Yellow Research

CERATIUM
HELPING RESEARCH HAPPEN

Helping polar bears talk about icebergs:

communication and impact strategies

Ritchie Head, Christina Olsen & Lotte Jaspers

Our perspective

- H2020 / Horizon Europe
- Competitive proposals
- Driven by funder needs (SOCIETAL)
- Demand IMPACT
- IMPACT needs COMMUNICATIONS
- But …..Polar bears?

The Polar Bear and the Academic

- Reputation
- Focused on immediate concerns
- Sometimes a limited view of IMPACT
  - Inwards – career focus
  - Outwards…. to other polar bears
- Do not always see “depth and value”
- Societal interactions…limited
- Competition
- Practicalities – not always easy to meet

IMPACT

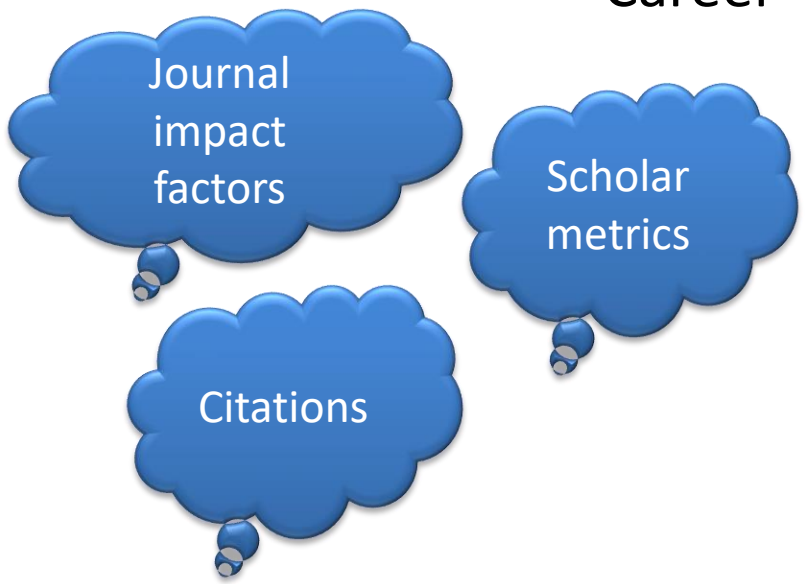
- Increasing demands to demonstrate IMPACT
  - Politicians
  - Funders and policy makers
  - Societal actors
  - Citizens
- Academic priority
  - Peer review papers
  - Conferences
  - Change is slow!

SOCIETAL **IMPACT** INCREASINGLY CRITICAL

How research results are used to create change

Horizon Europe
EC looks to increase indicators

Career – hiring, tenure, advancement



National assessment exercises

European Impact assessment exercises

Wider society?

Communications and Impact: Evaluation

EXCELLENCE

- **Clarity and pertinence of the objectives**
- **Soundness of the concept, and credibility of the proposed methodology;**
- **Extent that proposed work is beyond the state of the art (e.g. ground-breaking objectives, novel concepts and approaches), and demonstrates innovation potential**
- **Appropriate consideration of interdisciplinary approaches and, where relevant, use of stakeholder knowledge and gender dimension in research and innovation content.**

IMPACT

- **The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the work programme under the relevant topic;**
- **Any substantial impacts not mentioned in the work programme, that would enhance innovation capacity; create new market opportunities, strengthen competitiveness and growth of companies, protect the environment or bring other important benefits for society.**
- **Effectiveness of the proposed measures to**:
  - **Exploit and disseminate the project results (incl. management of IPR), and to manage research data where relevant**
  - **Communicate the project activities to different target audiences** .

IMPLEMENTATION

- Quality and effectiveness of the work plan, including extent to which the resources assigned to work packages are in line with their objectives and deliverables
- Appropriateness of the management structures and procedures, including risk and innovation management
- Complementarity of the participants and extent to which the consortium as whole brings together the necessary expertise
- Appropriateness of the allocation of tasks, ensuring that all participants have a valid role and adequate resources in the project to fulfil that role

Call Text – Topic Description Analysis

Specific Challenge: Regenerative medicine offers hope for untreatable disease and the ageing population, improved quality of life and reduced medical costs. However, so far, regenerative medicine has not yet proved itself in the clinic beyond rare diseases or conditions of limited public health importance. With recent scientific discoveries opening up new approaches to regenerative medicine, the challenge is to use these to extend the regenerative approach to major diseases and conditions.

Scope: Regenerative medicine replaces or regenerates human cells, tissue or organs, to restore or establish normal function. Projects should focus on innovative translational research to develop regenerative processes towards the ultimate clinical goal of addressing unmet clinical needs of large patient groups. Proposals should be based on new approaches such as genome editing or gene therapy, transdifferentiation or *in vivo* reprogramming, cell therapy and transplantation, 3D bioprinting, organoids or use of combined products (non-exhaustive list for illustrative purposes only). In all cases, proposals should explain in what way their approach is regenerative. Research on improved methods of tissue and organ transplantation is included on the condition that there is a clear regenerative step in the process. The project may focus on any step(s) on the innovation chain, from early testing and characterization of regenerative mechanisms to preclinical research, proof of concept or clinical trial. Sex and gender differences should be investigated, where relevant. Projects should include a section on the proposed therapy's exploitation potential, regulatory and commercialisation strategy and how it would be made available and delivered to patients.

The Commission considers that proposals requesting a contribution from the EU of between EUR 6 and 8 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Expected Impact:

- Potential new regenerative therapies to address unmet clinical needs of large patient groups identified.
- Europe's position in translational regenerative medicine strengthened.
- New therapies for major human diseases and conditions, and new approaches for therapy taken further in the development pipeline.

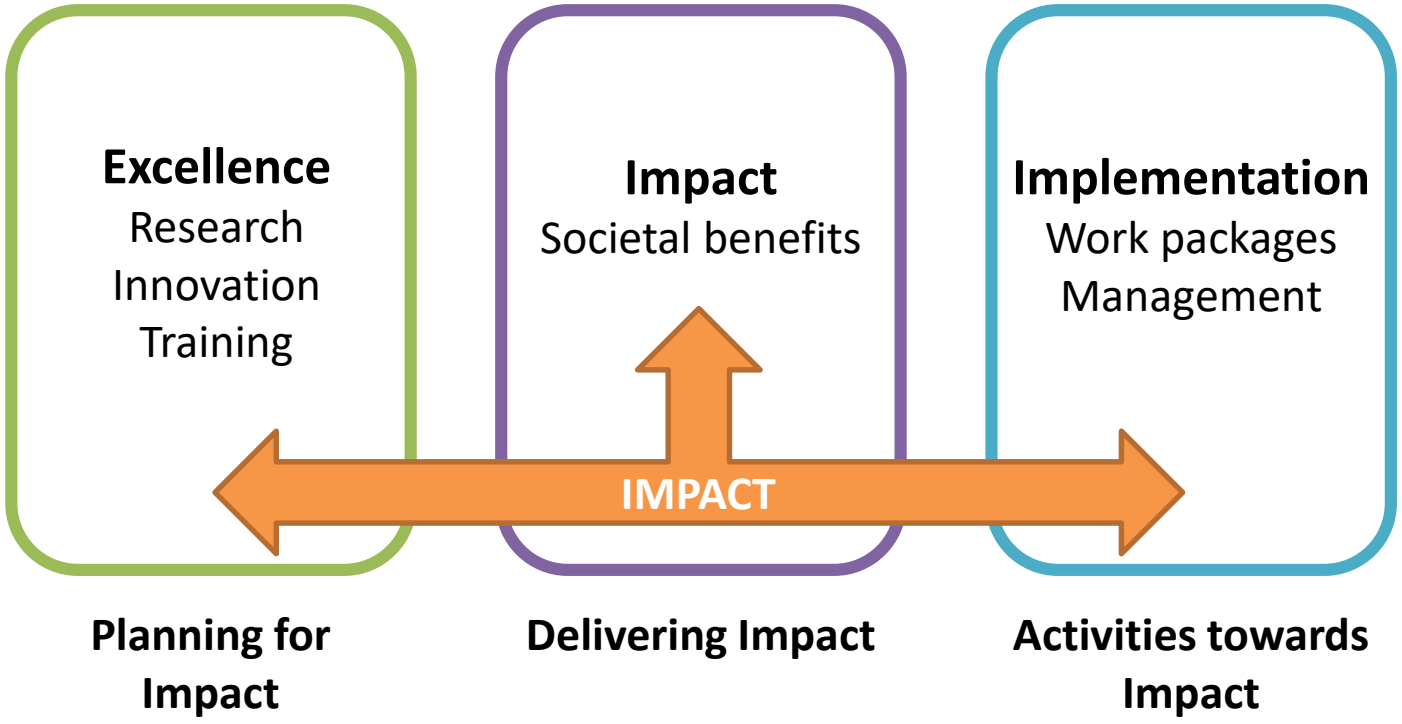
Cross-cutting Priorities: Open Innovation; Gender

Any substantial impacts not mentioned in the work programme

- **enhance innovation capacity;**
- **create new market opportunities, strengthen competitiveness and growth of companies,**
- **protect the environment**
- **bring other important benefits for society (e.g. Health and well being)**

Writing European Projects

- Research and innovation Actions
- Innovation Actions
- MCSA Training Networks



Challenge Led: From inception to completion

Your Ideas

Research & Innovation Needs = PROPOSAL

Funding Needs

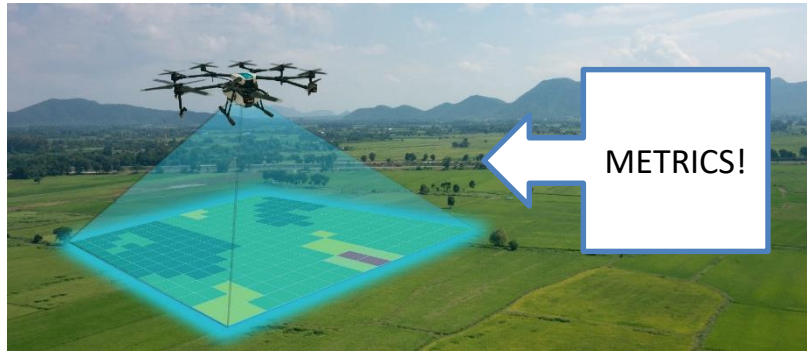
Product/Service

Shape research strategy	Foresight, horizon scanning fit into landscape
Find partners	European/International networks, brokerage, initial due diligence
Identify funding	Grants, Venture Philanthropy, Loans, develop proposal plans
Write proposals	Clear concepts, creative approach, strong rationale
Manage projects	Contracting, planning, budgets monitoring, reporting,
Valorisation	IP strategies, business planning, communication, dissemination

DATA to convince

PEOPLE To Deliver

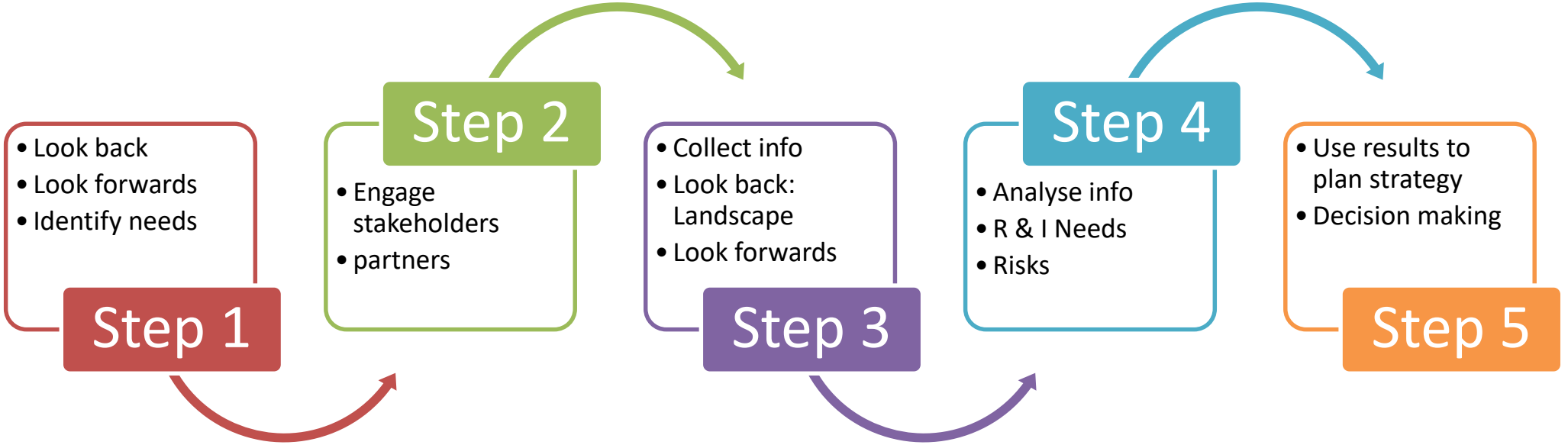
RESULTS Driving Change



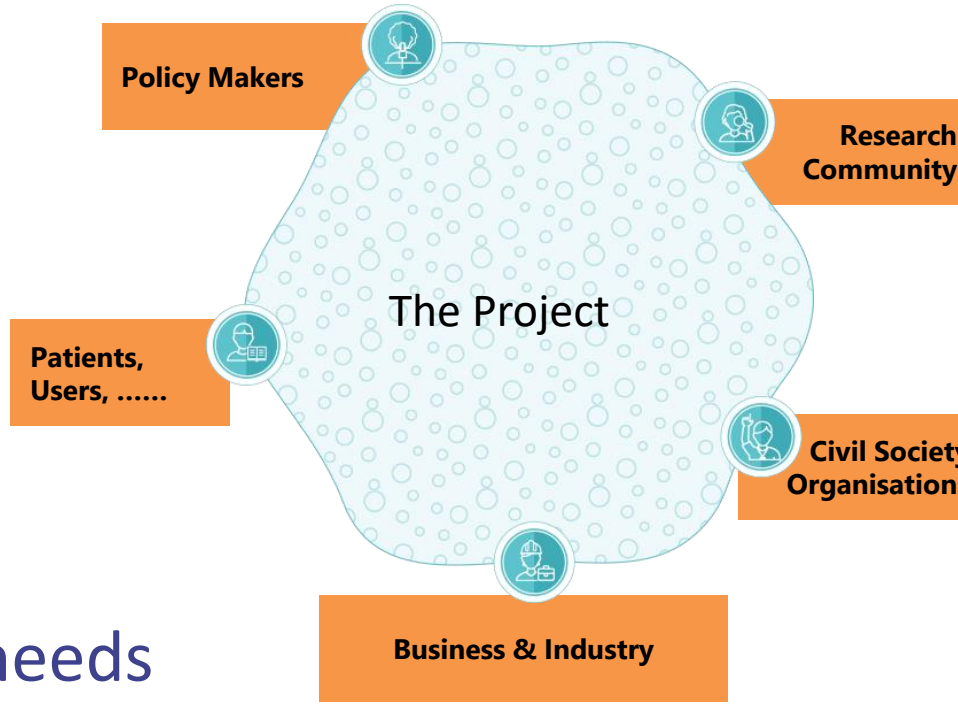
Tools to help

Creative Horizon & Landscape Scanning

- Long-term forward looking
- Planning and priority setting
- Participation
  - Partners
  - Stakeholders



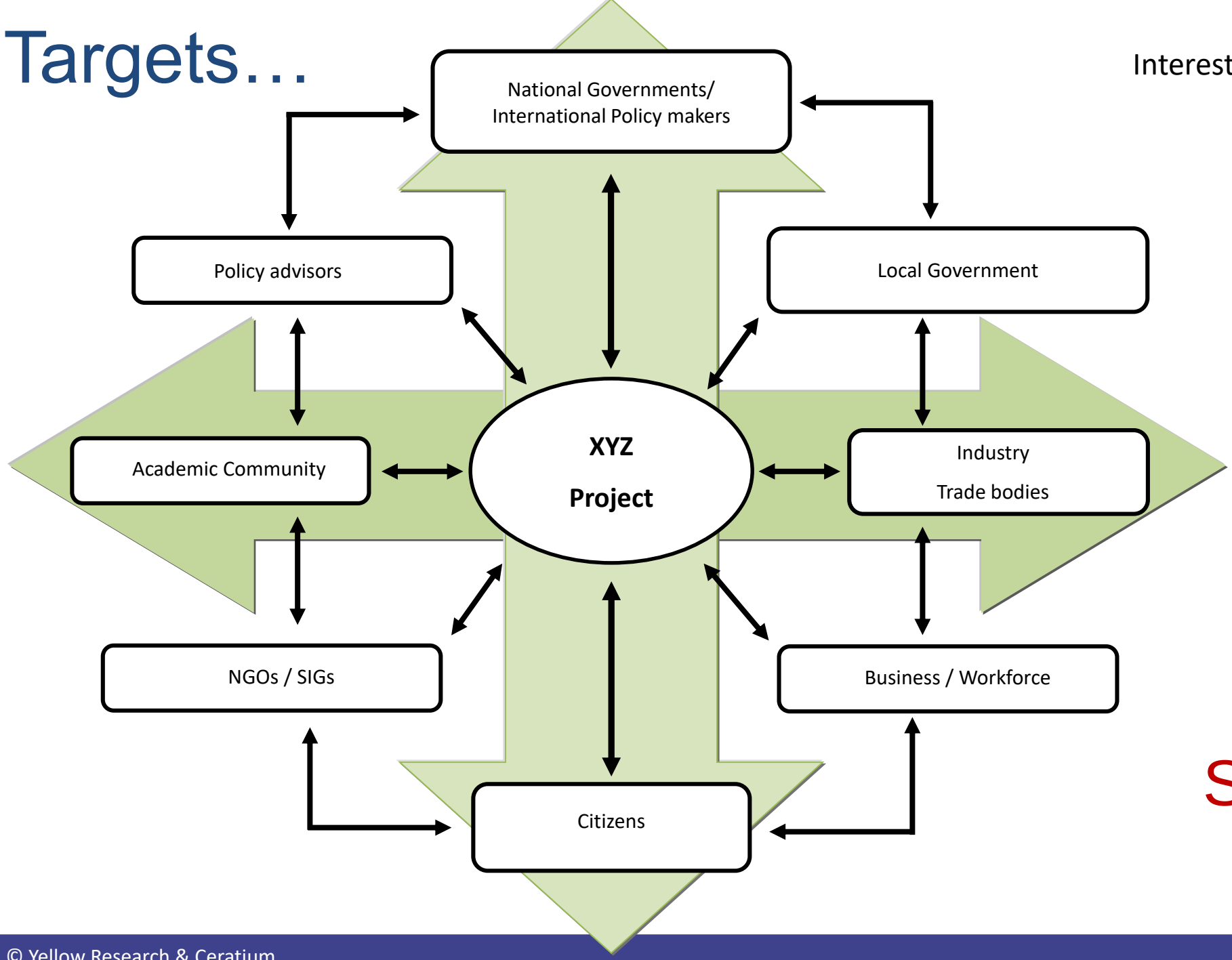
Challenge-led Research Direction

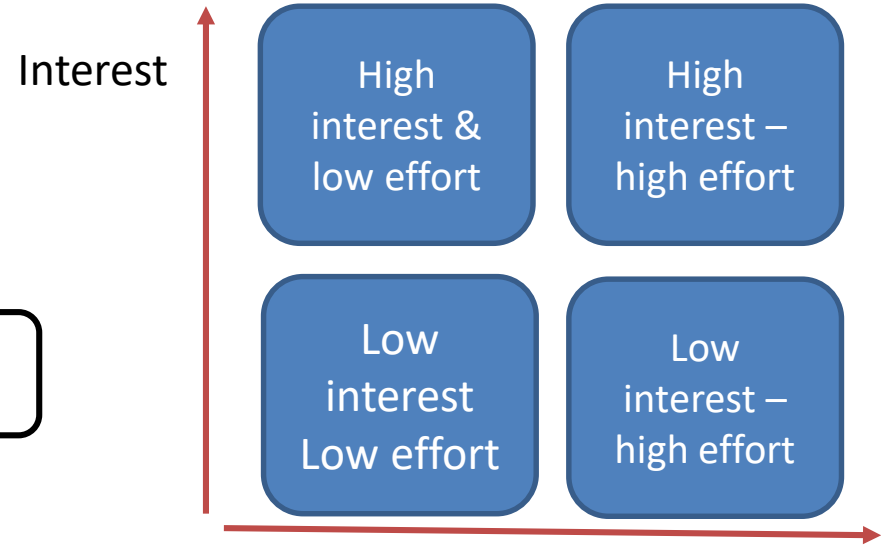


- Analysis of future potential of technology
- Priority setting for R&I (knowledge gaps)
- Identified unmet or emerging need
- Supporting future policy or strategy planning needs
- Network building
- Capacity building / methodologies
- Others
- ACTIVITES CONTINUE THROUGH THE PROJECT

Multiple voices
not just academic led

Targets…





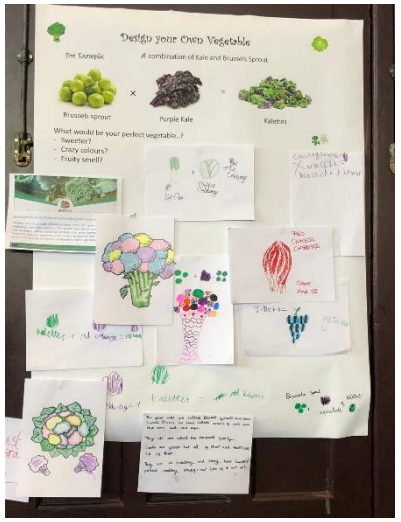
Various channels

Specific channels

Simple opportunities – complex audiences?

BRESOV

Shaping the future of organic breeding & farming



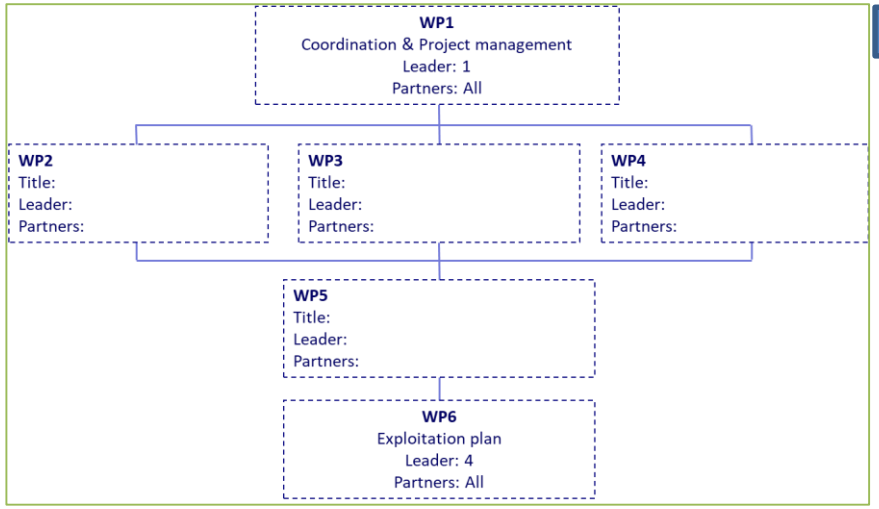
- Lots of interest
- Children enthused
- Adults suspicious
- PLANT SCIENCE IS GMO
  - Capturing attitudes
  - Rethinking outreach
  - Audience complex!

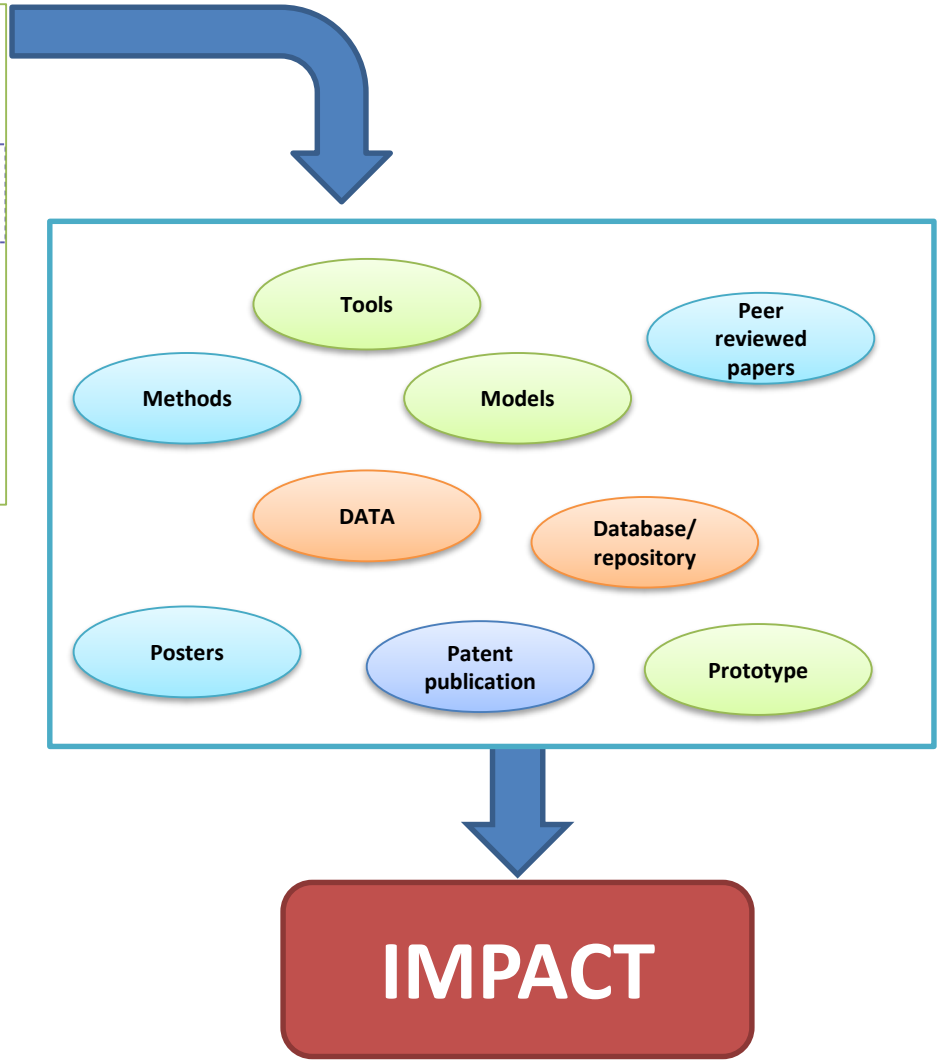
Yellow Research

CERATIUM
helping research happen

Design Tools

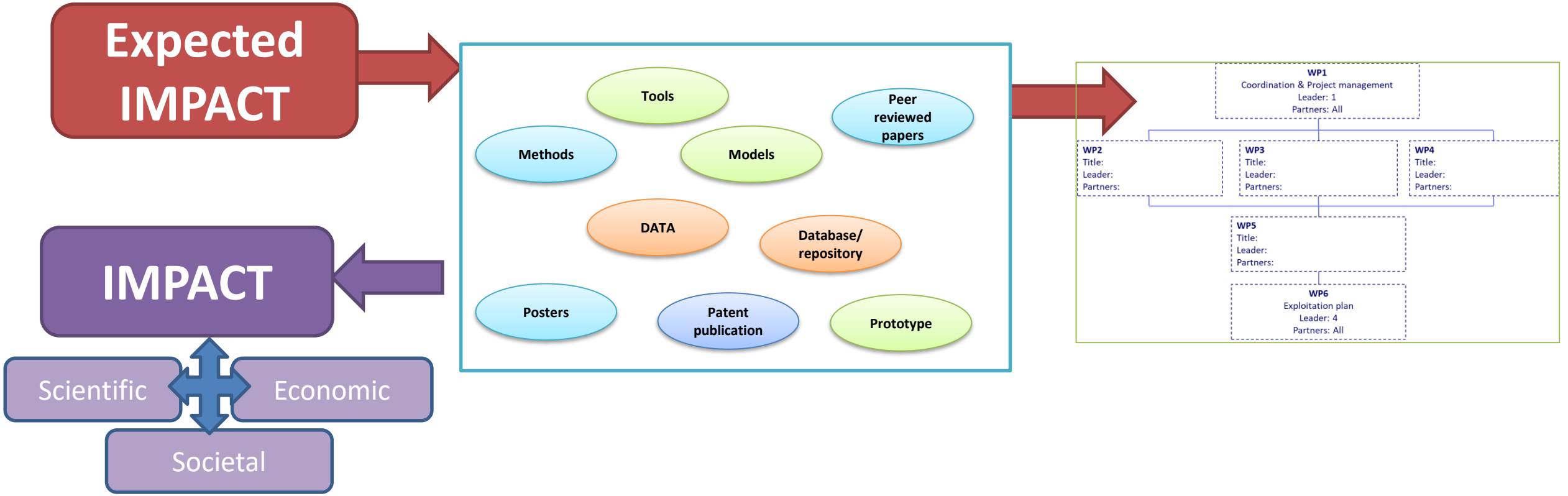
Traditional Project Design





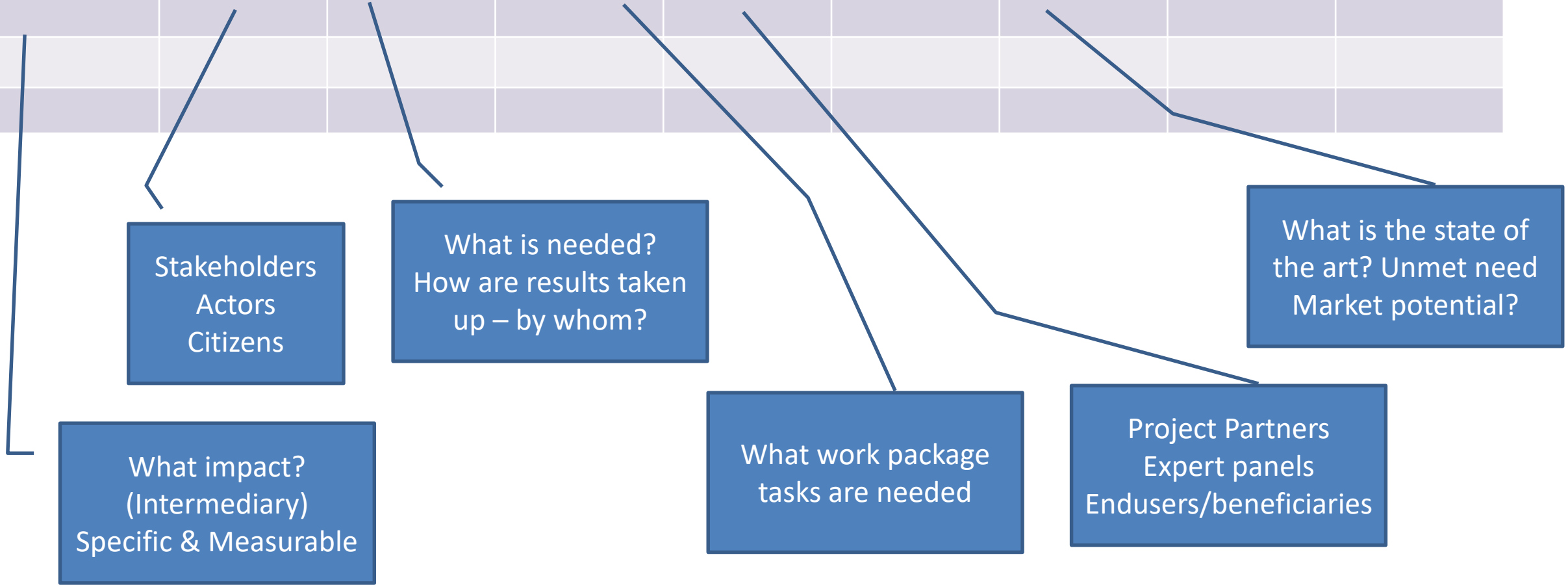
- Dissemination
- Exploitation
- Communication
- Business Plan (?)
- *What comes after the project*

Reverse-engineer Project to be challenge led



Practical Design Framework

Target Impact goals	Who is interested?	Key results	Activities to deliver result	Who is needed ?	Timing of tasks	What background is required	Steps after the project	Budget and future planning



Results mapping tools

Exploitation pathways per result => commercial/non commercial

Results and outcomes	Targeted Users (users, buyers, policy-makers….)	Exploitation strategy: Free, Open, (non) or (co-) exclusive	Publication strategy Protect or Open science/data	Potential Use and Rights: Research or Commercial Non commercial.	Time to market or TRL	Next steps and Involvement of value chain	Barriers and risks
Measurements on…….							
Product / technology							
Standard							
Platform							

Who cares?

Commercial value – Research vale

Who will use? Partner or external? Are the IP rights clear

Planning table – use table or well structured text and graphics

Dissemination and Communication Plan

Target Audience	**Outputs and Message**	**Channel**	***Benefit***	***Success indicators***
Academics: - which community - PhD students	Result A	Scientific publications; Methods, techniques	State-of-the-art Action-Using	
Public Sector users: - -	Recommendation 1	Policy reports Workshops Intermediary?	Awareness; Interest; Decision; Action-using	How do you show take up and use?
Public	Message 1	Press releases information about website/social media	Why? When?	
Patients	Information 1	Newsletter of patient organisation Workshops		

Generic statements ARE NOT COMPETATIVE

Summary – tools structure discussions and thinking

- 90% of an iceberg volume is underwater
- Your Polar bear stands on a lot of knowledge
- Tools to stimulate Conceptual Thinking and structure discussions
  - Design and reverse engineer
  - Mapping Tools
  - What steps could happen outside the project?

Thank you

RIA/IA Proposal Writing Writing Impact
Amsterdam
May 14th 22nd 30th
June 11th

Tool examples
Provide contact details