

# Deseo solicitar un proyecto europeo: ¿Cómo empezar y qué pasos tengo que seguir?



Instituto Universitario de Investigación  
**en Empleo, Sociedad  
Digital y Sostenibilidad**

**Universidad** Zaragoza



**Universidad**  
Zaragoza

# Objetivos y calendario del ciclo

- Estructura de las sesiones
  - Sesiones periodicidad mensual. Duración 45 minutos. Enfoque muy práctico.
  - Objetivo: primera toma de contacto a los proyectos europeos y analizar las secciones y puntos que hay que abordar a la hora de presentar una propuesta de proyecto a una convocatoria europea.
- Calendario de sesiones
  - Sesión 1: **Introducción al portal del participante y conceptos básicos.**  
Martes, 21 de Noviembre de 2023 a las 12h. Lugar: Salón de Actos -> Facultad de Economía y Empresa
  - Sesión 2: **Preparación de Propuestas Europeas. Sección Excelencia**  
Martes, 19 de Diciembre de 2023 a las 12h. Lugar: Sala de Juntas -> Facultad de Derecho
  - Sesión 3: **Preparación de Propuestas Europeas. Sección Impacto**  
Martes, 23 de Enero de 2024 a las 12h. Lugar: Seminario 6 -> Facultad de Educación
  - Sesión 4: **Preparación de Propuestas Europeas. Sección Implementación**  
Martes, 20 de Febrero de 2024 a las 12h. Lugar: Sala de Reuniones (3ª planta) -> Facultad de Filosofía y Letras
- Info: <https://iedis.unizar.es/noticia/iedis-organiza-el-ciclo-de-sesiones-basicas-para-solicitar-un-proyecto-europeo>

# Resumen Sesión 1: conceptos aprendidos

- ¿Qué es el Funding and Tenders Portal?
- Parte Pública y Parte Privada
- Convocatorias
  - ¿Cómo buscar convocatorias?
  - Analizar una convocatoria: tipo de acción (RIA, IA o CSA), una o dos fases, consorciada o individual, información y documentación adicional
- Proceso de preparación de propuesta (Start Submission):
  - Coordinador o Socio
  - PIC de la organización
  - Añadir entidades participantes y personas de contacto de cada organización
  - Formularios A (información genérica Institución, información contacto, investigadores, GEP, listas de proyectos, publicaciones, etc)

# Resumen Sesión 2: Sección Excelencia

- Propuesta Técnica (parte B de la propuesta)
  - Sección: Excelencia
    - 1.1 Objetivos y ambición
      - Objetivos
      - Ambición: Más allá del estado del arte, es el planteamiento o posicionamiento del proyecto
    - 1.2 Metodología
      - Conceptos, modelos, hipótesis, etc
      - Retos y cómo se van a abordar
      - Actividades de investigación (nacionales/internacionales) relacionadas con el proyecto (muy relacionado con el SoA)
      - Inter-disciplinareidad
      - SSH (Ciencias sociales y humanas)
      - Dimensión de género
      - Ciencia Abierta
      - DMP (Plan de Gestión de Datos)
      - Otros...

# Agenda Sesión 3: Sección Impacto

- Propuesta Técnica (parte B de la propuesta)
  - Sección: Impacto
    - 2.1 Project's pathways towards impacts
      - Expected outcomes and impacts
      - Scale and significance of the contribution of the project
      - Requirements and potential barriers
    - 2.2 Measures to maximize impact: Dissemination , Exploitation and Communication
      - Dissemination activities
      - Communication activities
      - Exploitation of results
      - Management of Intellectual Property
    - 2.3 Summary Impact Canvas


# Parte B: Impacto. Project's pathways towards Impacts

- El camino que sigue el proyecto hacia la consecución de los impactos esperados
- Outcomes: se especifican en la convocatoria (efectos de mi proyecto)
- Impacts: “efectos” más a largo plazo – Aparecen en los destinations impact (work programme)

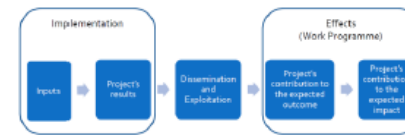
## 2 - Impact

### 2.1.1 Expected outcomes and impacts

Describe the **unique** contribution of your project results to the expected outcomes and impacts

 - State the target groups that would benefit from your project results

- Break target groups into particular interest groups or segments of society relevant to your project



Scientific		
Outcome specified in the topic	Project contribution	Means of verification
Impact specified in the Destination	Project contribution	Means of verification
Economic/Technological		
Outcome specified in the topic	Project contribution	Means of verification
Impact specified in the Destination	Project contribution	Means of verification
Societal		
Outcome specified in the topic	Project contribution	Means of verification
Impact specified in the Destination	Project contribution	Means of verification

# Parte B: Impacto. Expected Outcomes and Impacts

<b>PROJECT RESULTS</b>	What is generated during the project implementation. This may include for example know-how, innovative solutions, algorithms, proof of feasibility, new business models, policy recommendations, guidelines, prototypes, demonstrators, databases and datasets, trained researchers, new infrastructures, networks, etc. Most project results (inventions, scientific works, etc) are “Intellectual Property”, which may, if appropriate be protected by formal “Intellectual Property Rights” <b>(short term)</b>
<b>EXPECTED OUTCOMES =&gt; TOPIC</b>	The expected effects of projects over the medium term. This may include the uptake, diffusion, deployment, and/or use of the project’s results by direct target groups. <u>Outcomes generally occur during or shortly after the end of the project.</u> <b>(medium term)</b>
<b>EXPECTED IMPACTS =&gt; DESTINATION</b>	Wider long term effects on society (including the environment), the economy and science, enabled by the outcomes of R&I investments. <u>Impacts generally occur some time after the end of the project.</u> <b>(long term)</b>

# Parte B: Impacto. Expected Outcomes and Impacts

- Expected Outcomes (Convocatoria específica) vs Impacts (Destinations del Work Programme)

**HORIZON-CL2-2024-TRANSFORMATIONS-01-06: Beyond the horizon: A human-friendly deployment of artificial intelligence and related technologies**

Specific conditions	
<i>Expected EU contribution per project</i>	The Commission estimates that an EU contribution of between EUR 2.00 and 3.00 million would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submission and selection of a proposal requesting different amounts.
<i>Indicative budget</i>	The total indicative budget for the topic is EUR 10.00 million.
<i>Type of Action</i>	Research and Innovation Actions

Outcomes=>  
en cada uno  
de los topics

Expected Outcome: Projects should contribute to all of the following expected outcomes:

- Understanding and awareness raising about successful existing deployment of AI and the impact they have on European economy and society, providing a reality check of capabilities/benefits, but also limitations of current AI solutions, and how the latter are currently addressed.
- On the basis of lessons from successful deployment, analysis of the implementation of the ethics principles for trustworthy AI.
- Structurally enhanced capacities to foresee, evaluate and manage the future and longer term opportunities and challenges associated with artificial intelligence and related technologies.

## DESTINATION: INNOVATIVE RESEARCH on SOCIAL and ECONOMIC TRANSFORMATIONS

Europe is being transformed by changes that impact the livelihoods and wellbeing of its citizens. Such changes present important opportunities for the EU to innovate and shape forward looking inclusive societies and economies, while avoiding the mistakes of the past and promoting an inclusive recovery that strengthens economic and social resilience. However, demographic changes, digitalisation, automation, new ways of working, environmental degradation, armed conflicts, energy dependency, the transition to a low carbon economy, health threats and globalisation all pose multidimensional, interconnected and complex social and economic challenges. At the same time, there has been an increase in inequality, poverty and social exclusion, a polarisation of skill needs in the labour market, and a slowdown in convergence in income and employment in most European countries.

### Expected impacts:

Proposals for topics under this Destination should set out a credible pathway to contributing to the following targeted expected impacts of the Horizon Europe Strategic Plan:

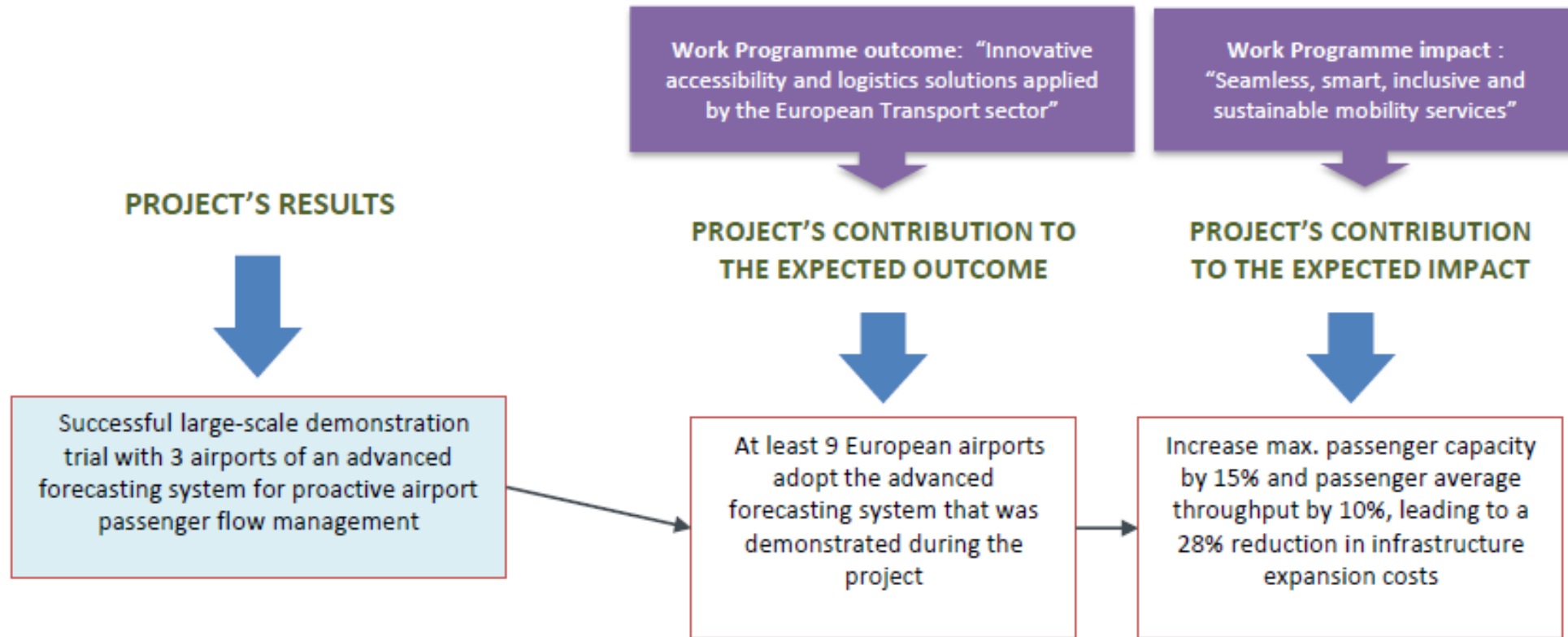
- Social and economic resilience and sustainability are strengthened through a better understanding of the social, ethical, political and economic impacts of drivers of change (such as technology, globalisation, demographics, mobility and migration) and their interplay.
- Inclusive growth is boosted and vulnerabilities are reduced effectively through evidence-based policies for protecting and enhancing employment, education, social fairness and tackling inequalities, including in response to the socio-economic challenges due to the COVID-19 pandemic.

The following call(s) in this work programme contribute to this destination:

Impactos =>  
en la  
introducción  
de cada  
Destination



# Parte B: Impacto. Expected Outcomes and Impacts. Ejemplo



# Parte B: Impacto. Scale and significance

## 2.1.2 Scale and significance of the contribution of the project

- To the expected outcomes and impacts
- Provide quantified estimates
- Explain your baselines, benchmarks and assumptions used for those estimates
- Explain assumptions, referring for example to any relevant study or statistics
- Try to use only one methodology for calculating your estimates, not different methodologies for each partner



- **“Scale”** => *refers to how widespread the outcomes and impacts are likely to be. For example, in terms of the size of the target group, or the proportion of that group that should benefit over time*
- **“Significance”** => *refers to the importance, or value of those benefits. For example, number of additional healthy life years, efficiency savings in energy supply*

# Parte B: Impacto. Requerimientos y barreras potenciales

## 2.1.3 Requirements and potential barriers


<b>Requirements and potential barriers to achieve the outcomes and impacts</b>
<i>Describe any requirements and potential barriers - arising from factors beyond the scope and duration of the project - that may determine whether the desired outcomes and impacts are achieved.</i>
<b>Mitigating measures to address identified barriers</b>
<i>Describe any mitigating measures you propose, within or beyond your project, that could be needed should your assumptions prove to be wrong, or to address identified barriers</i>

- These may include, for example, other R&I work within and beyond Horizon Europe; regulatory environment; targeted markets; user behaviour
- Is any potential negative environmental outcome or impact identified? (including when expected results are brought at scale, such as at commercial level)
- Is the management of the potential harm properly described?
- Indicate if these factors might evolve over time

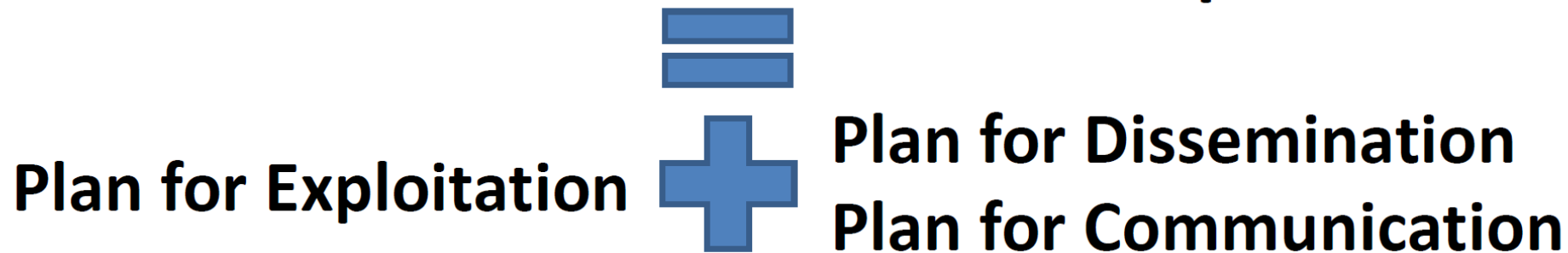
# Parte B: Impacto. Medidas maximizar impacto.

## 2.2 Measures to maximise impact - Dissemination, exploitation and communication [e.g. 5 pages, including section 2.3]

- Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (e.g. scientific community, end users, financial actors, public at large).

 Please remember that this plan is an **admissibility condition**, unless the work programme topic explicitly states otherwise. In case your proposal is selected for funding, a more detailed 'plan for dissemination and exploitation including communication activities' will need to be provided as a

## Plan for the dissemination and exploitation



# Parte B: Impacto. Medidas para maximizar el impacto

- **Diseminación, Explotación y Comunicación**
- Todas las medidas deben implementar acciones durante la vida del proyecto
  - Se comunican → proyecto y resultados
  - Se diseminan → los resultados
  - Se explotan → los resultados

## Comunicación:

**Promover** el proyecto y sus resultados, proporcionando información a **múltiples audiencias** (incluyendo los medios de comunicación y el público en general)

## Diseminación:

**Desvelar públicamente** los resultados por cualquier medio (incluyendo las publicaciones científicas) a **audiencias especializadas**

## Explotación:

**Utilizar** los resultados en:

- otras actividades de investigación
- desarrollar, crear, fabricar y comercializar un producto o proceso
- crear y proporcionar un servicio
- actividades de estandarización y policy making

# Parte B: Impacto. Medidas para maximizar el impacto

- Distintos materiales en función de que deseemos **comunicar o diseminar**

## Comunicación versus Diseminación





# Parte B: Impacto. Medidas maximizar impacto. Comunicación

- Consejo Comunicación: poner tablas para ordenar la información: audiencia objetivo / tipo de material /canal /objetivo /KPIs

Category of audience	Target audience	Type of information/ Material	Channels/tools	Objective of the communication	Key Performance Indicator
Scientific community	Universities Research Centres	Reports, presentations	Congress, Conferences, articles	Increase visibility on the new technology	> 1.000 scientists
Manufacturers of XXX	Product developers	Targeted information about technology/product developed	Site visits, Outreach videos	Raise awareness on the new capabilities	> 50 manufacturers
Integrators,....	xxx	Targeted information about technology/product developed	Site visits, Outreach videos	Raise awareness on the new capabilities	> 10 integrators
Public authorities, Policy makers	Regional, national, European authorities	Summary reports, roadmaps	Presentations, dedicated meetings	Influence over the R&D priorities	> 160 policy makers
Associations	xxxx	Main outcomes, factsheets	Press release, website, Newsletter	Gain visibility among key players	> 6 associations
General Public	Youth Students	Marketing material, flyers, mock-ups, materials for science experiments	Website, Social media (blogs, Twitter, Facebook, LinkedIn, Youtube), entry in Wikipedia, Researchers night/week	Inspirational, education, increase social awareness about XXX	> 60.000 interested parties

# Parte B: Impacto. Medidas maximizar impacto. Diseminación

- Diseminación:
  - **Proposals must include a draft plan for dissemination**
    - With clear objectives and identify relevant measures
    - Identify categories of target audience
    - With indicators for measuring the success of activities
  - **Means for dissemination**
    - Publications in peer-reviewed **scientific journals** => identificar las más relevantes para el tema del proyecto
    - **Conferences/workshops Papers / presentations** => identificar los más relevantes, con lugar y fecha
    - Publication of a **handbook** for the project technologies, **device data sheets** and **user guide**
    - Live demonstrations
    - Trade fairs
    - Training sessions

Mean for dissemination	Event/Journal	Target audience	Key Performance Indicator
Conference/ Workshop		Scientific community in the field of xxx	> 1.000 scientists
Publication		Especialistas en xxx	> 50 manufacturers
Association/ Cluster		Fabricantes de xxx	> 10 integrators
Advisory Board		Usuarios de xxx	> 160 policy makers

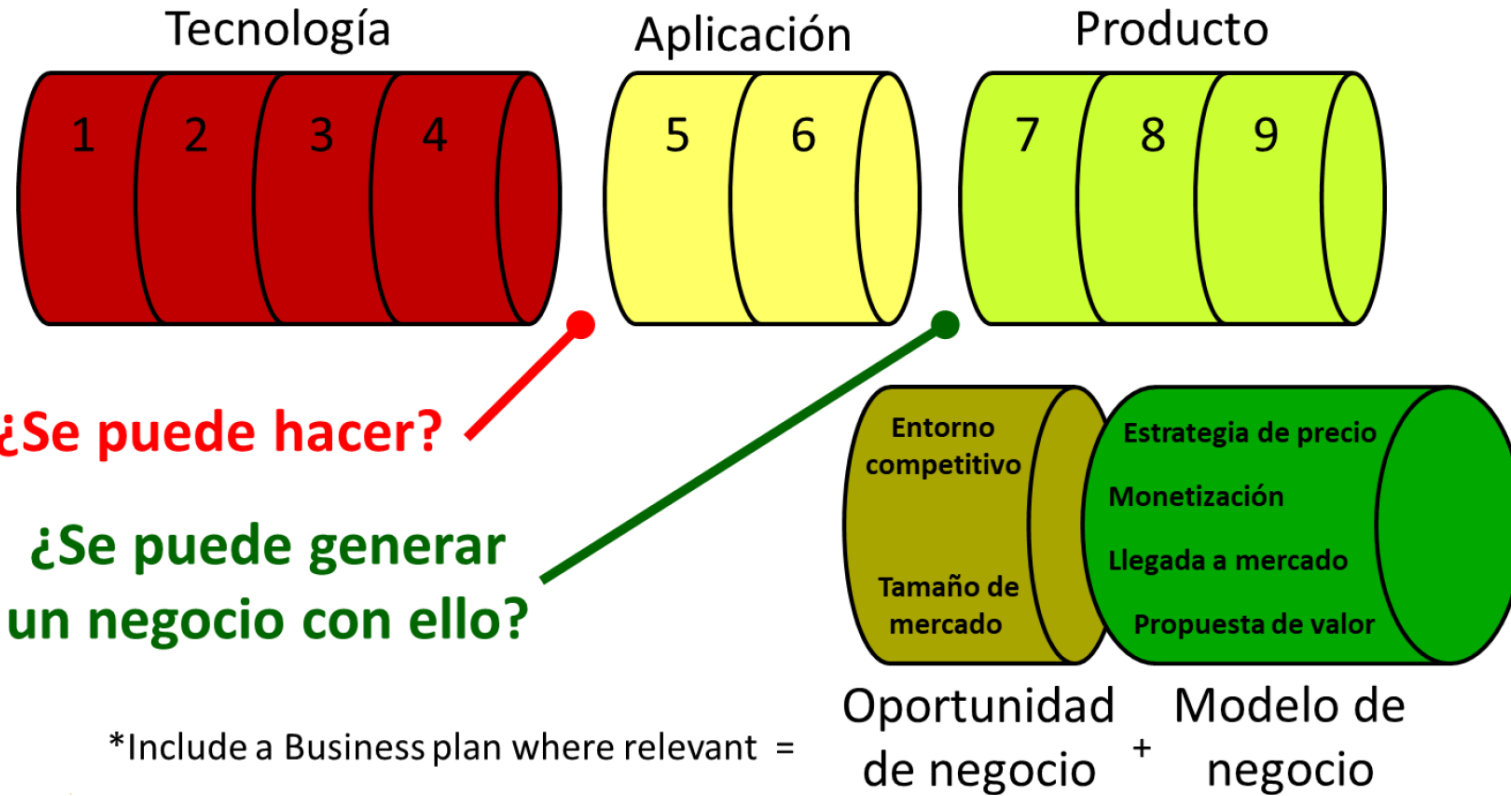


# Parte B: Impacto. Medidas maximizar impacto. Explotación

- Escalas de madurez tanto de Tecnología como de Mercado:



# Parte B: Impacto. Medidas maximizar impacto. Explotación



	Oportunidad del negocio	Modelo de monetización	Modelo de pricing	Modelo de negocio
RIA	X(X)	(X)		
IA	XX	XX	X(X)	X(X)

# Parte B: Impacto. Medidas maximizar impacto. Explotación

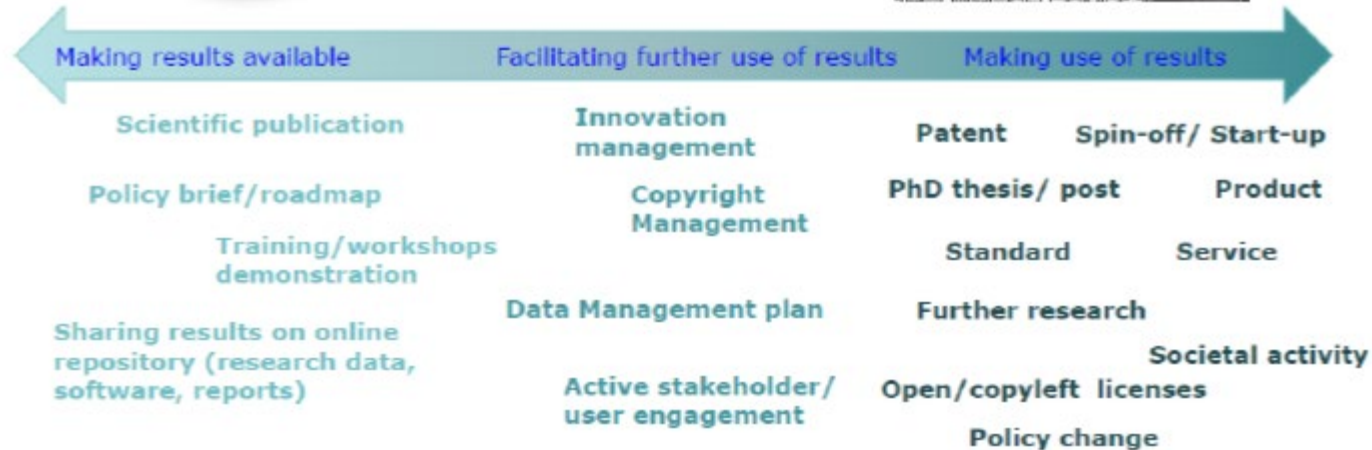
## Diseminación vs Explotación



Describe and make results visible  
To audiences that may use the results  
That may enable their use and uptake



Actual use of the results for **scientific, societal, economic** purposes or for policy making  
All results generated during the project lifetime but also after its end



# Parte B: Impacto. Medidas maximizar impacto. Explotación

- Plan de Explotación: conceptos principales a tratar



- **Exploitable results** and key **applications**
- **IPR and exploitation team**
- **Market potential areas** and further analysis
- **Business model**: main clients, marketing strategy
- **Financial projections**: sales forecast, investment needed → cumulative funding (synergies of funds)
- **Commercialization roadmaps**

# Parte B: Impacto. Medidas maximizar impacto. Explotación

- Explotación:

- Indicación clara de los **resultados** a explotar, de **qué manera** y por parte de **quién**
- Ejemplos de formas de explotación de resultados

## Further Research

- The results used as background of future research projects

## Product development/ service creation

- Results used in developing, creating and marketing a product/process or in creating and providing a service

## Licensing, assignment

- Results exploited by other organisations through out-licensing or by the transfer of ownership

## Spin-off

- A separate company established to bring to market the technology resulting from the project

## Standardisation

- Results used either to develop new standardisation activities or to contribute to on-going standardisation work

# Parte B: Impacto. Medidas maximizar impacto. Explotación

- Ejemplo de Tabla de Explotación:

Result	Partners involved	IPR strategy	Exploitation Route/Strategy	Time to market
Platform for xxx		License	Commercial agreement with xxx	1-2 years after the end of the project
New material		Patent	Spin-off company	5 years after the end of the project
Software for xxx		Utility model	Provision of services to xxxxx	At the end of the project
New PV cell			Further integration in PV modules to be manufactured by partner xxx	

# Parte B: Impacto. Medidas maximizar impacto. Explotación

- Propiedad Intelectual (IPRs):

## 2.2.4 Management of Intellectual Property

IPR strategy is an important component of exploitation

- **Identify your own background**
- **Check the Stat of the Art => existing patents** (e.g. via database provided by the European Patent Office: *Espacenet*)
- Specify **the ownership of the results**, who owns what, any transfers? On which conditions?
- Ensure appropriate **IPR Access Rights**
- Is there a **need to protect the results?** If yes, **assign cost.** Explain how the protection measures will be used to support exploitation

### Background

Examples: *prototypes; database rights, licences with the right to sublicense, patents, patents applications*

### IPR HELPDESK

[helpline@iprhelptdesk.eu](mailto:helpline@iprhelptdesk.eu)

Phone +34 965 90 9692 (Helpline)

[ec.europa.eu/ip-helpdesk](https://ec.europa.eu/ip-helpdesk)



Help Line



# Parte B: Impacto. Medidas maximizar impacto. Explotación

## Protection of results

Si los resultados pueden dar lugar a aplicaciones industriales o comerciales, el propietario deberá valorar si es posible, razonable y justificado proteger estos resultados vía cualquier forma de protección válida

El coste asociado a la protección de resultados es un coste elegible

Subject Matter	Patent	Utility Model	Industrial Design	Copyright	Trade Mark	Trade Secret
Invention (e.g. device, process, method)	X	X				X
Software	X	X		X		X
Scientific article				X		
Design of a product			X	X	X	
Name of a technology/product					X	
Know How	X	X				X



# Parte B: Impacto. Summary Impact Canvas

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
<p><i>What are the specific needs that triggered this project?</i></p> <p><b>Example 1</b> Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers.</p> <p><b>Example 2</b> Electronic components need to get smaller and lighter to match the expectations of the end-users. At the same time there is a problem of sourcing of raw materials that has an environmental impact.</p>	<p>What do you expect to generate by the end of the project?</p> <p><b>Example 1 Successful large-scale demonstrator:</b> <b>Successful large-scale demonstrator:</b> Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.</p> <p><b>Algorithmic model:</b> Novel algorithmic model for proactive airport passenger flow management.</p> <p><b>Example 2</b> Publication of a <b>scientific discovery on transparent electronics.</b></p> <p><b>New product:</b> More sustainable electronic circuits.</p> <p><b>Three PhD students trained.</b></p>	<p>What dissemination, exploitation and communication measures will you apply to the results?</p> <p><b>Example 1</b> <b>Exploitation:</b> Patenting the algorithmic model.</p> <p><b>Dissemination towards the scientific community and airports:</b> Scientific publication with the results of the large-scale demonstration.</p> <p><b>Communication towards citizens:</b> An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.</p> <p><b>Example 2</b> <b>Exploitation of the new product:</b> Patenting the new product; Licencing to major electronic companies.</p> <p><b>Dissemination towards the scientific community and industry:</b> Participating at conferences; Developing a platform of material compositions for industry; Participation at EC project portfolios to disseminate the results as part of a group and maximise the visibility vis-à-vis companies.</p>

# Parte B: Impacto. Summary Impact Canvas

TARGET GROUPS	OUTCOMES	IMPACTS
<p><i>Who will use or further up-take the results of the project? Who will benefit from the results of the project?</i></p> <p><b>Example 1</b> <b>9 European airports:</b> Schiphol, Brussels airport, etc.</p> <p><b>The European Union aviation safety agency.</b></p> <p><b>Air passengers (indirect).</b></p> <p><b>Example 2</b> <b>End-users:</b> consumers of electronic devices.</p> <p><b>Major electronic companies:</b> Samsung, Apple, etc.</p> <p><b>Scientific community (field of transparent electronics).</b></p>	<p><i>What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?</i></p> <p><b>Example 1</b> <b>Up-take by airports:</b> 9 European airports adopt the advanced forecasting system demonstrated during the project.</p> <p><b>Example 2</b> <b>High use of the scientific discovery published</b> (measured with the relative rate of citation index of project publications).</p> <p><b>A major electronic company</b> (Samsung or Apple) <b>exploits/uses the new product</b> in their manufacturing.</p>	<p><i>What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?</i></p> <p><b>Example 1</b> <b>Scientific:</b> New breakthrough scientific discovery on passenger forecast modelling.</p> <p><b>Economic:</b> Increased airport efficiency Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.</p> <p><b>Example 2</b> <b>Scientific:</b> New breakthrough scientific discovery on transparent electronics.</p> <p><b>Economic/Technological:</b> A new market for touch enabled electronic devices.</p> <p><b>Societal:</b> Lower climate impact of electronics manufacturing (including through material sourcing and waste management).</p>

# ¡Muchas gracias!

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