



Strategies for H2020 participation:
Going beyond Excellence, Impact & Quality

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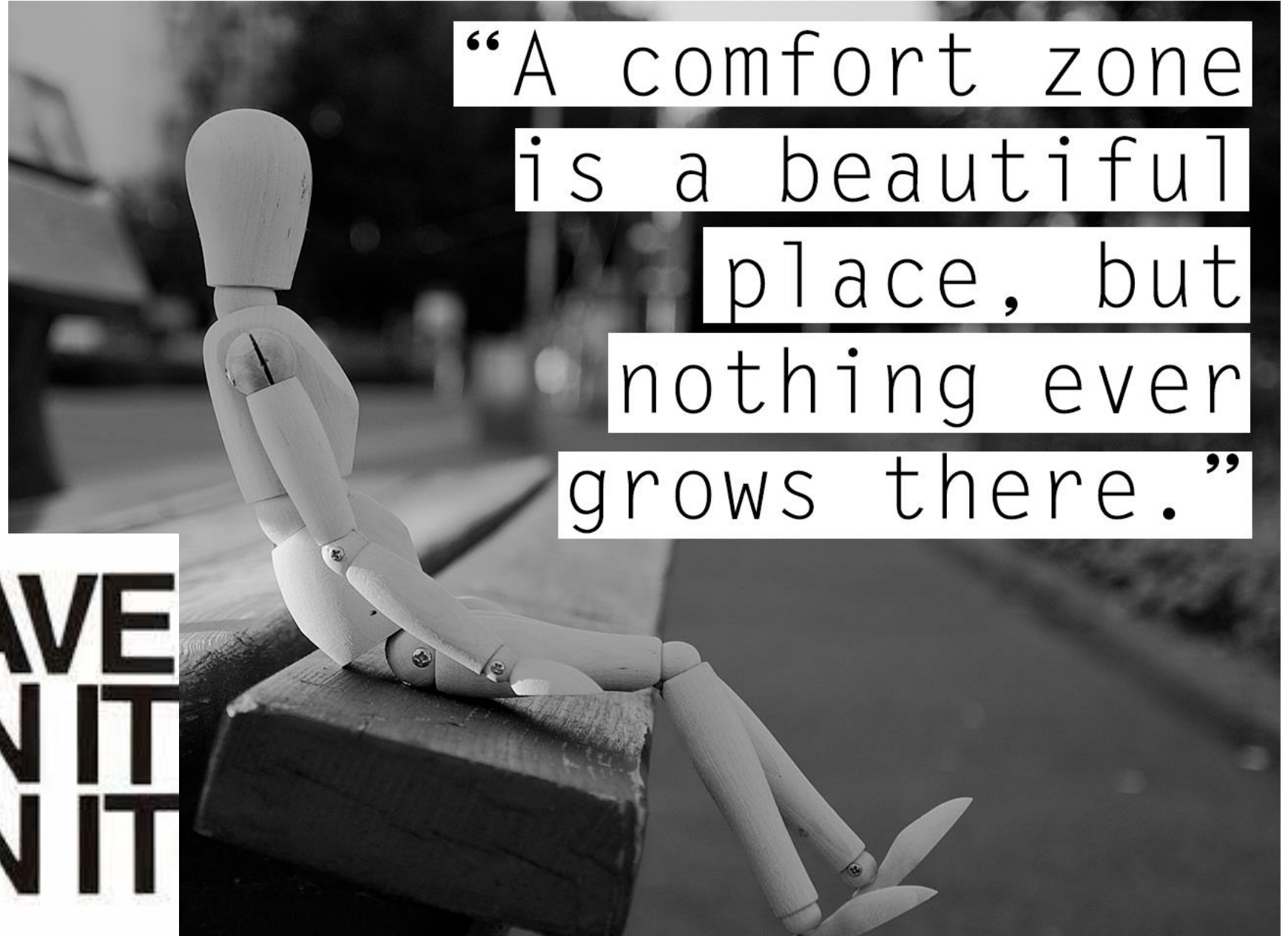




**Ranked No.15
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Guardian University
Guide 2017

**Top 4 for Student Experience
and Teaching Quality**
The Times and Sunday Times
Good University Guide 2017

**Queen's Award
for Enterprise**
International
Trade 2015



**YOU HAVE
TO BE IN IT
TO WIN IT**





Excellence



Impact



**Quality of
implementation**



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



<p>1 NO POVERTY</p>	<p>2 ZERO HUNGER</p>	<p>3 GOOD HEALTH AND WELL-BEING</p>	<p>4 QUALITY EDUCATION</p>	<p>5 GENDER EQUALITY</p>	<p>6 CLEAN WATER AND SANITATION</p>
<p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>10 REDUCED INEQUALITIES</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>
<p>13 CLIMATE ACTION</p>	<p>14 LIFE BELOW WATER</p>	<p>15 LIFE ON LAND</p>	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>SUSTAINABLE DEVELOPMENT GOALS</p>





Case study Coventry University, UK



Pioneer



Transform



Protect



Regenerate



Discover



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Stats

H2020

- 43 projects - €14.3M

FP7

- 53 projects - €13.5M





<https://organic-plus.net/>

Organic-PLUS

To gain a deeper understanding of consumer concerns and to help to build trust amongst consumers

To give long-term stability to grow the European organic land share from currently 6% to 12% and 24% within the next 10-20 years

SHARP IMPACT!

€4.1M from May 2018 to April 2022

Co-ordinated by Coventry University's CAWR and involves 10 universities and 15 multi-actors other research institutions and NGOs in 9 EU and 3 non-EU countries.

A gin and tonic that can help save the rainforests

- A new study has shown that using fermented peas instead of wheat to make gin could limit the spirit's impact on climate change
- Partially supported by the EU-funded [TRUE \(TRansition paths to sUustainable legume based systems in Europe\)](#) project, researchers have teamed up with a distillery manager to examine the environmental footprint of gin production













A vibrant garden scene featuring a variety of plants. In the foreground, there are rows of leafy green vegetables, including large-leafed lettuce and smaller leafy greens. To the left, there are purple flowers and some brown, dried-looking plants. In the background, a brick wall is visible, with a white trellis structure attached to it. The garden is well-maintained and colorful.

Strategies for your garden
Food for thought

THE SOCIAL BUSINESS MODEL CANVAS

BASED ON FRAMEWORK OF YOUNG FOUNDATION AND BUSINESS MODEL CANVAS

Social venture:

IMPLEMENTATION		SOCIAL VALUE PROPOSITION	MARKET	
 PARTNERS Who helps you to deliver your activities?	 DELIVERY What activities do you do? What resources do you own?	 What difference are you making?	 CUSTOMER SEGMENTS How do you work with people who buy your product/service? Who are the people that benefit?	 MACRO ECONOMIC ENVIRONMENT What are the economic, social and technological changes taking place that affect your market now and in the future?
 SALES + MARKETING What is your sales and marketing plan? How do you reach your customers?		What social impact measures do you use?	 COMPETITORS Who else plays in your space? Why are you different?	
FINANCE				
 COST OF DELIVERY		 SURPLUS Where do you intend to reinvest this?	 REVENUE	

The Broker

- SWOT
- Empathy map
- Ideation
- Feasibility



IMPACT ENGINE

*Series of events for staff seeking **new ways to extend research impact through social enterprise***

29TH JUNE 2018 12-3PM (lunch included)

SUSTAINABLE RESEARCH IMPACT FOR SOCIETAL BENEFIT

With opening from Prof Richard Dashwood, Deputy Vice-Chancellor (Research) this event will be a showcase of social enterprises based on academic research covering a range of disciplines. Invited speakers include:

- Duncan Baker-Brown, Director and Chartered Architect
BBM Sustainable Design - **Brighton Waste House**
- Dr Jenna Ashton, Creative Director and Founder **Digital Women's Archive Network**
- Haleh Moravej, Senior Lecturer in Nutritional Science
and **MetMUnch** Founder
- Prof Andy Turner, Hope Programme Co-inventor and
Founder **Hope For The Community CIC**

BOOKING:
BIT.LY/IMPACTENGINE



Connections

- The tendency to refrain from networking can limit scientists from reaching **their full potential**
- Scientists with an expanded network of contacts **have an edge** when it comes to **grants, publications, awards, invitations to speak, job offers and promotions**





Help Shape the Implementation Aspects of Horizon Europe

- The EC has launched a [public consultation on the implementation aspects of Horizon Europe](#)
- Deadline **4 October 2019**
- Take part in the [European Research and Innovation Days](#) in Brussels between 24 and 26 September





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