The societal challenge approach under H2020: a novel way to fund research in the EU

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The societal challenge approach under H2020

1. *Is it the right way?*
2. *How do we measure its impact?*
3. *What is the European added value compared to national good practice examples?*

Sources

1. *FP7 Ex Post Evaluation (2014-2015)*
2. *Monitoring FP7 impacts on Sustainable Dev (2008-2015)*
3. *Study on Network Analysis of Civil Society Organisations in research framework programmes (2015-2016)*
4. *Assessment of the European added value and the economic impact of the EU FPs (2016-2017)*

	Focus	Target group	Currency	Success	Process	Orientation
Excellent Science	Discovery	Individual scientists	Excellence & Freedom	Publications & Careers	Creativity & Selection	Self-referential

Industrial Leadership

Societal Challenges

1. **Programme structure perfectly fits** to the logic of basic research and universities
2. Established a **market for excellent research** and had positive influence on policies
3. Difficulties in tracking careers and **causality**
4. Certain weakpoints in proposal selection / **misleading success rates**
5. Societal Impacts are perceived as a potential **„dillution“ of excellence**

	Focus	Target group	Currency	Success	Process	Orientation
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Industrial Leadership	Innovation	Business	Profit	Compe-titiveness	Exclusion	Joint Agenda Setting
Societal Challenges						

1. **Economic impacts** are in the foreground
   - Long term GDP multiplier ~ 11
   - Jobs are created, but also destroyed
   - Competitiveness is a fuzzy term
2. Negative impacts, societal impact and trade-offs are **often not considered**
3. **Not all societal challenges can be addressed** by a profit maximizing system

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Societal Challenges	Societal practices	Civil Society / People	Responsi-bility	Impact	Integration	Policy

Do we (still) need it? ⇨ yes, …

1. to bring science closer to people
2. to provide solutions and promote RRI
3. to foster integrative elements in FPs

… does it work? How to measure success?

☺ target group for info and dissemination

Incentives, tailored and targeted dissemination activities needed

☺ data source (citizen observatories)

Big data and privacy issues raise concerns

😐 partners in FP projects

Empowerment and capacity building of CSOs needed

Network analysis of the role of CSO in the FPs

1. 6% of all organisations are CSOs
2. **< 1% of EU funding** goes to „real“ CSOs
3. more than **80% drop-out** of CSOs from FP6 to FP7
4. CSOs on the semi-periphery and **periphery** of FP networks
5. CSOs' involvement increases **media coverage** in certain areas (in particular public health)
6. academic researchers fear that CSO participation may weaken scientific legitimacy
7. CSO culture opposed to competitive research culture
8. no „European Case“ for many CSOs

☺ target group for info and dissemination

Incentives, tailored and targeted dissemination activities needed

☺ data source (citizen observatories)

Big data and privacy issues raise concerns

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Empowerment and capacity building of CSOs needed

☹ watchdogs (RRI)

Establish ethics boards on project and programme level

☹ gate keepers

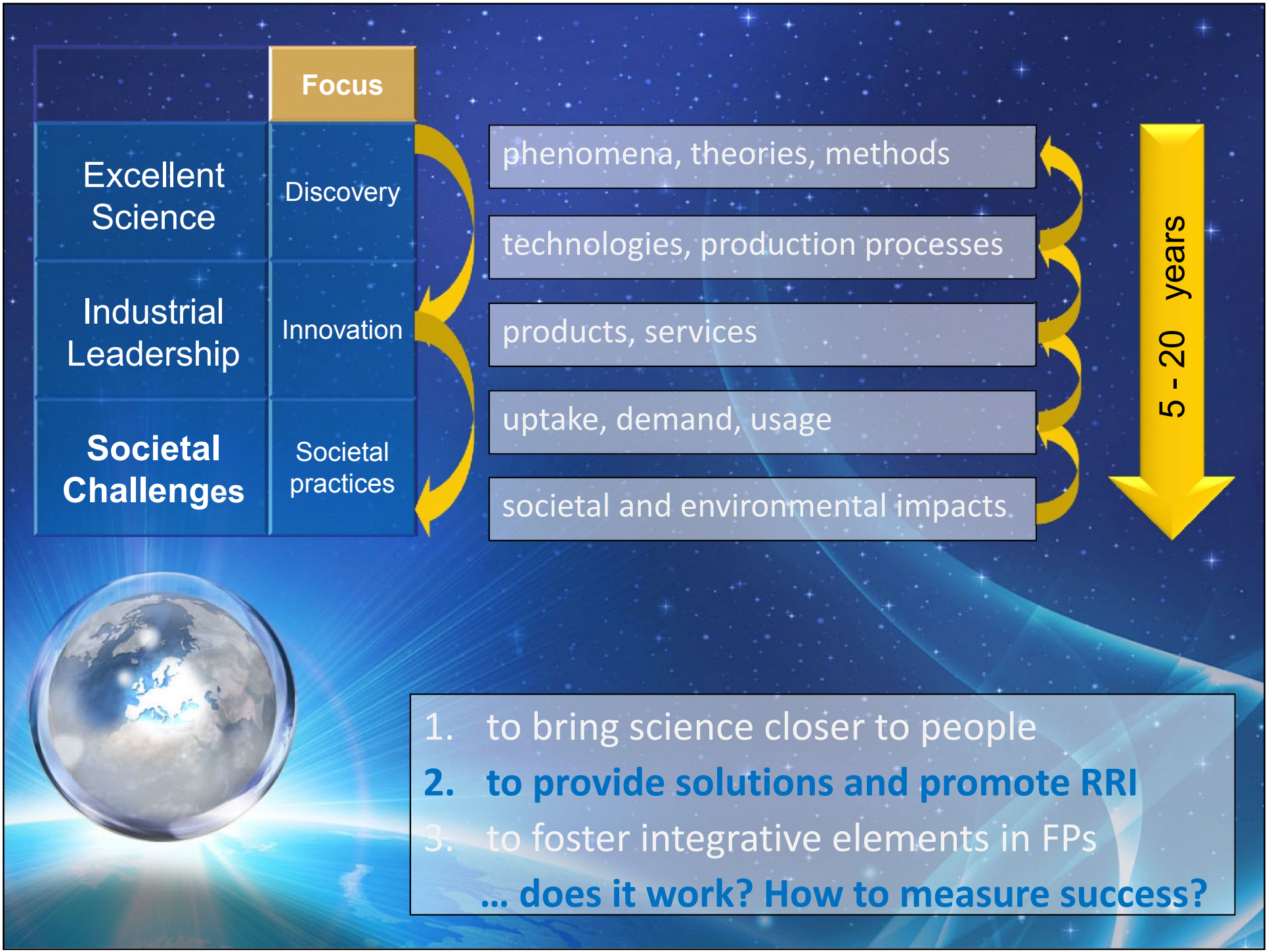
Involve CSOs in proposal evaluation (at least for “impact sect.”)

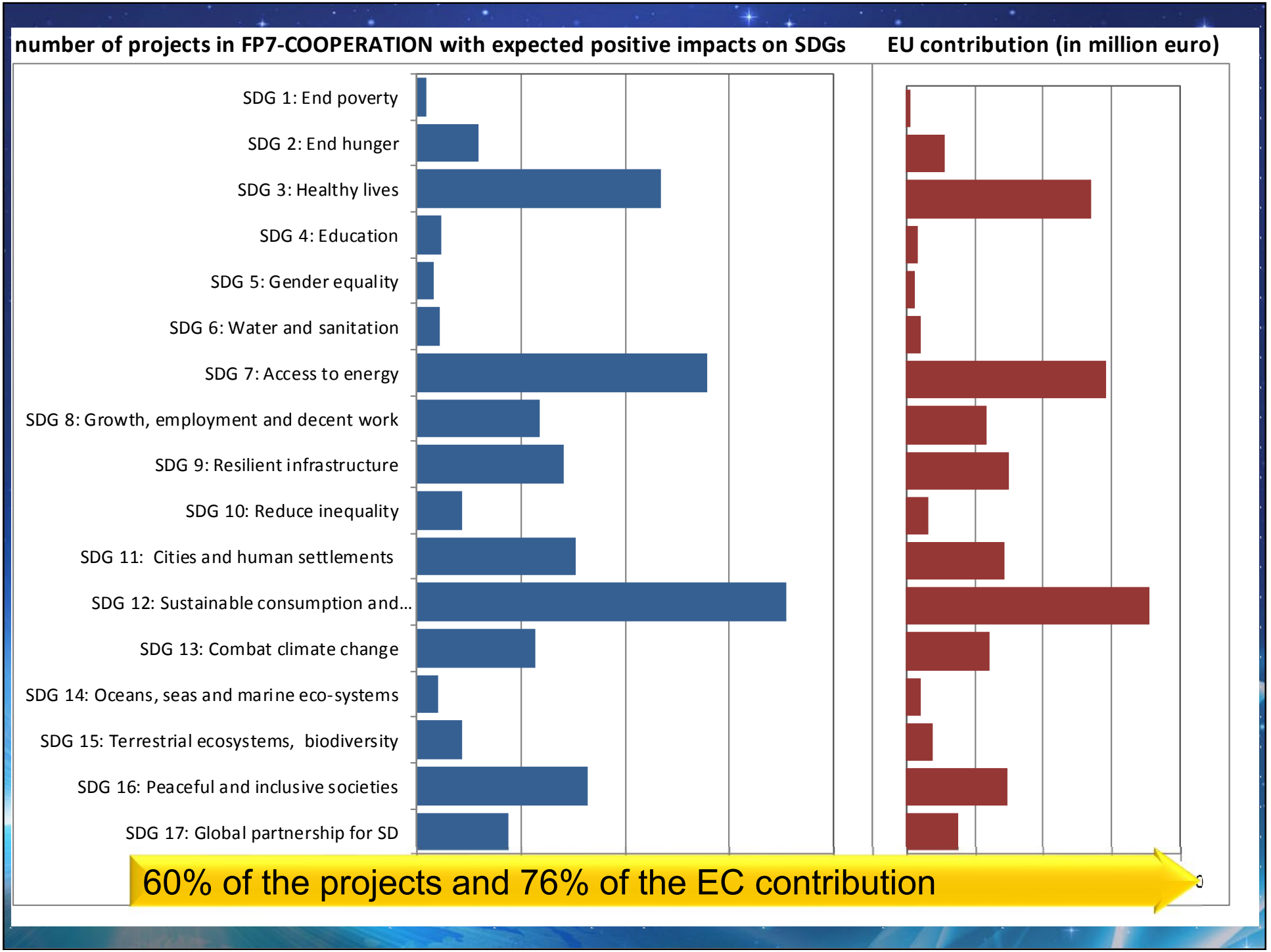
☹ agenda setting

Create a specific programme “Visions and Agendas”

1. to **bring science closer to people**
2. to provide solutions and promote RRI
3. to foster integrative elements in FPs

… does it work? How to measure success?


Focus
Excellent Science
Discovery
Industrial Leadership
Innovation
Societal Challenges
Societal practices
phenomena, theories, methods
technologies, production processes
products, services
uptake, demand, usage
societal and environmental impacts
5 - 20 years
1. to bring science closer to people
2. to provide solutions and promote RRI
3. to foster integrative elements in FPs
… does it work? How to measure success?


number of projects in FP7-COOPERATION with expected positive impacts on SDGs
EU contribution (in million euro)
SDG 1: End poverty
SDG 2: End hunger
SDG 3: Healthy lives
SDG 4: Education
SDG 5: Gender equality
SDG 6: Water and sanitation
SDG 7: Access to energy
SDG 8: Growth, employment and decent work
SDG 9: Resilient infrastructure
SDG 10: Reduce inequality
SDG 11: Cities and human settlements
SDG 12: Sustainable consumption and...
SDG 13: Combat climate change
SDG 14: Oceans, seas and marine eco-systems
SDG 15: Terrestrial ecosystems, biodiversity
SDG 16: Peaceful and inclusive societies
SDG 17: Global partnership for SD
60% of the projects and 76% of the EC contribution

	Focus	Target group	Currency	Success	Process	Orientation

1. design **arenas** for knowledge co-production and innovation
2. **substantially** involve a broad variety of stakeholders (co-creation)
3. in a **continuous** process (no final solution - wicked problems)
4. link up to the globally agreed **Sustainable Development Goals**
5. govern **landscapes** (not projects) & develop sound intervention logics

1. to bring science closer to people
2. to provide solutions and promote RRI
3. **to foster integrative elements in FPs**

Excellent Science

Industrial Leadership

Societal Challenges

Assessment of the European Added Value (EAV)

1. EAV depends on the innovation field (technology, sector, practice)
2. Most important EAV is **simplification** (by establishing equal participation rules), **access** to data and infrastructure, and a signalling/ **agenda** setting function
3. ~ 54% of EU funding were investments into **intangible assets**
4. More than 85% expect **future value creation** from these assets during ~ 5 years
5. If FPs would not be continued after 2020, on average ~ 3 years would be lost in time to market and ~ 4 years in careers

1. to bring science closer to people
2. to provide solutions and promote RRI
3. to foster integrative elements in FPs

… and what is the European Added Value?

The societal challenge approach under H2020

It is the right way:

1. *keep three separate pillars*
2. *bring science closer to people*
3. *link up with the Sust. Dev. Goals*
4. *new programme “Visions and Agendas”*
5. *develop new intervention instruments*