO USE…
NO IMPACT!



LOGIC OF THE SECTION 2. IMPACT IN A NUTSHELL



LOGIC OF THE SECTION 2. IMPACT TEMPLATE

WHAT

2.1 Project's **pathways towards impact** (4 pages)



2.2 Measures to **maximise impact** (4 pages)

HOW

Key Exploitable Result(s) **KER**(s) (Project's output)

Project's **Outcomes** (Contribution to the topic's "Expected Outcomes")

Project's **Impact** (Contribution of the project's outcomes to the Destination's "Expected Impact")

Target Groups
- Adopters of the KER (outcomes)
- Beneficiaries (impacts)

Scale and Significance (Measurability)
- Quantity
- Quality
- Timing

Requirements & **Barriers** to outcomes and impacts

2.3 **Summary** (1 page)

PEDR: plan for the use and dissemination of project (**Key Exploitable**) **Results**

- **Exploitation** → How the Partner(s) (KER Owners) are planning to use the KER(s)
  - Use model: direct/indirect use
    - Further research
    - Innovation activities
    - Commercial exploitation
  - Preparation activities to use (e.g. terms of the agreements with the early adopters, sustainability, etc)
  - Management of Background and Foreground knowledge (IPRs)
- **Dissemination** → How the Partner(s) (i.e. KER Owners) are planning to reach and engage the potential adopters of the KER, in order to secure the achievement of Outcomes
  - Early adopters
  - Dissemination channels and timing
  - Partners responsible for dissemination
  - Expected outcome from the dissemination activity
  - Dissemination measures for Results other than KERs
  - Open Access approach
- **Communication** → How the consortium is planning to promote the visibility of the Action, and communicate to Beneficiaries the benefits (impacts) of the action

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WHAT

2.1 Project's **pathways towards impact** (4 pages)



2.3 Summary (1 page)

HOW

2.2 Measures to maximise impact (4 pages)

EXECUTION

Which actions, Who, When

3.1b - Workplan



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Questions?



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Glossary

- **KER** = Result of the research, which an entity intends to exploit
- **Outcome** = the effect generated by the use of the KER
- **Impact** = the benefit (transformation/change) enabled by the outcome
- **Problem Owner** = the person suffering from the problem to which the KER offers a solution
- **KER Owner** = Who develops the solution through research
- **Adopter** = The problem owner who will adopt the solution
- **Early adopter** = among the adopters, who will be the first to adopt the solution
- **User** = the entity that will use the solution on which the KER is based
- **Beneficiary** = The final actor that will see a benefit

Thank you for your attention!

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