Are you useful?

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MCnet Grant Information Day, 2020-09-08
Impact on Society

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

Ways to Impact
Finding your Impact

Pathways to Impact

Academic Impacts
- Enhancing the knowledge economy
- Training highly skilled researchers
- Improving teaching and learning
- Improving health and well-being
- Wealth creation, economic prosperity and regeneration
- Contributing towards the health of academic disciplines

Economic and Societal Impacts
- Enhancing the research capacity, knowledge and skills of public, private and third sector organisations
- Changing organisational culture and practices
- Attracting R&D investment
- Improving social welfare, social cohesion and/or national security
- Commercialisation and exploitation
- Enhancing cultural enrichment and quality of life

Impact
- Environmental sustainability, protection and impact
- Evidence based policy-making and influencing public policies
- Increasing public engagement with research and related societal issues

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- External Reviewer: Expert in HEP Pheno?
- Reviewer: Expert in HEP?
- Review panel: Experts in?
- Panel secretary?
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- Your Grandmother?
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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.
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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


- For MSC Actions: *Impact* includes enhancing the potential and future career prospects of the researchers.

- Different calls have different definition of *Impact*
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Finding your impact

Have you had any *Impact* already?

- MCnet industrial partner secondment?
- Experiences from other sectors?
- Interdisciplinary experience?
- 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?