

Syllabus: How to maximise the impact

Module title	<i>How to maximise the impact of your Horizon Europe project results</i>
Area	<i>Concept and Proposal Design, Partnership and Relationships, etc.</i>
Learning format	<i>Seminar/Workshop</i>
Length of module	<i>2 h</i>
Regional	<i>No regional dimension</i>
Topic (short description)	<p><i>This module will provide insights into what is the impact of Horizon Europe project for various stakeholders, how the results could potentially be commercialized and how everything can be effectively communicated.</i></p> <p><i>This is a vital skill for any researcher interested in valorisation or business interested in utilizing either national or international R&D projects.</i></p> <p><i>Before participating the module, the participants should have either an a) Idea for a project or B) Ongoing project, whose impact they are interested in maximizing.</i></p>
Module description	<p>Objective(s): <i>The primary objectives of this module is to help participants to understand</i></p> <ul style="list-style-type: none"> - <i>Science to Business and Science to Society communication principles and why impact is vital for different stakeholders</i> - <i>How to valorise the results from Horizon Europe projects</i> - <i>How to capture and communicate the value and impact of the R&D results</i> <p>Subject(s): <i>The module will cover the following three elements:</i></p> <p><u>1) What is the societal, business and academic impact of the project?</u></p> <p>Introducing the concept of impact and why it is important regarding communication. A short group work to help participants to identify how their project creates measurable benefits for various stakeholders.</p> <p><u>2) How Horizon Europe project results can be commercialized?</u></p> <p>Presenting examples why commercialization is important for both SMEs and HEIs and what different models of commercialization can include. A short group discussion to identify potential venues for using the help of a pre-made template.</p> <p><u>3) How to pitch your project?</u></p> <p>An introduction to why pitching is an important skill for any project so that it can be communicated clearly. Presenting different types of pitch and universal rules to pitching. Participants wrap up the module by practicing their</p>

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<p>Module description cont.</p>	<p>one-sentence pitch that helps to summarize the impact of their project and contents of the day.</p> <p>Participants have access to a recorded pitch-training and pitch deck template</p> <p>Tools / templates:</p> <ul style="list-style-type: none"> - Impact canvas for identifying societal, business and academic impact during the module - IOOI (<i>Input, Output, Outcome, Impact</i>) framework canvas as homework / individual exercise - Commercialization template that helps SMEs and HEIs to see what different pathways for commercialization include - Pitch deck templates for building the pitch deck as homework
<p>Suggest group exercises during session</p>	<p><i>Discussion / group work around identifying societal, business and academic impact of the project</i></p> <p><i>Discussion / group work around potential commercialization models</i></p> <p><i>One sentence pitch: Participants make a one-sentence pitch about the project that summarizes the unique selling point of the project</i></p>
<p>Suggested exercises to take home</p>	<ul style="list-style-type: none"> - Revise the Impact canvas for society, business, research - Fill in a full IOOI framework canvas (input, output, outcome, impact) that can be used as appendix for project bid - Discuss about commercialization opportunities with business / university partners and local innovation actors (TTOs, engagement offices, regional development agencies, etc) - Watch a recording on “How to build a pitch?” and expand one-sentence pitch into a full pitch deck that can be used as an appendix for project bid. Practice the pitch.
<p>Relevant Literature / links</p>	<p>How to build a pitch for projects – recording: https://www.youtube.com/watch?v=-8xB1kHxGLU</p> <p>Impact canvas: https://chelsea-robinson.gitbook.io/impact-canvas/tl-dr-short-summary/what-is-the-impact-canvas</p> <p>IOOI framework canvas: https://www.sitra.fi/en/articles/it-worth-trying-measure-impact/</p> <p>Mazzucato, M. 2021. Mission Economy: A Moonshot Guide to Changing Capitalism. Harper Business.</p>