

Securing EU Research Funding by Communicating and Demonstrating Societal Impact

*Enhance your EU funding success by understanding societal impact and
meeting EU evaluation standards*

Organised by:

22-24 January 2025

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

Brussels, Belgium

Hosted by:



Co-funded by
the European Union



About the course

Research institutions, most notably, Universities (of Applied Sciences) throughout the EU are increasingly in the position to apply for EU research funding. Several EU initiatives were launched to give Universities access to these grants in order to strengthen their research programmes. To increase the chances of receiving this funding, it is important to know how the EU decides on these applications and understand the role of demonstrating the Societal Impact of the research project in this process.

This 3-day course invites research managers and administrators to profit from the knowledge of our Impact and EU experts to put their insights to practice. The course will map out recent insights and results on measuring the impact of EU research and outline how the Union defines societal and economic impact. We will examine possibilities to enhance collaboration between universities, universities of applied sciences and research institutions and discuss how they can improve the demonstration of “impact” in their EU research funding applications. We will provide tools to optimise this even further by using the format of a Research Consortium which will include a segment with tips and tricks to help you to successfully apply for EU funding.

Together with experts in the field and other participants from all over Europe, representing a variety of contexts and a wide range of experiences, you will be able to discuss best practices to find solutions to shared problems and strengthen both research excellence as well as societal impact. Finally, we will convert our knowledge into practice and complete a course assignment which creates a large pool of sources to enhance your access to EU funding for your research projects.

Main themes



Taking an active role within an EU research strategy



Effective collaboration with research institutions and societal partners



Building consortiums for EU funding



Integrating impact in an institutional research strategy



Successful applications of EU research

About AESIS

The Network for Advancing and Evaluating the Societal Impact of Science (AESIS) is an international, open community for professionals working on stimulating and demonstrating the impact of science on economy, culture and well-being. Members come from all over the world, where they are involved in the evaluation of impact, research strategy and policy making, science funding, scientometrics, research administration, business creation, public engagement, and many more. We pursue a multi-stakeholder, system-wide approach on an international level, because we believe that stimulating dialogue between different sectors and regions, beyond the project level, will catalyse further development of effective instruments for evaluating and advancing the societal impact of science.

Morning Programme

Wednesday 22 January

*all times in CET (GMT+1)

9.00 - 9.30 Registration with coffee & tea

OPENING & INTRODUCTIONS

9.30 Words of Welcome by AESIS (*Advancing & Evaluating the Societal Impact of Science*)

9.40 Opening Speech by LINO (*Lithuanian RDI Liaison office*)

Tadas Tumėnas *Head of the Lithuanian RDI Liaison office (LINO)*

9.50 Introductions by the participants

- Why are you here, what do you want to take away?
- Where do you sit in the ecosystem of research activity?

10.15 What is societal impact and why are we talking about it?

Anika Duut van Goor *Director of AESIS*

10.45 - 11.15 Coffee & tea break

INTRODUCTION TO SOCIETAL IMPACT

- 11.15
- Pathways and strategies for societal impact
 - Assessment and understanding of impact
 - Integrating impact in a research strategy

Anika Duut van Goor *Director of AESIS*

12.45 - 13.45 Lunch

Afternoon programme on the next page —

Afternoon Programme

Wednesday 22 January

*all times in CET (GMT+1)

MAXIMISING IMPACT IN EU PROGRAMS

- 13.45
- Understanding impact in Horizon Europe
 - Impact pathways
 - Zooming in—Outcome and Impact
 - What to do and support services.

Andrea di Anselmo

President of META Group, Italy

15.15 - 15.45 Break

DISSEMINATION & EXPLOITATION

- 15.45
- How to increase the strength of your Horizon Europe application through the D&E plan**
- What is the difference between Dissemination, Communication and Exploitation and how to formulate proper strategies for each
 - Decisive duo – stakeholder analysis and communication strategy
 - Examples/templates of Dissemination & Exploitation strategy

Andrea di Anselmo

President of META Group, Italy

- 17.15
- Introduction to the course assignment**

17.30 End of Day 1



Morning Programme

Thursday 23 January

*all times in CET (GMT+1)

9.00 - 9.30 Coffee & tea walk-in

BEYOND ACADEMIA: MAXIMIZING SOCIETAL IMPACT

- 9.30
- Creating effective partnerships with industry, policymakers, and civil society
 - How to articulate research outcomes that resonate with non-academic stakeholders
 - Discussing leveraging interdisciplinary collaborations to enhance societal and economic impact

Rebecca Thompson

Impact Manager at EIT Food, United Kingdom

11.00 - 11.30 Break

DEMONSTRATING IMPACT

- 11.30
- Methods and Tools
 - Interdisciplinary pathways
 - How to bridge your research project from theory to practice?

Rebecca Thompson

Impact Manager at EIT Food, United Kingdom

13.00 - 14.00 Lunch

Afternoon programme on the next page —

Afternoon Programme

Thursday 23 January

*all times in CET (GMT+1)

COLLABORATION AND COMMUNICATION

- 14.00
- Transdisciplinary Research
 - Forming Consortia
 - Intersectorial - businesses and governments
 - Building Strategy for Impact

Ritchie Head

Managing Director, Ceratium BV, United Kingdom

15.30 - 16.00 Break

15.40 **Walk together to the European Parliament**
Bring PASSPORT/ID to enter the European Parliament

European Parliament

Wiertzstraat 60, 1047 Brussels, Belgium



18.00 **Course Dinner**

Quartier Leopold

Pl. du Luxembourg 9, 1050 Brussels, Belgium



Programme

Friday 24 January

*all times in CET (GMT+1)

9.00 - 9.30 Coffee & tea walk-in

GRANT WRITING

9.30 Horizon Europe grant writing

- What is the value that the societal impact of research has in Horizon Europe proposals & how to understand the EU language
- Broadening the scope of engagement beyond academia
- Tips and tricks
- Good-practices and pitfalls

Ritchie Head

Managing Director, Ceratium BV, United Kingdom

11.00 - 11.30 Break

PRESENTATIONS BY PARTICIPANTS WITH FEEDBACK

11.30 Participant Presentations

- Applying theories, best practices, and insights taught in the course
- Reflect learnings exercise to individual experiences
- Form a plan for future work

Ritchie Head

Managing Director, Ceratium BV, United Kingdom

Rebecca Thompson

Impact Manager at EIT Food, United Kingdom

Anika Duut van Goor

Director of AESIS

13.00 Wrapping up: going into collected practical issues of the past days, discussion, summary & recap of most important lessons

What's next for you?

- What to do when you return

13.30 Closing Lunch