

Ensuring impact

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Slides by
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EMPIR



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~~come into forcible contact with another
object~~

marked effect or influence

A change of focus



Purely scientific focus:

- Thought leadership with an emphasis on being
- Says: “We are leading experts in our field”
- Benefits are mostly internal

Application focus:

- Focus on the external impact, an emphasis on doing
- Says: “Our expertise enables you to be good at what you do”
- Benefits realised are both internal and external

When the best is not enough:

- You can develop the best standard in the world.....
.....but if it just sits in the lab.....gathering dust....
.....then you may as well not bother

Projects are about change...



The first question is what needs to change...

For our customers (the users of metrology):

- Where are **they** now?
- Where do **they** need to be? Where do **we** want **them** be?
- How are **we** going to get **them** there?

For us:

- Where are **we** now?
- Where do **we** want to be?
- How are **we** going to get there?



So...

- **Widen out:** realise it's not just about your interests
- **Engage:** include external stakeholders in planning & delivery
- **Consult:** understand each stakeholder's needs
- **Adapt:** think about their context as well as yours
- **Respond:** deliver a compelling, relevant proposition
- **Empower:** make it easy for them to make the change

Early impacts



Project outputs

EARLY IMPACTS

Impact

TECHNICAL

New / improved measurement capabilities
New / improved knowledge, methods, protocols, techniques
Intellectual property

Uptake of project outputs by private & public sector:

Calibrations & consultancy based on new capabilities
Industrial R&D, commercialisation of new tools / techniques
New accreditations in traceability chain
IP exploitation

Boost industrial uptake

sales of innovative new products

DISSEMINATION

Scientific papers / reports
Conferences / events
Contributions to standards
Trained personnel
Newsletters, websites, media engagement
Engagement with stakeholders

Tangible influence standards & regulation

Draft standards & technical specifications
New WGs/ studies
Widened engagement

Improve standardisation
increased / deepened engagement with EU/International standards development organisations

New and deepened networks and collaborations amongst NMI/DIs

Citations / collaborations with research community

An integrated European Metrology landscape

Jobs, growth, global challenges

Maximising impact

During the project, keep the focus on early impact

- Keep the project's over-arching objectives in focus throughout the project
- Increase focus on impact as project progresses
- Ensure those around you have a clear understanding of what impact is and why it is important
 - It is not outputs
 - It is not dissemination

Maximising impact



- Proactive engagement
 - If you have a stakeholder or advisory group use them
 - Prioritise efforts regarding standards committees
 - Respond to public consultations
 - Follow up interest from dissemination activities
- Recognise and report impacts
 - Ask questions of your project collaborators
 - Ask questions of your contacts/ collaborators/ stakeholders
 - Capture and report impact

SRT objectives usually include one related to impact which sets the expectation for the referees when scoring the impact criteria.

For example:

“To facilitate the take up of the technology and measurement infrastructure developed in the project by the measurement supply chain (accredited laboratories, instrument manufacturers), standards developing organisations (e.g. IEC TC 58, IEC TC 77 and standards bodies associated with Radio Equipment Directive (RED) 2014/53/EU such as ETSI) and end users (the communications and automotive industries).”

Impact objectives



The last objective in all RPT SRTs

“For each participant, to develop an individual strategy for the long-term operation of the capacity developed, including regulatory support, research collaborations, quality schemes and accreditation. They should also develop a strategy for offering calibration services from the established facilities to their own country and neighbouring countries. The individual strategies should be discussed within the consortium and with other EURAMET NMIs/DIs, to ensure that a coordinated and optimised approach to the development of traceability in this field is developed for Europe as a whole.”

Questions? Coffee/Tea Break?

