**THE EU
RESEARCH & INNOVATION
PROGRAMME**

2021 – 2027

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Cluster 6 Coordinator's Day-22/9/2022

HORIZON EUROPE CLUSTER 6 COORDINATORS DAY

Shaping future R&I policy

What do we mean with input to policy?

> **Exploitation**
> GA Art. 16 and Annex 5

Audiences including project partners **that make concrete USE of the results** (e.g. commercially, **for policy**, for research)

Feeding the policy cycle = 'Windows of opportunity'

Policy Needs (Strategic planning)

Policy Design (Work Programmes)

HE Results

Evaluation/ IA

Monitoring

Policy (Programme) implementation

` Harvesting **policy relevant knowledge** from your **projects** that can **inform policy makers** & other **stakeholders** throughout the **entire policy cycle**

Use of knowledge & results for evidence-based policy

Why is it important?

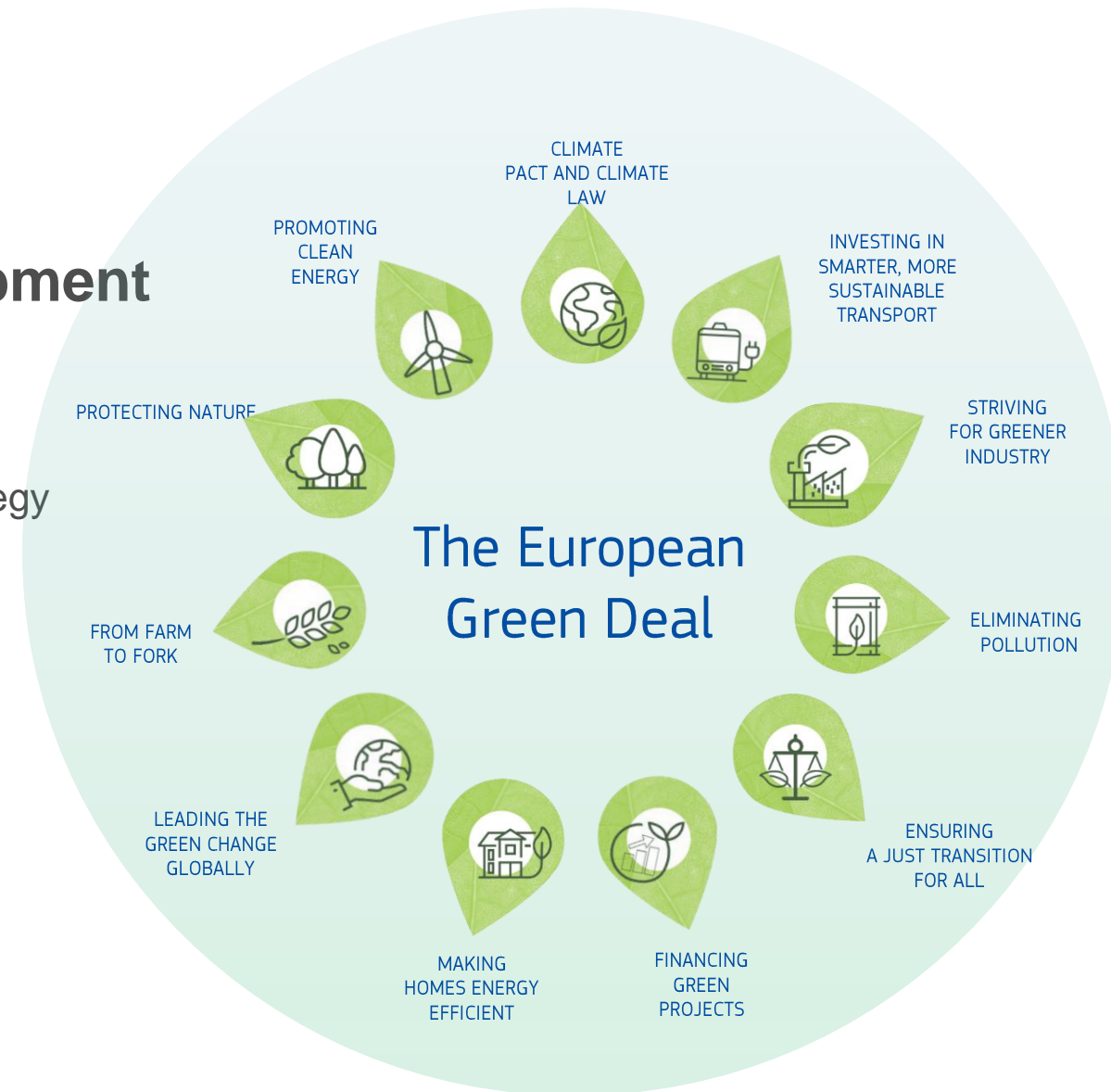- Contribute to **overall priorities of the EU** (Green Deal, Digital Age,…)

- **Maximise R&I investment** & deliver **benefits for people & planet**

- Delivering **impact** from your projects -> Projects' results fed in **different thematic policies, identify** and **fill knowledge gaps, …**

Policy priorities

- The **2030 Agenda for Sustainable Development**

- The **European Green Deal**:

  - EU **Biodiversity** strategy 2030
  - **Zero Pollution** action plan
  - **Farm to Fork** strategy
  - Renewed **sustainable finance** strategy
  - … and more!

  - **Climate adaptation** Strategy
  - European **Climate Law**
  - **Blue Economy** strategy

PROMOTING CLEAN ENERGY

CLIMATE PACT AND CLIMATE LAW

INVESTING IN SMARTER, MORE SUSTAINABLE TRANSPORT

PROTECTING NATURE

STRIVING FOR GREENER INDUSTRY

FROM FARM TO FORK

The European Green Deal

ELIMINATING POLLUTION

LEADING THE GREEN CHANGE GLOBALLY

ENSURING A JUST TRANSITION FOR ALL

MAKING HOMES ENERGY EFFICIENT

FINANCING GREEN PROJECTS

Horizon Europe **Missions**

Concrete solutions for our greatest challenges

EU Missions are about what we can do together to shape the future we want to live in.

FIVE MISSIONS

Missions have ambitious goals and will deliver concrete results by 2030.

cancer: improve the lives of more than 3 million people

make 150 regions and communities **climate resilient**

restore our **ocean and waters**

achieve 100 **climate-neutral and smart cities**

create 100 living labs and lighthouses to lead the transition towards **healthy soils**

How do you do it?

Ensuring impact by **linking** with **relevant policies** & **developments**

- **Connect** & **engage** … at the **local, national, regional, EU & international** level
  - ➢ EU stakeholder consultations, thematic working groups, EU Missions
  - ➢ International policy processes (CBD, IPBES & IPCC, …)

Capitalisation, **synergies** & **collaboration opportunities**

- **Working with others:** Plan for this & dedicate resources!!
  - ➢ **Identify synergies, overlaps & potential areas of collaboration**
  - ➢ **Cluster with others** to build a credible package
  - ➢ Make good **use of links** in your consortium and existing networks
- Relevant projects & knowledge: uptake of results & lessons learnt!!
- Take advantage of **Horizon Results Platform** for promoting your results

Opportunities to Contribute & Joining forces

How do you do it?

Plan exploitation for **policy making purposes** like you would do for any other **exploitation** avenue

- When & where do you start? Start from the project onset!; plan for 'on-time inputs'
- Why & who are you engaging? What are your key messages? Identify who & what you want to influence
- Be strategic. Make it relevant, understandable & easily transferred
- Plan, assess and revise Understand expectations / needs / barriers; expertise!
- Adapt to the changing context! Seize new opportunities
- Join forces: collaborate with other projects to leverage impact

Integrate this in **your project implementation**

- Share (any time) policy-relevant results with your PO;
- Provide input to policy during project review meetings;
- Clustering activities;
- Close monitoring of results and report on it!!

Linking all the elements

How can we support you?

- Guidance
- Reporting and making results accessible
- Facilitate use of results for policy making
- Raising awareness on relevant policy initiatives & activities you can pursue
- Acting as liaison for projects & EC services

- Taking advantage of **Horizon Results Platform** dedicated to promoting your results & accelerating taking your results to the next level
- Use **HRP TV** for videos focused on guidance and inspiration
- Mission flags*

*Example: Ocean Mission Flag

Take away **messages**

- Maximise R&I investment & dedicate resources to fed policy knowledge from your projects into relevant policy processes – maximise **impact!!**

- Be **strategic** in your science-policy linkages, **plan** for it & **evaluate** your impact

- Always **target** and **tailor** your messages to the audience you want to reach

- **Keep us regularly** informed so we can act as multipliers of your successes, major events, policy relevant results

- **Share** this presentation with your consortium

Thank you!

#HorizonEU @EUgreenresearch @REA_research

http://ec.europa.eu/horizon-europe

Additional information

European Commission

Link to HRP:

Horizon Results Platform (europa.eu)

And to HRP TV
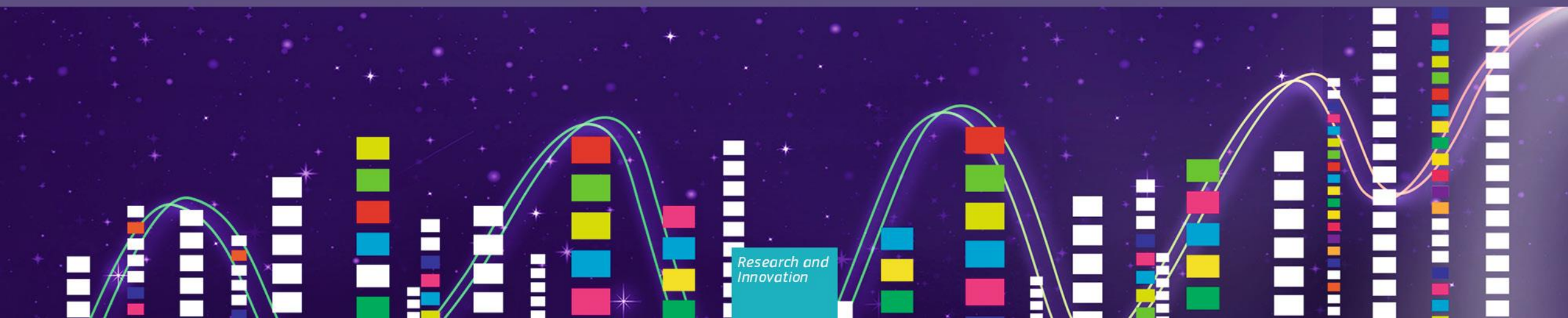
HRP Contribution
To advancing the vision and to Dissemination & Exploitation

- **HRP: an online advertising space for EC-funded research results**
- Under the F&T Portal Account, project results can be uploaded by:
    - **PaCo** – Participant Contact
    - **PCoCo** – Project Coordinator Contact
- Peer-to-peer validation
    - By project partners, EC Project Officer, Platform Moderators
- Multiple results per Project possible
- Live Platform (results can be updated in real-time), not a repository

- **HRP: Key information per result**
    - Target Audience / Needs / R&D maturity / Investor Readiness flags drive the match-making process / contribution to Horizon Europe Missions
    - Video / Unique Value Proposition / Influence to Policy / Testimonials-References, contribution to UN SDGs / Innovation Radar assessments
- **Service provider and link** to other service providers within or outside the Commission
- **Feedback to Policy**

Horizon Results Platform

Beneficiaries, actors and partners in our 'valorisation ecosystem'

Producers

Beneficiaries who produced research results from:

- FP7
- H2020
- upcoming Horizon Europe
- EMFF (European Maritime & Fisheries Fund)
- (soon) EIT Knowledge & Innovation Communities - KICs
- other programmes to come…

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Consumers

Third parties who make use of the results for market valorisation and profit:

- **Policy-makers** (including the EC!) researchers, academia and others
- **Third parties** who use the knowledge stemming from the research to make informed policy decisions, or further enrich scientific research or educate others
- Investors, Corporations

Brokers & Enablers

- Actors contributing to and/or facilitating bringing the results to the Platform (e.g. **National Contact Points**)
- Actors bringing consumers closer to the producers of the results (e.g. **EEN**)

Partners

- EEN - **Enterprise Europe Network** (find your advisor)
- **Business Angels**: EBAN, BAE
- Solar Impulse Foundation

How To Upload your Result on HRP?

- Go to "My projects," enter your EU Login credentials and select the "upload results" option for the project you wish to draft a result for.

- Use the IT "How To" guide, created to assist you in uploading content

- Contact HRP if questions: EC-HORIZON-RESULTS-PLATFORM@ec.europa.eu

HRP: Promoting EU-funded Research

Example of a Communication Campaign: EURONEWS Business Planet feature, 2021

BUSINESS PLANET

Opportunities on the horizon: the platform promoting Europe's best innovation and research

In partnership with **The European Commission**

EURONEWS Business Planet
feature of a KER on HRP

euronews.

KER in the featured
programme: Redzinc

Quality of Service and prioritisation for emergency services

HRP: Actively Promoting R&I Solutions

Initiatives for results owners aiming to influence policy, find partners or obtain market uptake

Policy-relevant
Key Exploitable Results

- Possibilities include policy roundtables, fairs, panels and other initiatives with internal and external stakeholders

HRP welcomes your collaboration in any initiative promoting innovative EU-funded R&I solutions

Market-oriented
Key Exploitable Results

- **Match-making** with the help of networks such as **EEN** - Enterprise Europe Network, **SIF** - Solar Impulse Foundation, BlueInvest, etc.

- **Investor events** for the more mature, investment-ready solutions/companies (ex. **EBAN**, **BAE**, Blueinvest, Dealflow, etc.)

- Media coverage and **outreach campaigns**

- General Dissemination & Exploitation support through **Horizon Results Booster** services

HRP: Actively Promoting R&I Solutions

Initiative: **start-ups selected to pitch to Business Angels** (theme: H-E Missions)

HRP 'Angels Week' March 2022: promoting solutions in line with **Horizon Europe Missions**

Click on banners below to see recorded pitches from the events (HRP TV).

- Why HRP partners with Business Angels:

  - Usually interested in early stage of a startup

  - Usually more patient, and can in fact act as mentors, guides, … "angels"!

  - Have created large European, sometimes global networks

Horizon Results Platform: Useful Links

- **HRP:** https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform

- **HRP-TV:** https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform/hrptv

- **IT 'HOW TO' Guide:** https://webgate.ec.europa.eu/funding-tenders-opportunities/display/IT/Managing+Project+Results+in+the+Horizon+Results+Platform

Useful Definitions: Result, KER

What is a project result? (Horizon 2020 text, Art. 35)

"Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights"

(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)

What is a "Key Exploitable Result" (KER)?

"An identified main interesting result (as defined on the left) which has been selected and prioritised due to its high potential to be "exploited" – meaning to make use and derive benefits - downstream the value chain of a product, process or solution, or act as an important input to policy, further research or education"

(Source: IPR Helpdesk definition)