



LUND
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Are you useful?

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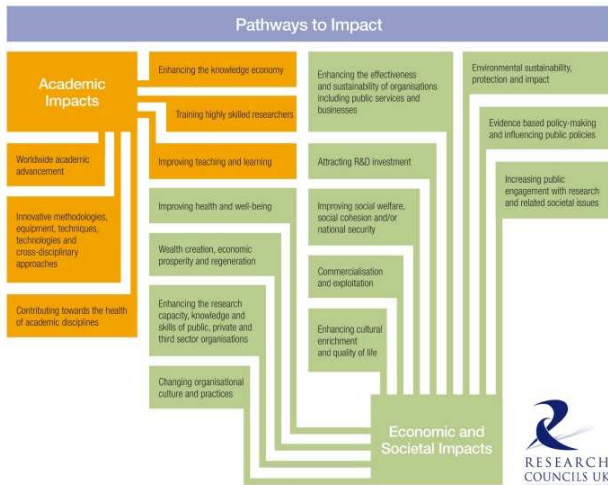
MCnet Grant Information Day, 2016.11.22



Impact on Society

- ▶ Different ways to *Impact*
- ▶ Finding your way
- ▶ Describing your way





Who is reading your application

- ▶ External Reviewer: Expert in HEP Pheno?
- ▶ Reviewer: Expert in HEP?
- ▶ Review panel: Experts in?
- ▶ Panel secretary?



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We love our Audience!

Spend time to think about who is the audience in each part of the application. In particular for the *Impact* section.

- ▶ Never underestimate your Audience.
- ▶ Avoid making the Audience feel stupid.
- ▶ Avoid boring the Audience.
- ▶ Never overestimate your Audience.



The meaning of *Impact*

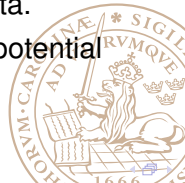
- ▶ Research leads to new knowledge, new creations, when applied leads to:
- ▶ Innovation: new methods, services, products or policies (depending on the research area)
- ▶ *Impact* is the extent of the benefit derived from innovations e.g. technical, environmental, societal, commercial, economic and cultural.



Innovation?

Not only Patents, products and markets

- ▶ Socio-economic *Impact*: growth, job creation, market size, IP, monitoring of exploitation potential, policy outputs, social benefits.
- ▶ Public engagement: communication strategy, education, media, social media, user groups
- ▶ Academic *Impact*: publications, conferences, data management – to disseminate & exploit results. Including Open Access publications and Open Research Data.
- ▶ For MSC Actions: *Impact* includes enhancing the potential and future career prospects of the researchers.
- ▶ Different calls have different definition of *Impact*



Finding *your* impact

Have you had any *Impact* already?

- ▶ MCnet industrial partner secondment?
- ▶ Experiences from other sectors?
- ▶ LHC@home?
- ▶ Software/method innovations?
- ▶ Teaching?
- ▶ Public engagement? Public lectures and outreach?
- ▶ Social media presence?



How would you want to make an *Impact*?

- ▶ Are you enthusiastic about your potential *Impact*?
Show it!
- ▶ If there are particular things *you* want to do,
include them in the project plan
(milestones, deliverables, . . .)
- ▶ If you have made *Impact* already?
Include it in the CV.
Hint that it could be included in recommendation letters

Even if the application instructions do not require a section on *Impact*, include it anyway!



Are you profitable yet?



Photo: www.moderna.se/

MODERNA MUSEET

