

## Understanding the IMPACT & IMPLEMENTATION part



Konzorcij projektnih pisarn za krepitev odličnosti, interdisciplinarnosti in mednarodne vpetosti  
slovenskega raziskovalnega prostora

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# Impact



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Impact answers the big question:  
*"Why should the EU fund this research?"*

## Outputs vs Outcomes vs Impacts



### Scientific impact

Publishing in high-impact journals, opening new fields of inquiry, developing innovative methods or tools.

### Societal impact

focuses on improving lives and addressing major societal challenges such as climate change, aging, inequality, or public health.

### Economic/Industrial impact

How does your project contribute to jobs, growth, or innovation?

Each HE call describes *specific expected impacts*. Your proposal should show **HOW** your results contribute to those.

Your project can and should have multiple types of impact — **but be specific!** Don't say "will benefit society" or "supports the Green Deal" without **explaining how** and **for whom**.



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# Impact - DEC (Dissemination, Exploitation, Communication)

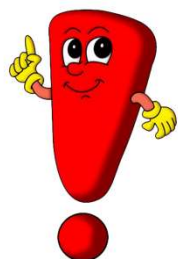


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**Dissemination:** Sharing results within your scientific community/academia

Examples:

- ☐ peer-reviewed publications (preferably open access),
- ☐ presentations at conferences, workshops,
- ☐ uploading data to repositories (e.g. Zenodo)



- ☐ Confidential results: Don't disseminate what your partners plan to patent!
- ☐ Compliance with Open Access rules (publish in open journals).

# Impact - DEC (Dissemination, Exploitation, Communication)



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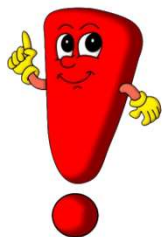
**Exploitation:** How results will be used BEYOND the project?

💡 e.g. commercialisation, further research, policy input

Think of your contribution to the EU's long-term goals (e.g. Green Deal, Digital Europe).

Examples:

- ☐ Licensing your technology to SMEs
- ☐ Feeding into health guidelines, environmental standards or regulations
- ☐ Creating spin-offs or follow-up industrial projects
- ☐ Including results in training modules or patents



- ☐ Protecting intellectual property before publishing (via patents, IP agreements)
- ☐ Planning early — define clear ownership (IPR) and use agreements among partners
- ☐ Thinking about *who* will exploit: research institutions, companies, NGOs, regulators?



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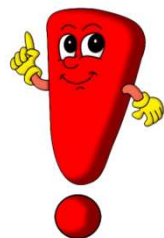


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**Communication:** How you inform and engage the general public?  
To raise awareness, build trust, and show taxpayers the value of science. It's about *visibility*, storytelling, and connecting with citizens and non-specialists.

Examples:

- ☐ Website, newsletters
- ☐ Press releases or media interviews
- ☐ Social media campaigns
- ☐ Public events like Researchers' Night or school visits



- ✓ Don't just write "We will publish papers." Be specific: which journals, how many, what channels you'll use for the public.
- ✓ For communication, think beyond what is common – maybe a YouTube video, a science festival, or even a podcast.



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# Impact – DEC (Dissemination, Exploitation, Communication)



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Let's take a clean *water technology* project:

- **Dissemination:** Publish in *Water Research*, present at EGU conference.
- **Exploitation:** Partner with a utility company to implement in a real system.
- **Communication:** Create a short animated video explaining clean water tech to the public.

Each stream targets **different groups** and delivers value in a different way. Together, they show your project is *relevant, usable, and visible*.



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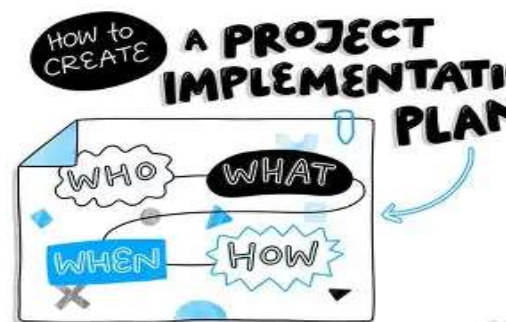


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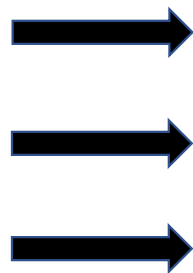
# Implementation



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How your  
work will be  
delivered?



Realistic

Structured

Credible

EU reviewers want to see a  
clear plan: **tasks, people,**  
**timeline, and risks.**



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# Implementation

## Key roles in a consortium

- ❑ **Coordinator:** manages the full project
- ❑ **Principal Investigator (PI):** leads a team
- ❑ **WP Leader:** oversees a work package
- ❑ **Beneficiary:** receives EU funds
- ❑ **Associated Partner:** contributes but not funded; for secondments
- ❑ **Implementing partner:** optional

**Consortium description:**  
expertises,  
interdisciplinary  
strengths, capacity  
and resources, etc.



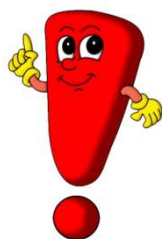




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# Implementation – Key concepts

Term	Meaning
<b>WP (Work Package)</b>	Main project unit (e.g. WP1: Project management, WP2: analysis; WP3: Communication, dissemination and exploitation)
<b>Task</b>	Smaller unit within WP
<b>Deliverable</b>	Tangible result (e.g. report, prototype)
<b>Milestone</b>	Control point to check progress



- ☐ Don't define 20 work packages. Most projects have **4–6 well-structured WPs**.

# Implementation – Key concepts



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**Deliverables** are tangible outputs of the project — things that can be submitted, stored, and reviewed → such as DOCUMENTS

**Examples:** A report describing experimental methods, a database of collected samples, a video explaining the project results, a web platform, software tool, training manual, or protocol

**Good deliverable** is ☒ measurable and time-bound ☒ attached to a specific WP ☒ real, shareable output (not just a task description) ☒ It supports your expected impacts

**NOT** every task must produce a deliverable! Keep deliverables focused and meaningful — usually around 1–2 per WP.


**DON'T** forget **mandatory deliverables** like DMP, PEDR, Final Report.

**Milestones** are checkpoints — moments where you assess whether the project is progressing as planned.

They are **decision points** → You just report whether a milestone has been achieved or not.

**Examples:** First prototype reaches 80% accuracy/ ethics approval obtained/ completion of key data collection phase

**Good milestone** ☒ helps the coordinator and EC monitor progress ☒ serve as internal "go/no-go" points ☒ support risk management

 **You don't submit a milestone report** – you simply indicate that the milestone has been achieved in your periodic reporting.

# Implementation



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## Mandatory deliverables

### Deliverable

### Mandatory

### Timeline

Data Management Plan (DMP)



Within 6 months of the project start

Plan for Exploitation and Dissemination of Results



Usually during the first year of the project

Final project report



Submitted after the end of the project

Ethics requirements deliverables



if relevant



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# Implementation – Gantt chart

WORK PACKAGES	YEAR 1				YEAR 2				YEAR 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>WP1: Project management</b>												
T1.1: Scientific and risk management				D1.1								D1.1
T1.2: Administrative, legal, and financial management		D1.2										
T1.3: Organization of an international symposium												D1.3
<b>WP2: Analysis &amp; characterization</b>												
T2.1: Analysis & characterization: antimicrobial layer								D2.1				
T2.2: Analysis & characterization: ethylene scavenging layer								D2.1				
T2.3: Analysis & characterization: freshness layer								D2.1				
T2.4: Analysis & characterization: smart multifunctional label												D2.2
<b>WP3: Fabrication of 3 label layers</b>												
T3.1: Development of antimicrobial layer								D3.1				
T3.2: Development of ethylene scavenging layer								D3.2				
T3.3: Development of freshness indicator layer								D3.2				
<b>WP4: Fusion of label layers &amp; performance evaluation</b>												
T4.1: Preliminary testing of combined layers									D4.1			
T4.2: Development of a suitable layer support									D4.1			
T4.3: Development of food grade adhesives								D4.2				
T4.4: Development of a smart multifunctional label												D4.3
T4.5: Mechanical & functional characterization of the label												D4.4
<b>WP5: Dissemination, Exploitation, and Communication</b>												
T5.1: Dissemination, exploitation and communication plan		D5.1										
T5.2: Exploitation, IPR management, and impact analysis				D5.2				D5.2				D5.2
T5.3: Collaborative Ecosystem: The Food Helix												D5.3

Colour legend:

PP1 PP2 PP3 PP4 PP5



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# Implementation – Risks

*A risk is anything that could prevent your project from achieving its goals as planned.*

**Scientific/technical** (e.g. a method fails, prototype doesn't work)

**Organizational** (e.g. partner leaves, staff turnover)

**External** (e.g. supplier delays, regulation changes)

**Ethical/societal** (e.g. data privacy, public resistance)



- ❌ Saying "There are no risks"
- ❌ Listing only obvious things like e.g. "COVID delays"
- ❌ Writing empty mitigation plans like "We will try to solve it"

- ✓ Include **4-6 meaningful risks**, not too many
- ✓ Cover both **scientific** and **management-related** risks
- ✓ Make sure mitigation strategies are **specific and feasible**