

# Producing a good Impact Plan

**Glenis Tellett**  
**22<sup>nd</sup> June 2016**

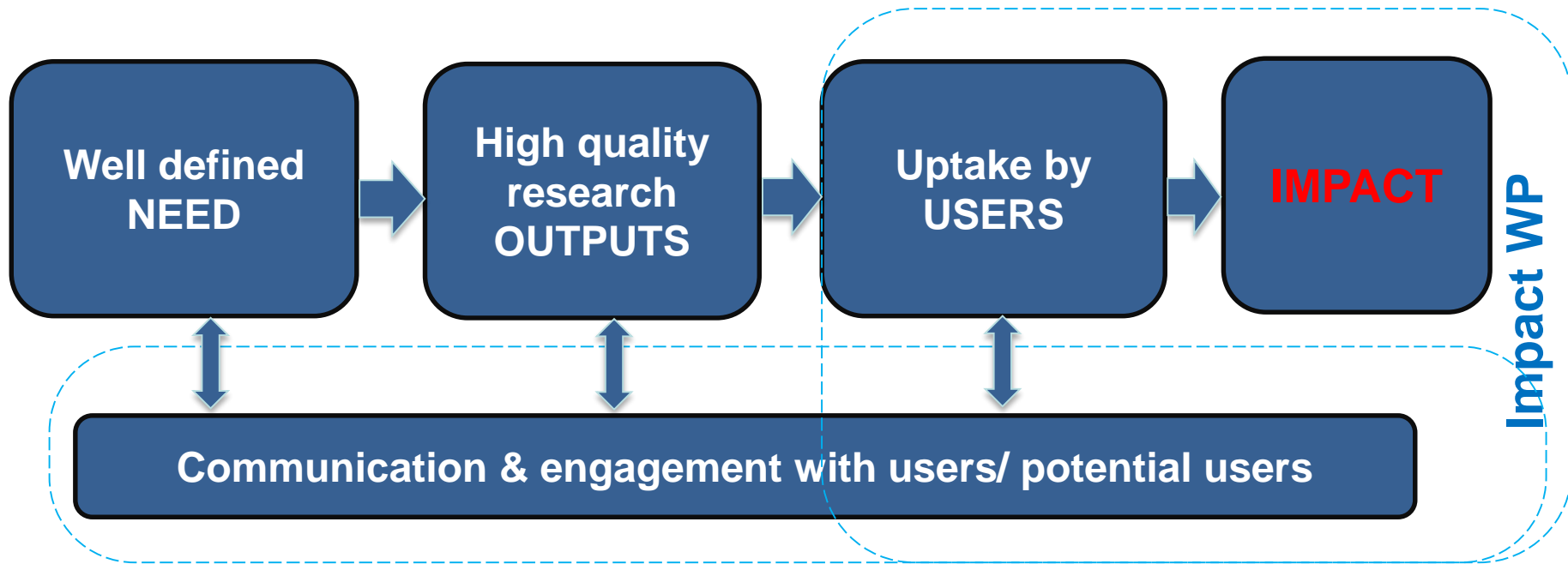
## NPL Vision:

“.....undertaking work in the national interest to deliver social and economic impact through world-class measurement science.....”

## UME Tubitak Mission:

- "To conduct research and development in the area of metrology .....for the purpose of contributing to the nation's quality of life and economic competitiveness."

## Project design: need → impact



# UNDERSTANDING AND COMMUNICATING THE NEED

## Invest the most time in understanding the needs not writing the Impact plan



## Tools to gather needs

- Market reports and market information sources
- Roadmaps
- Engagement with end-users to fully understand the problem
- Targeted surveys to find out more
- Talk to trade bodies who represent users
- Talk to the supply chain as they have a lot of contact with users

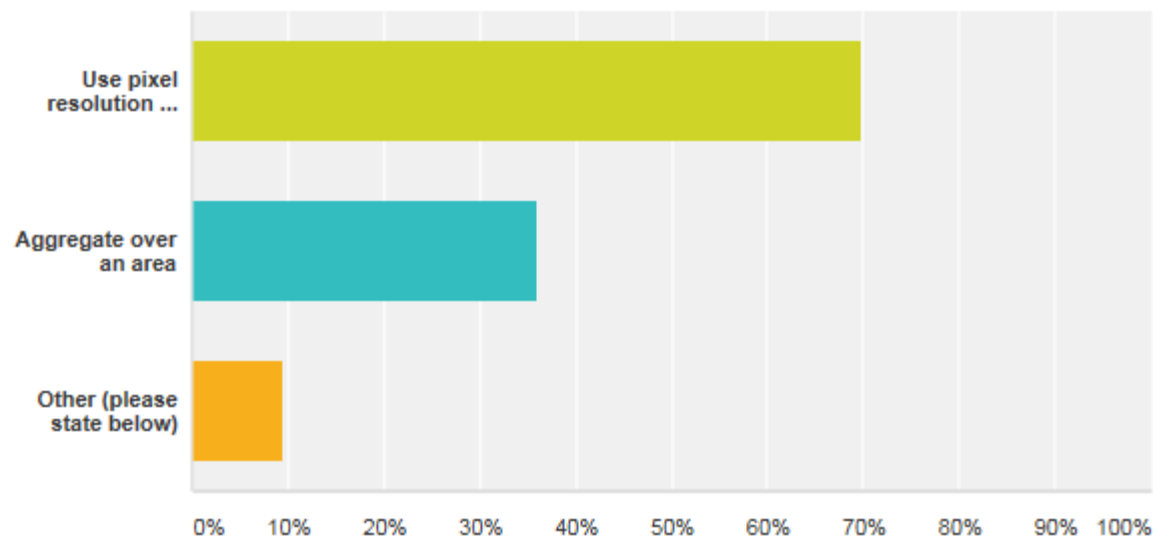
## Have you any requirements (and if so, what are they?) regarding the data you analyse in terms of:

Answered: 20 Skipped: 72

Answer Choices	Responses	Responses
Systematic uncertainty	Responses	75.00% 15
Random uncertainty	Responses	70.00% 14
Long-term stability of data record	Responses	55.00% 11
Dependence on solar zenith angle	Responses	35.00% 7
Dependence on ground albedo	Responses	30.00% 6
Dependence on surface thermal emissivity	Responses	20.00% 4
Dependence on atmospheric temperature (weighted profile)	Responses	25.00% 5
1 optical thickness	Responses	45.00% 9
	Responses	35.00% 7

## Horizontal resolution of data required for analysis:

Answered: 53 Skipped: 39



## Have clarity and understanding around users

- What companies?
- Who within those companies?
- What are the routes to market?
- How do they think and behave?
- Please talk about
  - supply chains
  - types of users
  - trade bodies and groups



## Be clear about the project outputs?

- A guide to making measurements
- Lowered uncertainty on calibrations
- A new instrument
- Improved standard
- Are they tailored to your audience - are these outputs the right ones

## State the change you expect your output to achieve clearly

- Reduced costs
- New products
- Reduced risk
- More efficient manufacturing processes
- More efficient research
- Reduced barriers to trade
- Is it possible to benchmark before and after?

## Show the links between the high level need and what you are doing

‘In the US alone there are around 900,000 stents implanted every year .....In total, implantable medical devices have an estimated £25 billion market and this is growing....’

- *You need some context.....but...*
- *What role does **this** project play in the larger problem*
- *What will be this projects impact*
- *How will it link to the work of others to support the overall solution?*

# CREATING AN IMPACT PLAN

## The European dimension

- All partners need to engage with the impact element
- The impact needs to be promoted across Europe
- Each partner will have different national networks to bring to bear
- Deal with questions of confidentiality and competition early

## One size does not fit all

- The exploitation plan for different projects should be completely different!
- Different areas/projects will be in a different phase of their life cycle, have different impacts and different audiences.
- Some projects may not have a traditional exploitation plan at all because the work is too immature
- Some projects may be all exploitation plan

## Make your plan tailored to the need and the audience

‘Will build on successful collaborations with industry leaders and inward and outward secondments to industry and academia, a metrology workshop, high-profile scientific publications and technical reviews.

- Who is the audience?
- How do you reach them? Do you need to partner?
- Why are these outputs right for this audience and impact?
- How will they make a difference?

## Have a clear impact objective that is specific

‘Designers in the automotive sector **will** improve their prediction of the impact performance of plastic components **through** the incorporation of project design data into the market leading commercial FE software.

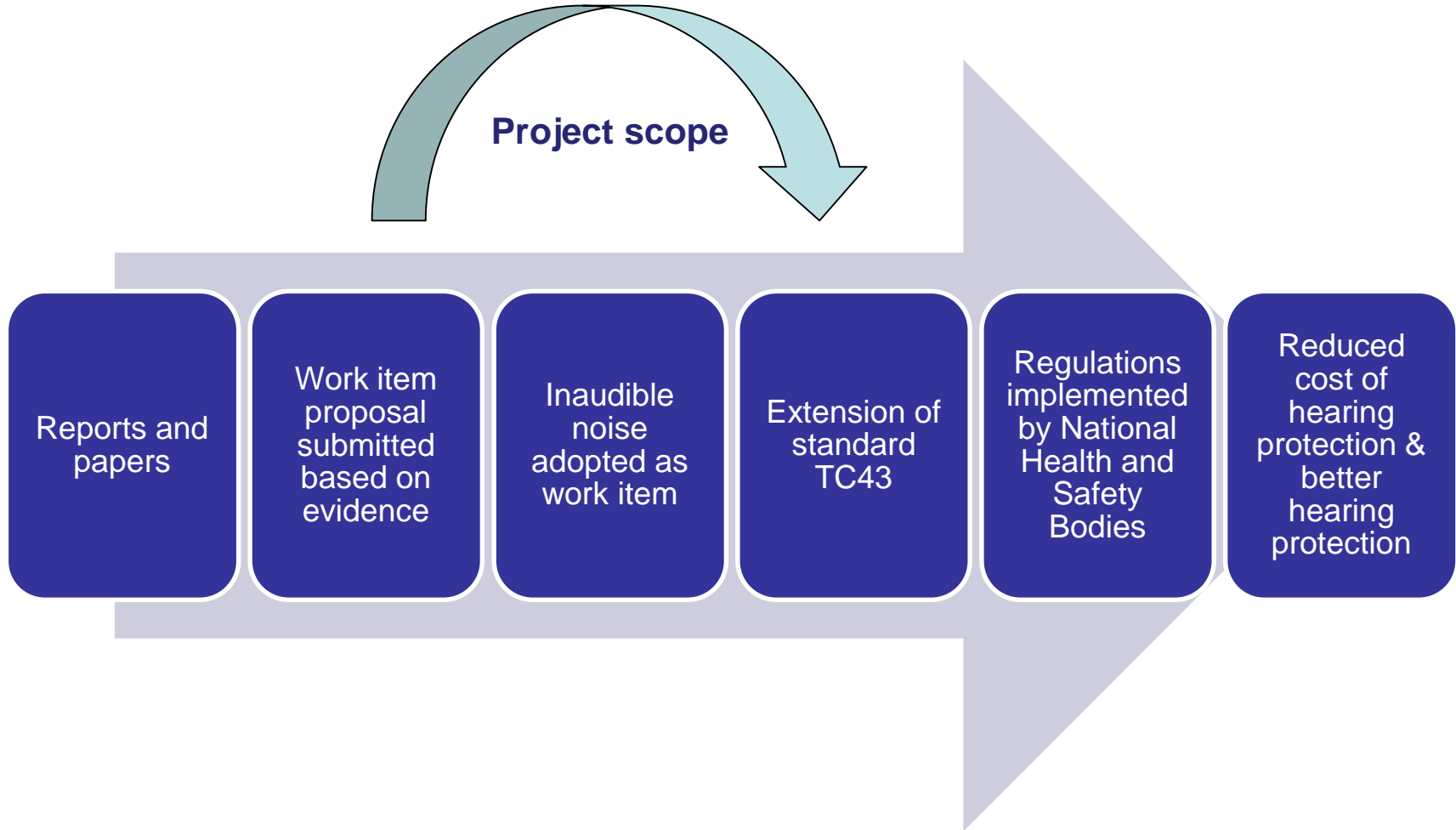
Evidence of the need/commitment - letters of support?

How will this work in practice during the delivery of the project?

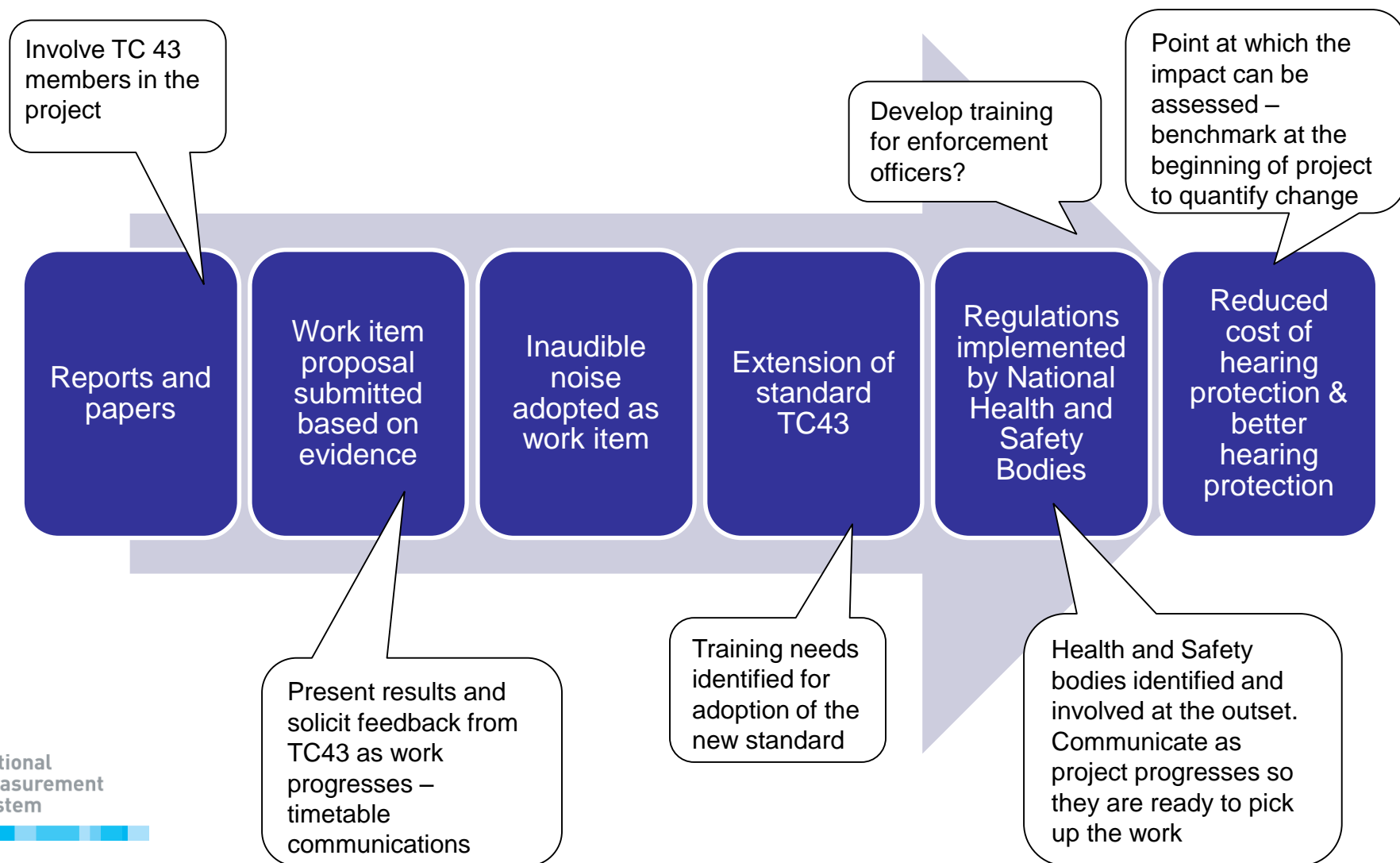
Can the project benchmark before and after?



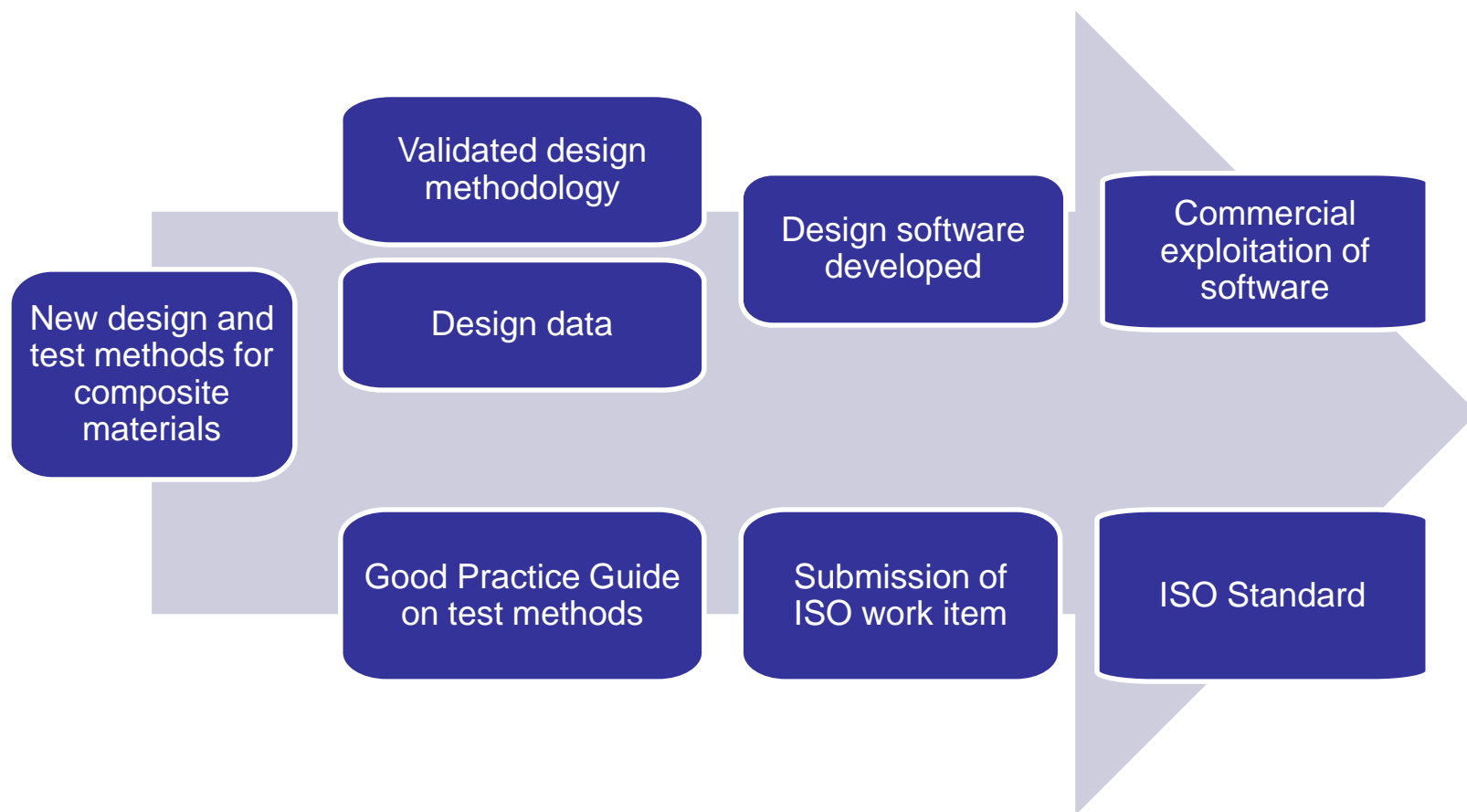
# Exploitation route - example



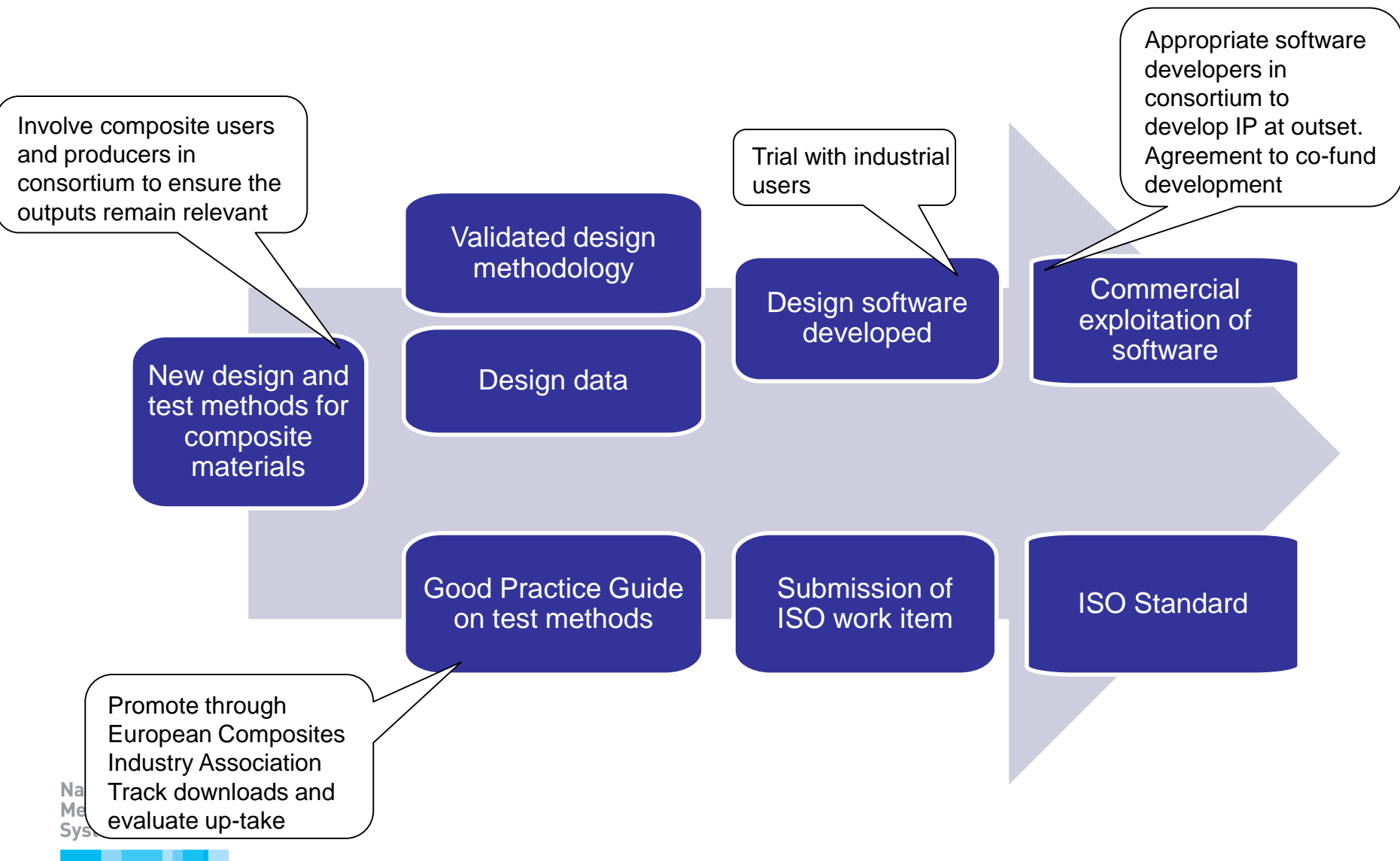
# What does this mean for this projects impact plan?



## Exploitation route - example



# What does this mean for this projects impact plan?



## Allow sufficient time and money for exploitation

- projects often aim to deliver outputs late in the timeline
- KT is not articulated as a deliverable and appropriate effort and duration allowed
- Cost it in properly especially big ticket items such as training courses
- 15-20% of budget for exploitation may not be unrealistic

## Consider a steering group

- Can help to keep you on track
- Gives a team of early adopters
- Helps with format of outputs and understanding how change really happens
- Doesn't need to be for your project only – is there another project you can share a steering group with?
- *But do something with it*

## Don't be tempted to put in general statements

‘Knowledge transfer will mainly be through publication and through the development of new and enhanced calibration services.’

‘All the sub-projects will provide publishable material in papers and Reports.’

## Sources of information

<http://msu.euramet.org/downloads/documents/Guide4.pdf>

### Writing JRPs

Section B1.b Need for the project – p 12

Section B2 – Potential outputs and impact – p17

Section CN-1 – Creating Impact – p29 (examples!)

<http://msu.euramet.org/downloads/documents/List4.pdf>

### List 4: Checklist for template 4 (JRP protocol)

Section C: see Creating Impact WP checklist

<http://msu.euramet.org/downloads/documents/Guide6.pdf>

### Evaluating EMPIR projects

High weighting for Impact Section 4.1 Evaluation criteria p4.

Form 6c: JRP evaluation (linked from section 4.1)