



La Terza Missione - Creare Impatto

**Il risultato della ricerca - punto di
partenza per realizzare l'impatto**

**META Group Srl
12.10.2022**



META: 25+ years of experience in «Knowledge To Market»



The DG RTD
main contractor to support funded
projects with **Exploitation and
Dissemination** services

<https://www.horizonresultsbooster.eu/>

- **bringing knowledge to market**, helping researchers and entrepreneurs in exploiting the results of their project and commercialising their ideas
- **running** European research-support services as **Horizon Results Booster, IP Booster, ESIC, SSERR** and **CSSERR** framework contracts (DG RTD)
- **training & coaching** on how to communicate and pitch research **results**
- **engaging** with a variety of **stakeholders** from Public agencies to early-stage investors across Europe

Framework contractors of DG RTD since 2012

1'400 research consortia supported in exploiting research results

More than 15'000 R&D projects participants coached and tutored

Terza missione

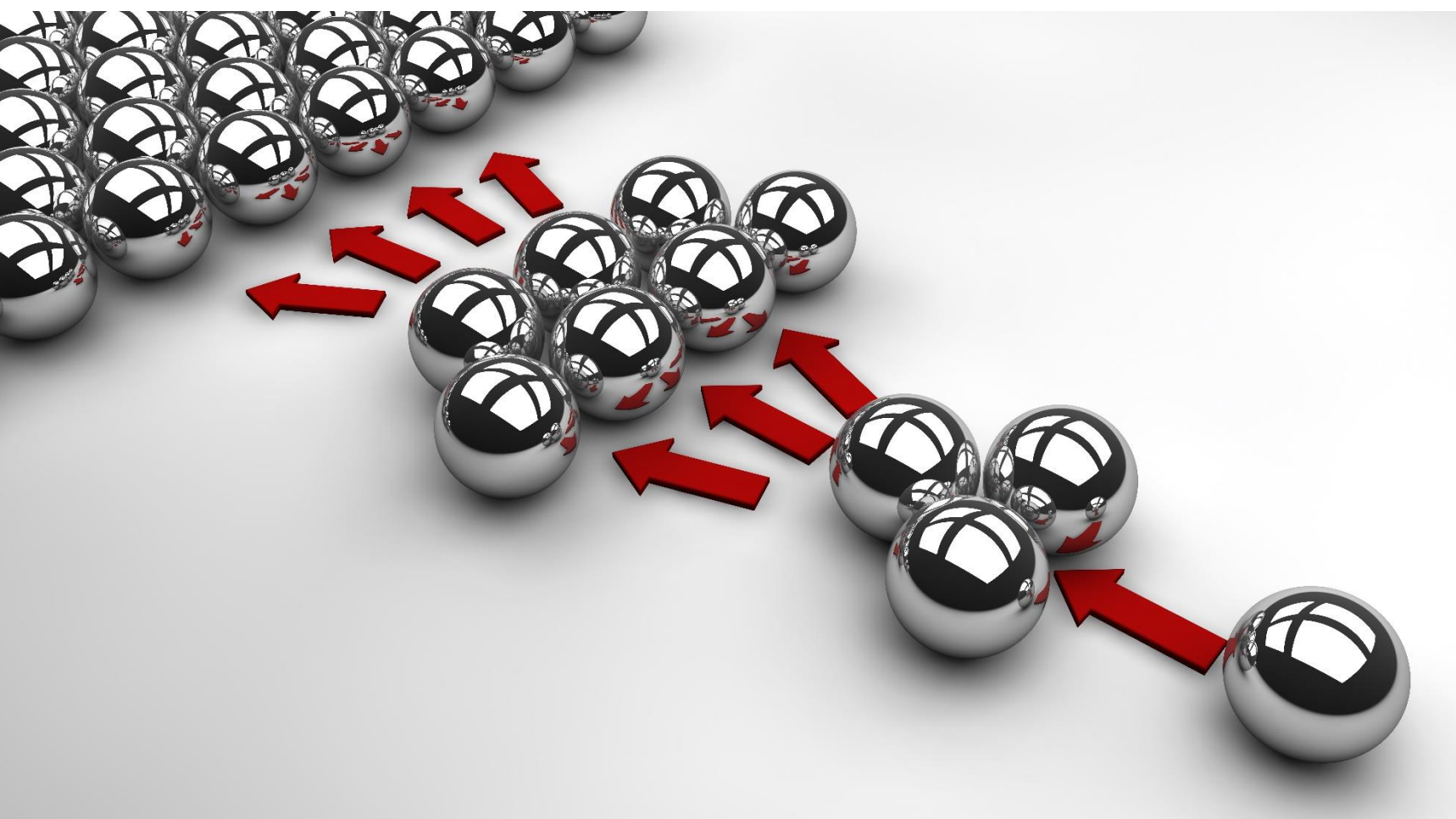
Per promuovere la **crescita economica e sociale** del territorio, la **Sapienza è impegnata a favorire l'applicazione, la divulgazione e il trasferimento delle conoscenze, dei saperi e delle tecnologie** affinché essi diventino **strumenti** per l'ottenimento di **benefici di natura sociale, culturale ed economica**



Introducing impact

- Thousands of R&D **projects** funded by public donors ended or will approach their end in the years to come.
- Only very few **results** from these projects were **applied** and generated an **impact/value**.
- **Maximising** the social, economic, technological and scientific **value** of the public funding and **transforming** it into **benefits** for the society **is key** for impact.
- This **transformation** is only possible with the **successful use** of the R&D results fostered by the **Dissemination** and **Exploitation** (D&E).

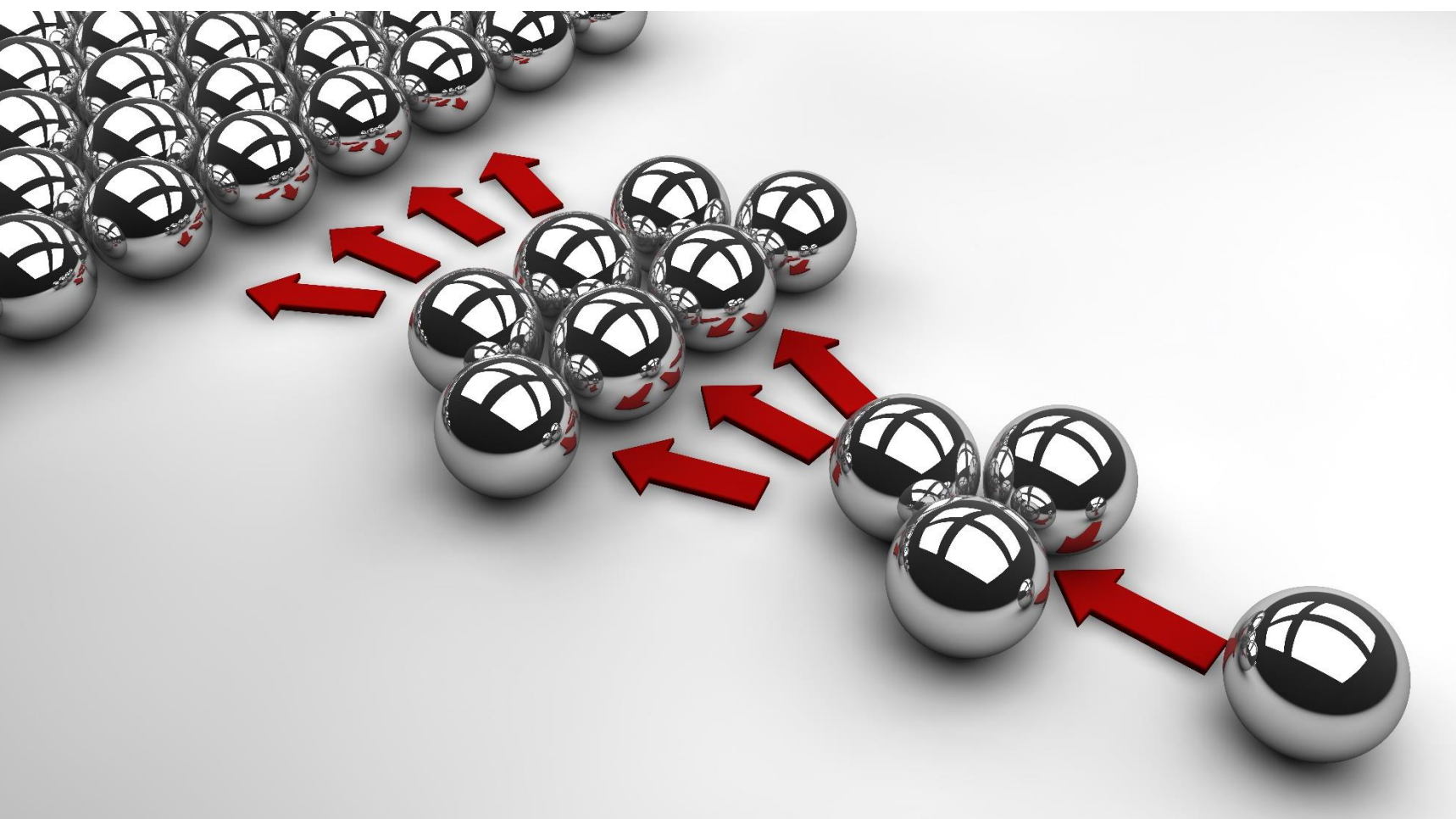




Maximising value



What is maximising value for you?



Understanding impact



After a research activity involving people experiencing homelessness, a university researcher was invited to present the results to a Parliamentary Group (Coventry Univ). What is it?



A research on musculoskeletal modelling has revealed that practice for extracting casualties from crashed vehicles is not the best method. Thus, the National Fire Service changes safety protocols and these are implemented across the UK (Conventry Univ.)



A researcher at the university has developed a novel algorithm with broad potential for real world applications. As a follow-up, a spin-out company has been established with 5 employees (Coventry Univ.). What is it?

Linking **impact** to **outcomes** - **results** - **use** of results



The **planet** is the “**destination**” (transformation to be fostered, economic, societal, etc.)

The **meteorite** is the “**KER**” key exploitable result

“**impact**” is the **long** term “**effect**” enabled by the “**outcome**” (thanks to the **USE** by the “**target groups** of **KERS** ”)

“**Effect**” is the “**benefit**” derived from “**USE** of a KER thanks to the implementation of a **pathway** to impact”

Meteorite: not just a result but a **key exploitable result (KER)**

- Responding to specific **needs**, to the demand of a well-defined group of **“customers”**
- Selected by the partners for **use** and/or **market** introduction
- A product or process...
- A new service...
- New standard...
- New training courses...
- Input for a new project...
- **It is not just a patent...**

USE

USE can be

**commercial, societal, political or for
improving public knowledge and action**

Partners can:

exploit KERs themselves

or

facilitate their use by third parties

USE - can be direct or indirect (both?)

Direct – by themselves:

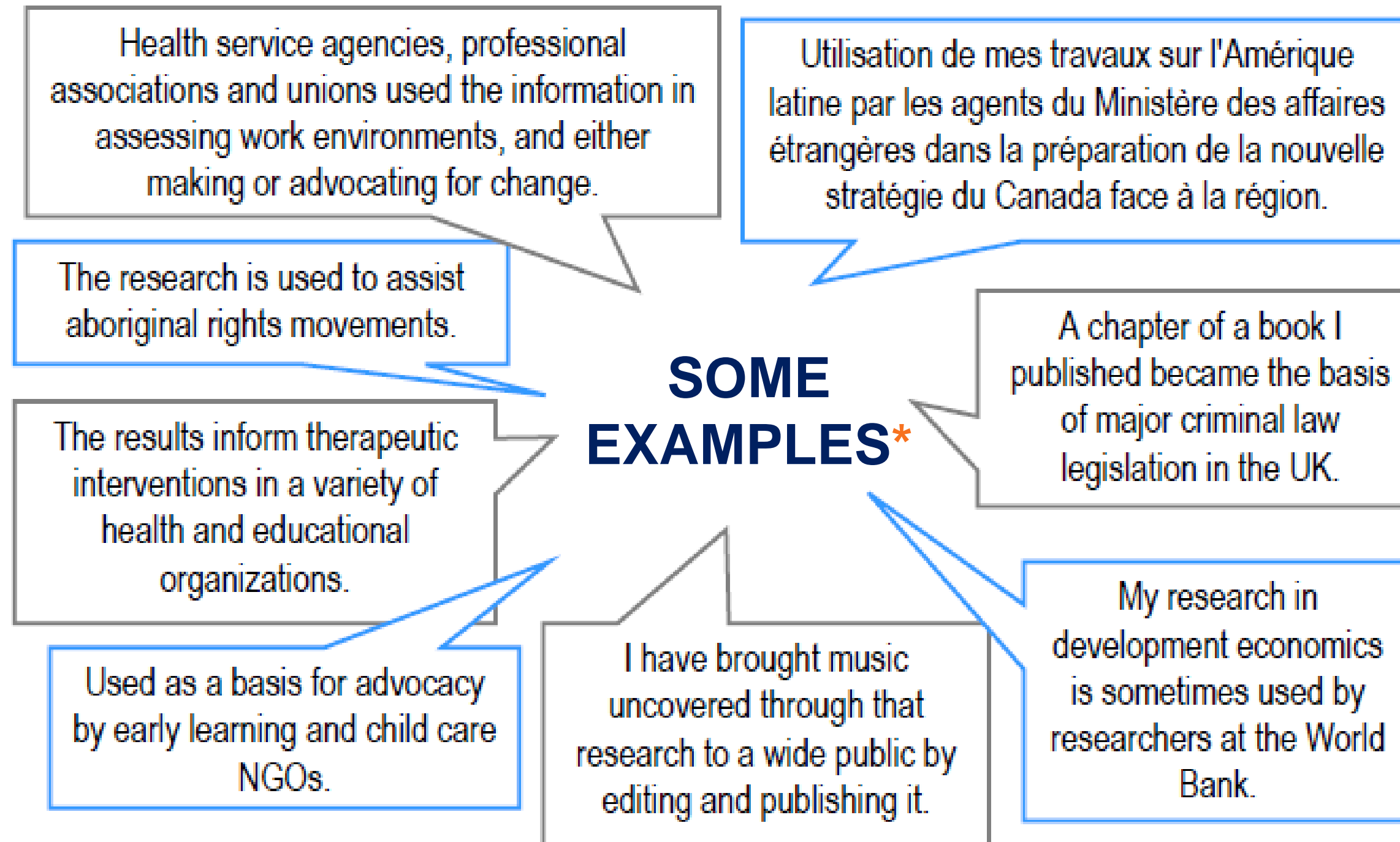
- Background in **further research** activities (low TRLs);
- developing and selling a product or process (high TRLs);
- **providing** services (consultancy – **contract research**);
- using results in **standardisation** activities;
- new **policy** measure (if the partner is a policy maker)

Indirect - by third parties:

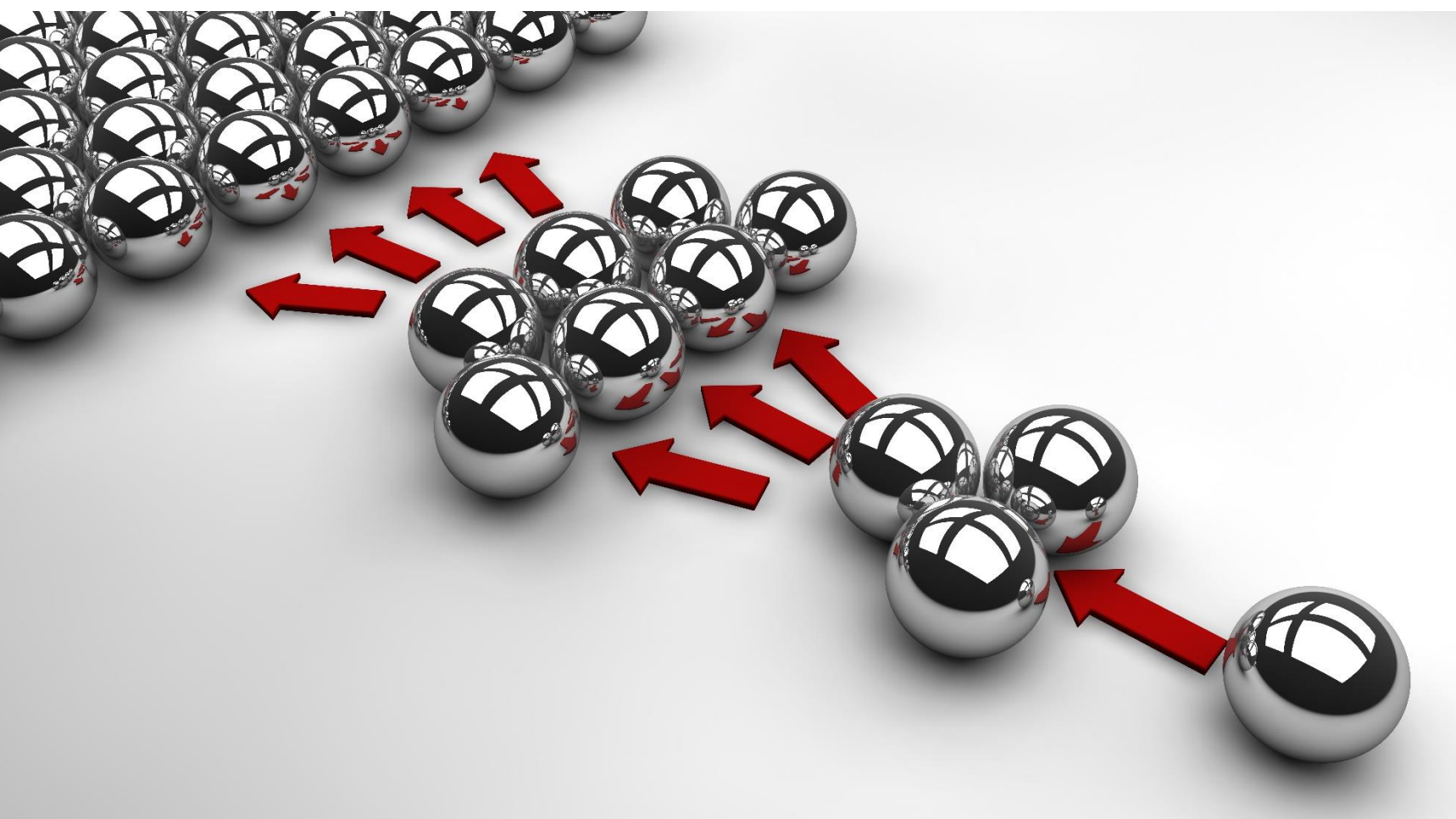
- **transfer** of results;
- **licensing**;

A spin-off is always linked to an indirect use

KERs and USE in SSH

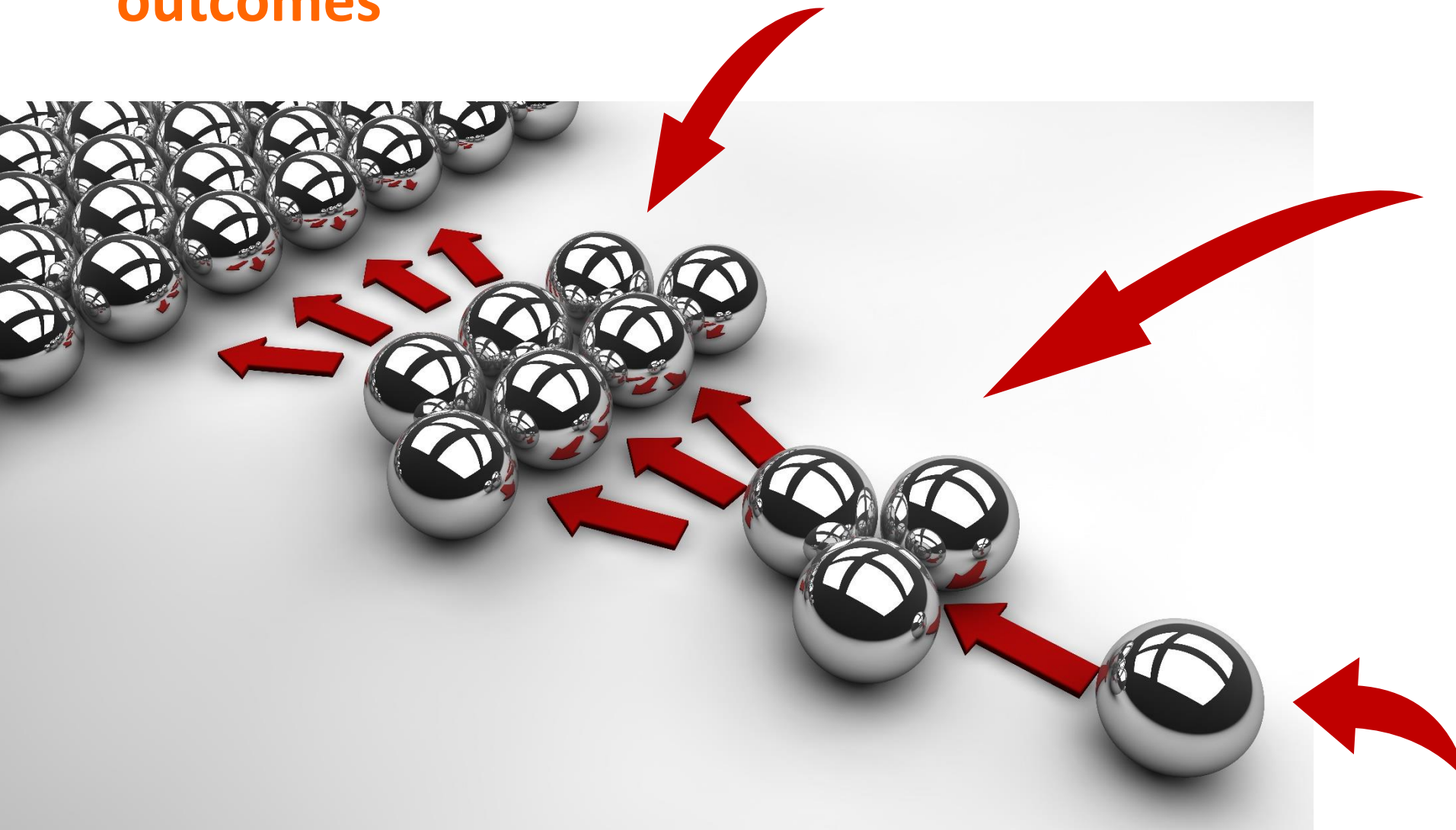


** The output and impacts of social sciences and humanities research, Eric Archambault.*



From KER to impact!

Impact: long term wide effects on the **society** (including the environment), the **economy** and on **science**. It is **enabled** by the **outcomes**



Outcomes: the expected short-mid term **effects** of the project **results** fostered by the **dissemination** and **exploitation** (uptake, deployment of the project's results by **direct target groups**).

Outcomes generally occur **during or shortly after** the end of the project.

Key exploitable results: the outputs generated during the project which **can be used**, either by the project partners or by other.

Pathway

Exploitation - Dissemination - Impact

Pathway to impact: Logical steps planned for the achievement of the expected impacts.

Exploitation

- to make the result **used** for achieving **outcomes** and enabling **impact**

Dissemination

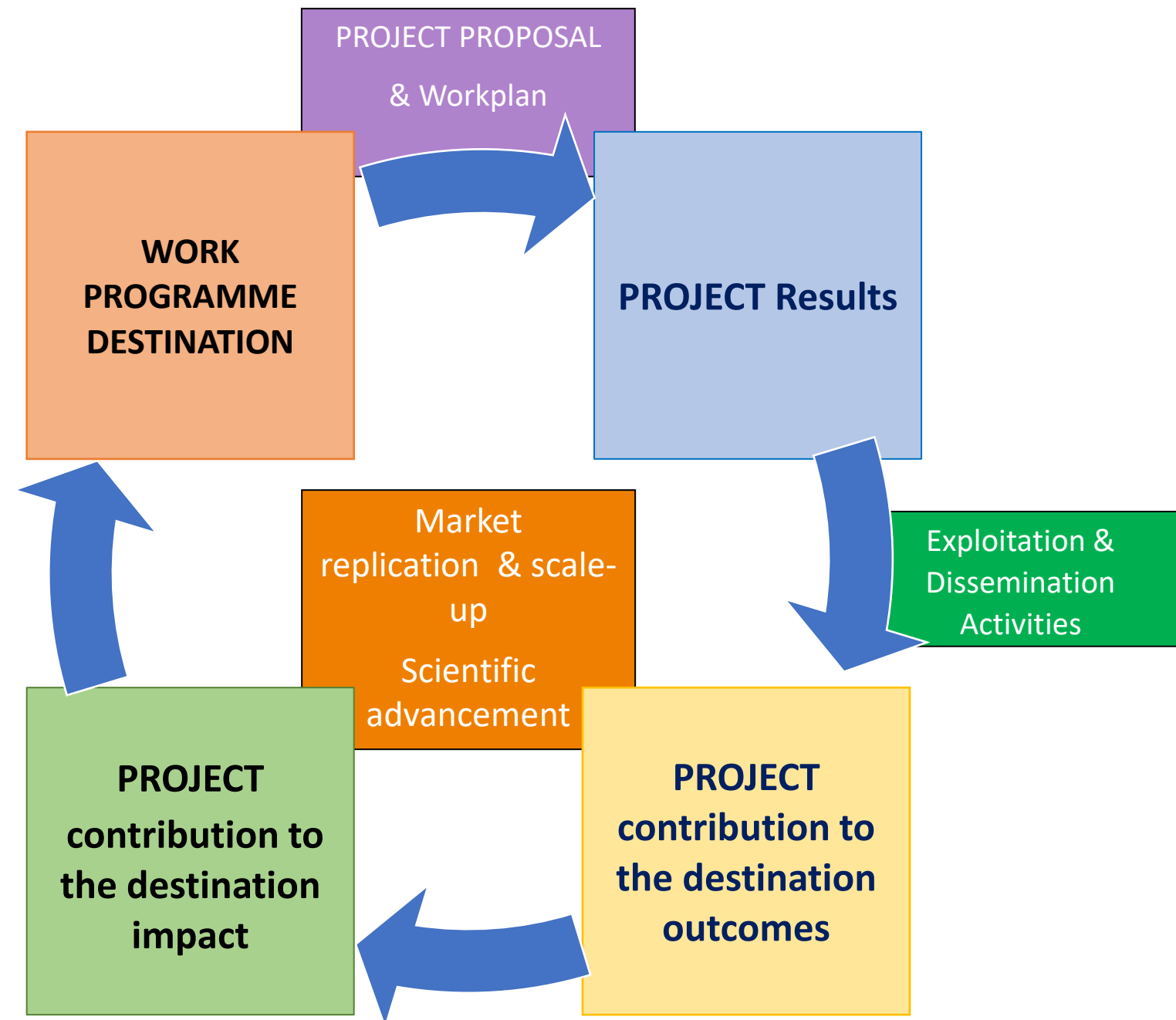
- how to make the result **known** by the “**problem owners - early adopters** to maximise impact

Impact

- How an investment in R&D it is turned into **benefits!**



Logic of impact



Maximising impact



Exploitation

is not

Dissemination

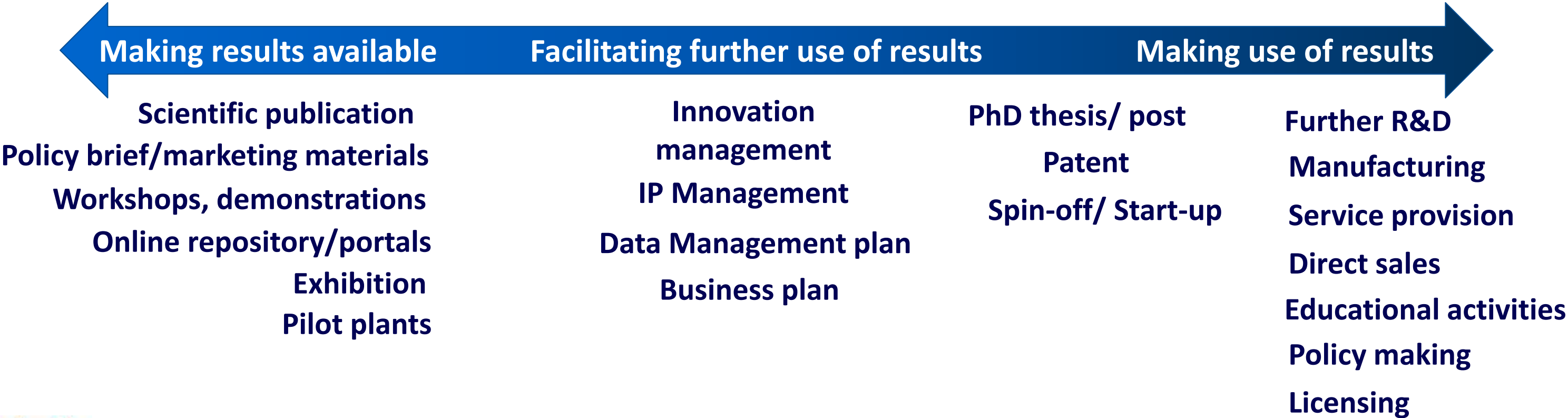
Dissemination

is not

Communication

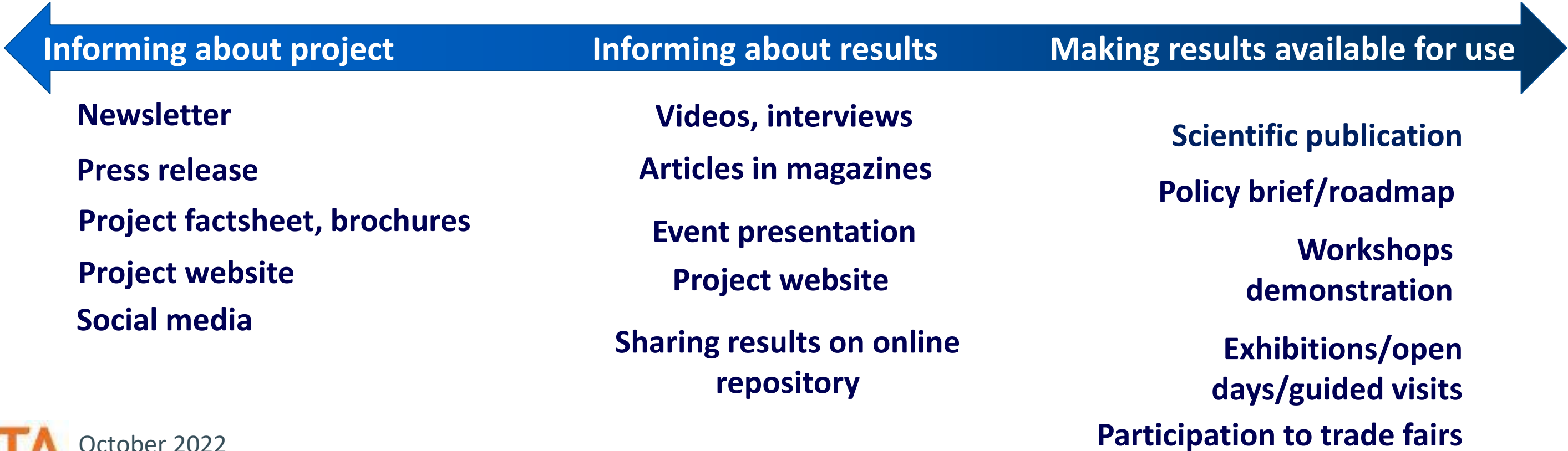
Dissemination vs Exploitation

Dissemination	Exploitation
Describing and making available results so that they can be used	Making use of results , for scientific, societal or economic purposes
Audiences that may make use of results	Groups and entities that are making concrete use of results



Communication vs Dissemination

Communication	Dissemination
About the project and results	About results only
Multiple audiences beyond the project's community (include media and the public)	Audiences that may use the results in their own work, e.g. peers, industry and other commercial actors, professional organisations, policy makers





No use no impact!

A paper

Dissemination or Exploitation?



slido



What is my result (my KER)?



Why am I publishing a paper?



What is the type of impact I am willing to achieve?



No use no impact!

Examples 1/3

Result (generated during the project life)

- **Algorithmic model:** Novel algorithm for proactive airport passenger flow management.
- **Large-scale demonstrator:** Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.

Exploitation

- **Licensing** the algorithmic model (after patenting).

Dissemination (to scientific community and airports):

- **Article** in a specialised magazine of the results of the large-scale demonstration.

Communication (towards citizens)

- An **event** in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.



Example for outcomes: 9 European airports adopt the advanced forecasting system demonstrated during the project.

Example for impact: airports increase max passenger capacity by 15% and passenger average throughput by 10%, leading to a 28% reduction in infrastructure expansion costs

Examples 2/3

Result (generated during the project life):

- **KER 1: Add-on** for cystoscopes for clinical use in bladder cancer detection

Exploitation

- Licensing IP to market **leaders of Photo Acoustic Imagery (PAI)**.

Dissemination (Industry, Hospitals, scientific community)

- Participating in **trade fairs** with **workshops** for **PAI Industrial leaders**
- Organizing **demo** sessions for **urologists**.
- Open science **publication** on the clinical **trials**

Communication (towards citizens):

- Publishing in **newspapers** about the **project's objectives** and results
- Posting on **social media** to rise **awareness** on prevention and **early detection**



Example for outcomes: 1 Leading company adopts the KER

Example for impact: Early detection of bladder cancer increased by 15% in the 5 years after market entry.

Examples 3/3

Result (what is generated during the project life)

- More sustainable **electronic circuit** (new product).

Exploitation of the new product

- **Licencing** to major electronic companies.

Dissemination (industry and scientific community)

- **Participating** at **industry specific** events;
- **Animating** a **platform** of material compositions for industry;
- **Contributing** at EC **project portfolios** to inform on the results and maximise visibility vis-à-vis companies.



Outcome:

- A major electronic company exploits/uses the new product in their manufacturing.

Impact:

- **Economic/Technological:** A new market for touch enabled electronic devices.
- **Societal:** Lower climate impact of electronics manufacturing (including through material sourcing and waste management).



No use no impact!



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