MSCA PF webinar series: 3

Criterion: Impact

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Evaluation criteria

Excellence	Impact	Quality and efficiency of the implementation
Quality and pertinence of **the project's research and innovation objectives** (and the extent to which they are ambitious, and go beyond the state of the art)	Credibility of the measures to **enhance the career perspectives and employability** of the researcher and contribution to his/her skills development	Quality and effectiveness **of the work plan**, assessment of risks and appropriateness of the effort assigned to work packages
Soundness of the proposed methodology (including interdisciplinary approaches, consideration of the gender dimension and other diversity aspects if relevant for the research project, and the quality of open science practices)	Suitability and quality of the measures to maximise **expected outcomes and impacts**, as set out in the dissemination and exploitation plan, including communication activities	Quality and capacity of **the host institutions and participating organisations**, including hosting arrangements
Quality of the **supervision, training and of the two-way transfer of knowledge** between the researcher and the host	The magnitude and importance of the project's contribution to the **expected scientific, societal and economic impacts**	
Quality and appropriateness of the **researcher's professional experience**, competences and skills		
50%	**30%**	**20%**

Proposal for MSCA postdoctoral fellowships

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Part A adminitrative forms are filled on-line:

- General information
  - Title, scientific area, keywords, abstract, declarations
- Information on participants
  - Beneficiary, supervisor, researcher
- Budget (is generated automatically)
- Ethics and Security
- Other questions

Part B of the proposal consists of two PDF documents:

- *Document 1 – max 10 pages*
1. EXCELLENCE: research, training, supervision, researcher
2. **IMPACT: impact on career; scientific, economic, societal impact; dissemination and communication**
3. IMPLEMENTATION: work plan, infrastructures

- *Document 2 – no overall page limit*
4. CV OF THE RESEARCHER *5 p (indicative)*
5. CAPACITIES OF THE PARTICIPATING ORGANISATIONS *max 1 p for beneficiary and max ½ p for associated partner*
6. ADDITIONAL ETHICS INFORMATION
7. ADDITIONAL INFORMATION ON SECURITY SCREENING
8. ENVIRONMENTAL CONSIDERATIONS (GREEN CHARTER)
9. LETTER OF COMMITMENT: *only for Global Fellowship*

https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/temp-form/af/af_he-msca-pf_en.pdf

Criterion: Impact (1)

2.1 Credibility of the measures to enhance the career perspectives and employability of the researcher and contribution to his/her skills development

At a minimum, address the following aspects:

- Specific measures to enhance career perspectives and employability of the researcher inside and/or outside academia.

- Expected contribution of proposed skills development to the future career of the researcher.

Some suggestions

- Here is the time to present the vision(s) for your future career

- Show that the research you will perform, and the training you will undertake, will effectively allow you to realise the vision

- Link this section closely with Excellence – specifically with 1.3

Example

Training/Mentorship at UiO	Acquired knowledge and skills	Career perspectives
Exhibition making in theory and practice course (one semester)	Theoretical knowledge and practical skills in making an exhibit	Qualifications needed for employment at any museum
Sámi or Norwegian language course (2-3 semesters)	Multilingual skills	Increase career opportunities in host country and Nordic museums in general
Mentoring programme for female postdocs (2 semesters in a row)	Career planning and development, networking for further career	Improved personal and professional skills for better employability after the fellowship
Teaching classes (within 2 semesters)	Design and delivery of lectures/ seminars	Lectureship within academia or beyond
Grant writing training (2-3 days)	Project writing and fundraising skills, knowledge on the EU and Norwegian funding opportunities	Higher chances of getting project-based funding for further research activities within academia or beyond
Public engagement and communication course (one day)	Outreach to non-academic audiences, strategic planning of research dissemination	A position of a knowledge broker, collaborating across sectors and target-groups, crucial within academia or beyond
Data management (one day)	Knowledge of the DM procedures	FAIR data management in my further work

Criterion: Impact (2)

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

At a minimum, address the following aspects:

- Plan for the dissemination and exploitation activities, including communication activities;

- Strategy for the management of intellectual property, foreseen protection measures

All measures should be proportionate to the scale of the project, and should contain concrete actions to be implemented both during and after the end of the project.

Dissemination and exploitation

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PROTECTING RESULTS

'As open as possible, as closed as necessary'

Open science practices are not in conflict with protection of intellectual property

It is important to be aware and follow procedures

DISSEMINATING RESULTS

The goal is to bring the results of the project to users:

  Other researchers

  Policy makers

  …

Open access to peer-reviewed publications is mandatory!

https://youtu.be/pxVudlfSjxQ

Exploitation – beyond IP protection

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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.
Standardisation activities	• Results could be used to develop new standardization activities or contribute to ongoing work.
Spin – offs	• A separate company will could be established as a result of the research results.
Engagement with communities/end users/policymakers	• Describe the activities to ensure that relevant societal actors will benefit from your project. For example, results will be used in policy briefings to impact on policy.

Some suggestions

- Dissemination has to be credible and sufficiently detailed
  - Provide examples of conferences you plan to attend and journals that you will target, link to your outputs and work plan
  - Use social media
  - Are there other target groups that are direct users of your research outputs? Such as policy makers, farmers, patients – How will you access them?
- Communication plan has to be relevant and sufficiently detailed
  - Use your previous skills; use training opportunities
  - Use the activities that your host/supervisor are engaged in, such as regular festivals, open door events, etc.
  - Use social media
  - This is a place to be also original and memorable!
  - Mention objectives, main messages, tools, and channels of communication activities; quantify the reach

Communication plan

1.
- Define target groups, to whom you will communicate either project results, field of research, or scientific career
  3 target groups

2.
- What are your messages to these target groups?
  1 message per target group

3.
- Which channels of communication you will use?
  1 channel per target group

4.
- When, during the lifetime of the project, it is best to do this?

Further reading and watching

- Horizon Europe Programme guide
  https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf

- Open Research Europe – free OA publishing platform
  https://open-research-europe.ec.europa.eu/

- Youtube videos – EU guide for science communication
  https://youtu.be/4E8rXg3Nv7U

- MSCA outreach activities
  https://ec.europa.eu/assets/eac/msca/documents/documentation/publications/outreach_activities_en.pdf

- Social media guide
  https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

Criterion: Impact (3)

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

Provide a narrative explaining how the project's results are expected to make a difference in terms of impact, beyond the immediate scope and duration of the project. The narrative should include the components below, tailored to your project.

Be specific, referring to the effects of your project, and not R&I in general in this field. State the target groups that would benefit. The impacts of your project may be:

- Scientific: e.g. contributing to specific scientific advances, across and within disciplines, creating new knowledge, reinforcing scientific equipment and instruments, computing systems (i.e. research infrastructures);

- Economic/technological: e.g. bringing new products, services, business processes to the market, increasing efficiency, decreasing costs, increasing profits, contributing to standards' setting, etc.

- Societal: e.g. decreasing CO_2 emissions, decreasing avoidable mortality, improving policies and decision-making, raising consumer awareness.

Only include such outcomes and impacts where your project would make a significant and direct contribution. Avoid describing very tenuous links to wider impacts.

Give an indication of the magnitude and importance of the project's contribution to the expected outcomes and impacts, should the project be successful. Provide quantified estimates where possible and meaningful. '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.

IMPACT DESIGN IN HORIZON EUROPE

THREE TYPES OF IMPACT BASED ON OBJECTIVES

Scientific impact
Promote scientific excellence, support the creation and diffusion of high-quality new fundamental and applied knowledge, skills, training and mobility of researchers, attract talent at all levels, and contribute to full engagement of Union's talent pool in actions supported under the Programme.

Societal impact
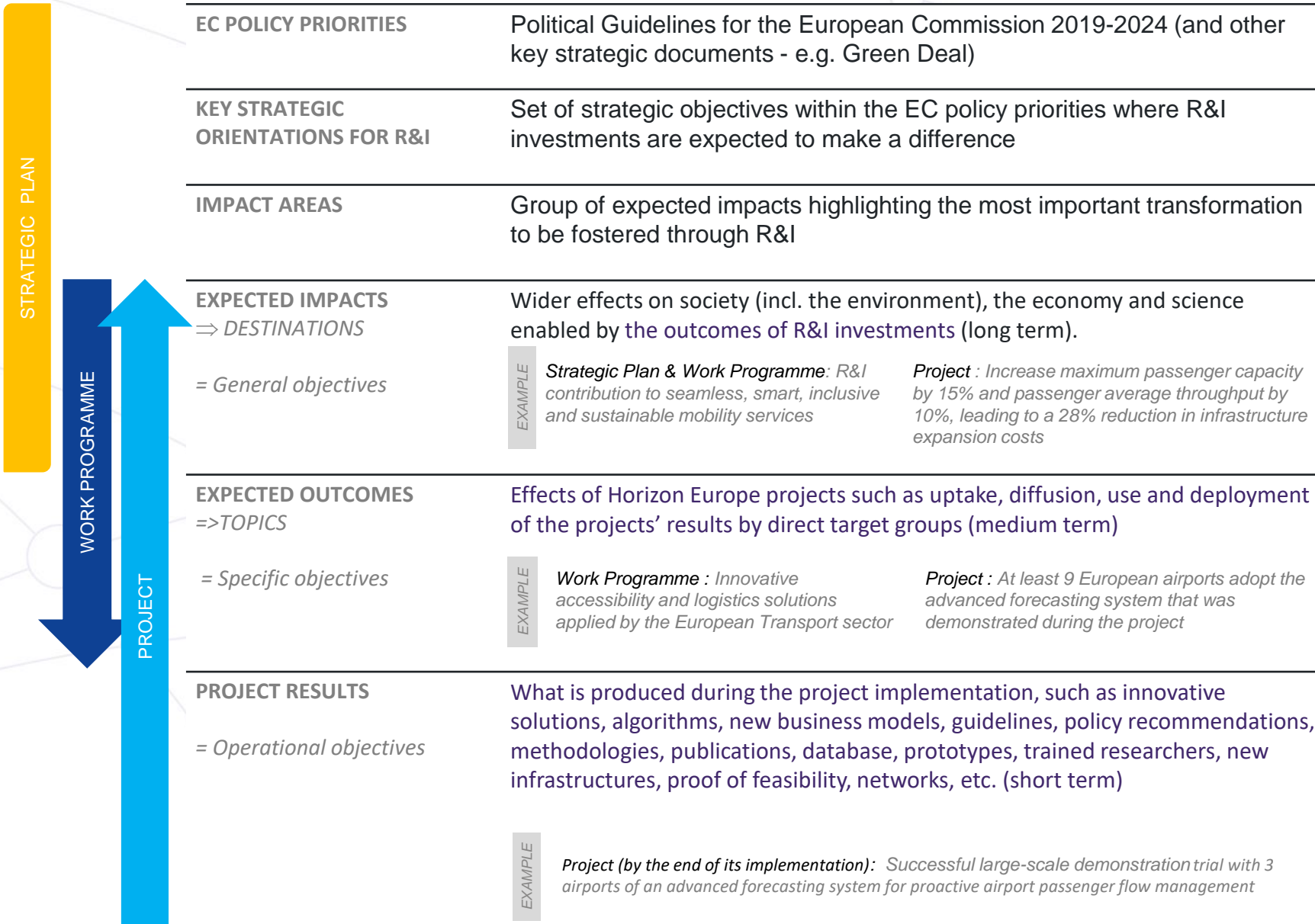Generate knowledge, strengthen the impact of R&I in developing, supporting and implementing Union policies, and support the uptake of innovative solutions in industry, notably in SMEs, and society to address global challenges, inter alia the SDGs

Economic impact
Foster all forms of innovation, facilitate technological development, demonstration and knowledge transfer, and strengthen deployment of innovative solutions

HORIZON EUROPE IMPACT IMPLEMENTATION

STRATEGIC PLAN

WORK PROGRAMME

PROJECT

EC POLICY PRIORITIES	Political Guidelines for the European Commission 2019-2024 (and other key strategic documents - e.g. Green Deal)
KEY STRATEGIC ORIENTATIONS FOR R&I	Set of strategic objectives within the EC policy priorities where R&I investments are expected to make a difference
IMPACT AREAS	Group of expected impacts highlighting the most important transformation to be fostered through R&I

EXPECTED IMPACTS
⇒ *DESTINATIONS*

= General objectives

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

> **EXAMPLE**
>
> *Strategic Plan & Work Programme: R&I contribution to seamless, smart, inclusive and sustainable mobility services*
>
> *Project : Increase maximum passenger capacity by 15% and passenger average throughput by 10%, leading to a 28% reduction in infrastructure expansion costs*

EXPECTED OUTCOMES
=>*TOPICS*

= Specific objectives

Effects of Horizon Europe projects such as uptake, diffusion, use and deployment of the projects' results by direct target groups (medium term)

> **EXAMPLE**
>
> *Work Programme : Innovative accessibility and logistics solutions applied by the European Transport sector*
>
> *Project : At least 9 European airports adopt the advanced forecasting system that was demonstrated during the project*

PROJECT RESULTS

= Operational objectives

What is produced during the project implementation, such as innovative solutions, algorithms, new business models, guidelines, policy recommendations, methodologies, publications, database, prototypes, trained researchers, new infrastructures, proof of feasibility, networks, etc. (short term)

> **EXAMPLE**
>
> *Project (by the end of its implementation): Successful large-scale demonstration trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management*

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Some suggestions

- Include all three types of impact, if relevant – scientific, economic/technological, and societal

- Try to avoid too general (and boring) statements about impact. If some types of impact are very far in the future, be frank about it.

- Quantify the importance and magnitude of impact, but be realistic and justify

- Think of short term, medium term and long term impact – beyond the scope and duration of the project

Comments of evaluators on Impact

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POSITIVE

- The proposal will provide the researcher with very good scientific, interdisciplinary and networking skills, with communicating, managerial and research planning competences and with additional teaching and mentoring expertise. This will certainly enhance the researcher's future career opportunities for a senior/permanent academic position.

- The planned publishing activities are well described, and the targeted conferences and journals are relevant and of high quality and impact.

- The proposal considers potential commercialisation and foresees to solve intellectual property rights issues with the assistance of professionals in that field.

- The proposal excellently identifies social media channels and concrete outreach events as a means to communicate the research results to the public.

- Communication and dissemination plans are clearly scheduled, and the time allocated to them is clearly justified.

NEGATIVE

- The proposal does not convincingly demonstrate how the planned scientific research will be determinant to the achievement of the researcher's career goals.

- The proposal does not provide sufficient information about future career strategies of the researcher after the fellowship.

- The specific role of the training activities for the researcher's career development is very vaguely detailed.

- Other than the standard dissemination channels are not considered. The dissemination plan is weakened by not sharing results on scientific social media platforms.

- The scientific dissemination plan for papers and conferences is overambitious.

- The proposal lacks a clear identification of dissemination measures addressed to the construction industry researched in the project.

- The communication strategy insufficiently details the targeted populations and timing of the planned activities.

Series of webinars in 2023

Estonian Research Council

1. Monday, **26 June**, at 14-16:
   Structure of the MSCA PF application. Ethics, Open science, gender aspects in research. CV.

2. Tuesday, 27 June, at 14-16:
   "Excellence" chapter of the MSCA PF application.

3. Wednesday, 28 June, at 14-16 :
   "Impact" chapter of the MSCA PF application.

4. Thursday, **29 June**, at 14-16 :
   "Implementation" chapter of the MSCA PF application.

5. Friday, **30 June**, at 14-16 :
   Submission system. Abstract and keywords. Wrapping up