



# Workshop: How to Write the Impact of a Horizon 2020 Proposal (Pillar II and Pillar III)

**19th November 2019**. 9 h. Duration: 3'5 h.  
Saló d'Actes. Rectorat de la Universitat de València.  
Av. Blasco Ibàñez, 13. 46010 València.

## Overview

Impact has become one of the key evaluation criteria in Pillar II (Industrial Leadership) and Pillar III (Societal Challenges) of Horizon 2020. Researchers have difficulty in understanding the concept of 'Impact' and in explaining the potential impact of their proposals. The aim of this workshop is to explain the concept of 'impact' and provide researchers and research support staff with guidelines on writing the impact part of Horizon 2020 proposals.

## Contents

### Module 1: Impact in Horizon 2020.

Impact Assessment as a tool for European Policy Making  
Horizon 2020 Impact Indicators  
PEST Analysis  
Technology Readiness Level (TRL)  
Step by Step Guide to Describing Impact in Proposals

### Module 2: How Pillar II and Pillar III Proposals are Evaluated.

The Evaluation Process  
Proposal Stage (B2 Impact)  
Evaluation of Proposals (B2 Impact)  
The Panel Meeting (Selection of Proposals for Funding)

### Module 3: Proposal Clinics (Guide to Writing Impact).

When Proposal Clinics are Used  
Format of a Proposal Clinic  
Defining Indicators to measure the Impact

### Module 4 Impact on Industry (Pillar II and III).

Impact on Value Chains, Technology Platforms and Business Models  
Impact of Enabling Technologies  
Impact on Standards  
Impact on Regional Smart Specialisation

### Module 5 Impact in Social Sciences and Humanities (Pillar II and III).

Impact on EU Policies and Legislation  
Stakeholder Analysis and Identifying Target Stakeholders  
Impact in Humanities Projects

*Registration:* <https://encuestas.uv.es/index.php/884724?lang=ca-valencia>

Limited number of seats: UVEG attendants will be selected as per their motivation and previous experience in the preparation of H2020 proposals. The workshop will be conducted in English.

The workshop will be presented by Dr Sean McCarthy of Hyperion Ltd ([www.hyperion.ie](http://www.hyperion.ie)). Dr. Sean has been active in over 60 Framework projects. In 4 of these projects he was the 'Exploitation Manager' responsible for preparing the Plan for Use and Dissemination of Knowledge. Since 1998 over 30,000 participants have attended his courses in 27 countries. He has presented training courses on the Framework programmes in over 210 research centres throughout Europe ([www.hyperion.ie/clients.htm](http://www.hyperion.ie/clients.htm)).

