

# Excellence, Impact, Communication, Dissemination and Exploitation

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# Excellence – General advice

- Start with a short, catching introduction
- Be interesting
  - Original question? Innovative technique?
- Write for a generalist - use accessible language, explain terms and concepts specific to your field
- Use an attractive layout, not too dense text, moderate use of bold/highlighted text
- Include figures, these should not be too big or complicated, preferably self-explanatory
- Be clear and use specific examples when applicable
- Read and follow the guidelines!



# Excellence

## - Two-way transfer of knowledge

### 1. Transfer of knowledge to the researcher

- What skills are lacking for the researcher to reach a better position for future career?
- What will be gained during the fellowship?

### 2. Transfer of knowledge to the host

- What skills does that researcher have now that can be transferred to the host?

*Be specific on how skills  
will be acquired and  
transferred*



# Excellence

## -Examples of training activities

### ***Training activities***

- training through research
- workshops, summer schools
- structured research training courses
- exchanging knowledge through visits

### ***Transferable skills***

entrepreneurship, project management, communication, standardisation, management of IPR, ethics, scientific writing, take up and exploitation of research results, gender awareness, personal development, team skills, multicultural awareness, research integrity, gender issues



## You want to get comments like:

- The fellowship will contribute to enhance the scientific expertise of the applicant to reach professional maturity in research.
- The research training objectives are clearly presented. A series of additional complementary skills will be offered to the fellow which will broaden his/her existing expertise.
- The complementary skills of the fellow and the host are excellent and will help reaching the goals.
- An efficient knowledge transfer and training to meet the ambitious goals and the research objectives is foreseen.
- The research training is very well planned and of high quality.
- The transfer of knowledge to the researcher is elaborated in detail and are relevant for the candidate at present career stage.
- The knowledge transfer going two ways is clearly demonstrated.



# Excellence

## - Hosting arrangements

- Measures taken to integrate the researcher in the different areas of expertise, disciplines, and international networking opportunities that the host could offer.
- Describe resources made available and collaboration that the researcher will take part in.
- Mention in your proposal the Uppsala University International Faculty and Staff Services, a EURAXESS Centre. EURAXESS – Researchers in Motion is a unique pan-European initiative delivering information and support services to professional researchers.



# Impact

Impact dimensions that can be addressed in the MSCA PF proposal:

- **Impact on the future career of the fellow**     *Central to the proposal*
- Scientific impact
- Societal impact     *If applicable to the project*
- Economic impact     *the project*



# Impact

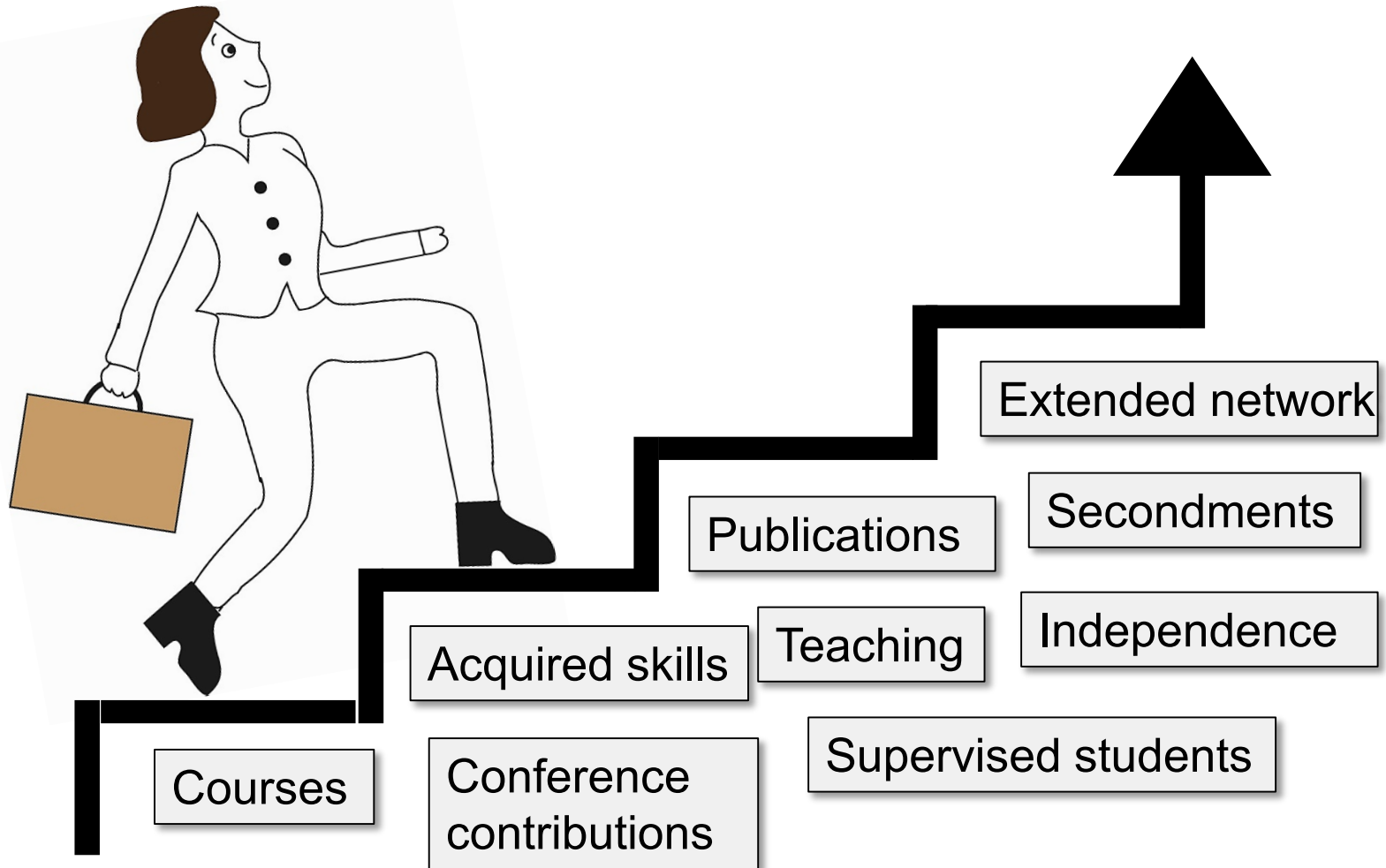
## Impact on the future career of the fellow:

- Describe how the fellowship will have impact on the fellow's future position and career.
- Describe how the fellow will reach set career goal (for example get an ERC, become senior lecturer or group leader...)
- Illustrate the fellow's potential for reaching a position of professional maturity, diversity and independence (for example work in collaborations and interdisciplinary research, learning diverse skills, independent project management...)
- Be concrete and exemplify with how the fellow will gain wider career perspectives (collaboration with non-academic partners, secondments/placements, building a wide international network...)
- Intersectoral mobility is encouraged, but any planned secondments or placements must be justified





# Impact on the future career of the fellow



# Career Development Plan

**Career Development Plan is a formal deliverable due by month 6, and updated if needed throughout the project**

“In order to equip MSCA postdoctoral fellows with skills that enhance and expand their career opportunities inside and outside academia, **a Career Development Plan should be established jointly by the supervisor(s) and the researcher.** In addition to research objectives, this plan should comprise the researcher's training and career needs, including training on transferable skills, teaching, planning for publications and participation in conferences and events aiming at opening science and research to citizens.”



# Impact

## Scientific impact

- Creating new knowledge
- Promoting diffusion of knowledge and Open Science

## Societal Impact

- Addressing EU policy priorities and global challenges (Agenda2030, Global Sustainable Development Goals)
- Delivering benefits to society at large

## Economic Impact

- Generating innovation-based growth
- Creating more and better jobs



*The 17 Global Sustainable Development Goals*



## You want to get comments like:

- A successful completion of the project will boost the fellow's career in terms of scientific training and will open new career perspectives.
- The career potential of the applicant is high. He/she outlines an ambitious, though realistic, way his/her future professional goals
- The researcher will expand his/her previous expertise on ... and ... by learning ... and ..., which will lead him/her to establish a future line of research.
- The knowledge and the skills that the researcher will acquire during the course of the fellowship is highly versatile



# Communication, Dissemination and Exploitation

## *Definitions*

**Dissemination and Exploitation plan** is a formal deliverable that is due “towards the end of the project”



# Communication, Dissemination and Exploitation

## *Definitions*



Communication measures promotes the project, reaches out to society and visualizes the benefits of the project (News, social media, popular science publications, outreach events like SciFest at UU...)

Dissemination discloses the project results by appropriate means (scientific publications, conferences, policy recommendations...)

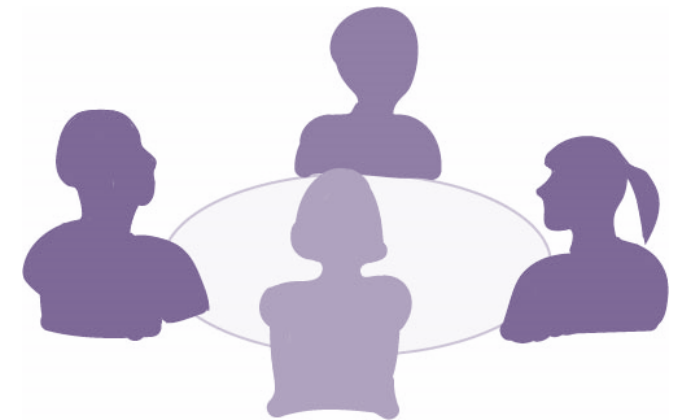
Exploitation of results uses them in further research and innovation activities outside the scope of the project (creating and marketing a product, policy, process or service, or standardisation activities, UU Innovation)



# Communication, Dissemination and Exploitation

Communication, dissemination and exploitation activities should help **maximise the impacts** of your project

- Increases the visibility of your research, enhances your reputation and helps gain understanding and support
- Opens up other funding sources and business opportunities by explaining how your project successfully tackles current issues and challenges
- Supports the spread of knowledge and allows that knowledge to be built upon
- **Evaluators will assess:**
  - Quality of the proposed measures to communicate the project activities to different target audiences
  - Quality of the proposed measures to disseminate and exploit the project results



## Communication



## Dissemination



## Exploitation



**Reach out to society and show the impact and benefits** of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.

**Inform** about and promote the project AND its results/success.

Multiple audiences beyond the project's own community incl. media and the broad public.

**Transfer knowledge & results** with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.

**Describe** and **ensure results available** for others to **USE** → focus on results only!

Audiences that may take an interest in the potential **USE** of the results (e.g. scientific community, industrial partner, policymakers).

**Effectively use project results** through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.

**Make concrete use** of research results (not restricted to commercial use.)

People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.

  
Objective

  
Focus

  
Target Audience





## You want to get comments like:

- The measures for communication and result dissemination are very well planned and the strategies for public engagement is very good
- The fellow has very good earlier experience with outreach activities shown by his/her engagement in
- The proposal presents a very appropriate strategy to disseminate the project results in peer-reviewed journals, conference presentations, seminars and meetings with industry
- Research results will be disseminated in highly reputed journals
- The handling of IP right is sufficiently elaborated
- The fellow has very good earlier experience with outreach activities shown by his/her engagement in





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