



# ACHIEVING IMPACT

Socio-economic Sciences & Humanities (SSH) in Horizon 2020  
INTERNATIONAL CONFERENCE & BROKERAGE EVENT

26 - 27 February 2014

National Hellenic Research Foundation, **ATHENS**, GREECE

[www.achievingimpact2014.eu](http://www.achievingimpact2014.eu)

## DRAFT PROGRAMME

### ACHIEVING IMPACT – SOCIO-ECONOMIC SCIENCES & HUMANITIES (SSH) IN HORIZON 2020

CONFERENCE AND  
INFORMATION DAY & BROKERAGE

26 & 27 FEBRUARY 2014 | ATHENS

**Venue:** National Hellenic Research Foundation: Auditorium L. Zervas,  
Vassileos Constantinou 48, 11635 Athens – Greece



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## 26 February 2014 – Conference (morning)

**Moderator: Terry Martin**, Director, Science-Policy Interface Agency

8.45 – 9.45 **Registration & Welcome Coffee**

9.30 – 10.00 **Welcome & Introduction to the Conference**

- General Secretariat for Research & Technology
- Angela Schindler-Daniels, NET4SOCIETY Coordinator
- Dr Evi Sachini, Director, National Documentation Centre (EKT), Greece

10.00 – 10.20 **Opening Plenary Session**

### KEY ADDRESS 1

#### **Horizon 2020: its role in Europe 2020 & Innovation Union**

Dr Stefaan Hermans, Head of Unit Reflective Societies, European Commission

*Introductory session about the broad framework of the EU 2020 Strategy and its role in supporting the Innovation Union Flagship Initiatives*

10.20 – 10.40 **KEY ADDRESS 2**

#### **Assessing the Impact of SSH**

Prof. Irene Hardill, Director of the Northumbria Centre for Civil Society and Citizenship, Department of Social Sciences, Northumbria University

10.40 – 11.00 **Impact of SSH - an example: Health and inequality**

Prof. John Yfantopoulos, Department of Administrative Science- University of Athens, Expert in Health Economics, Advisory Group Member for Horizon 2020

11.00 – 12.15 **Panel discussion: “What is Impact of SSH”?**

#### **How can we make it tangible and comprehensible?”**

Discussion led by

Prof. Nikos Demertzis, President, National Centre for Social Research and  
Dr. Eva Hoogland, Science Europe

All speakers of the plenary session and

**Prof. Irene Hardill**, Director of the Northumbria Centre for Civil Society and Citizenship, Department of Social Sciences, Northumbria University

**Prof. Axel Börsch-Supan**, SHARE - Survey of Health, Ageing and Retirement in Europe, Max Planck Institute for Social Law and Social Policy, Munich Center for the Economics of Aging,

**Prof. Dr Kurt Deketelaere**, LERU - The League of European Research Universities,

**Prof. Ellen Hazelkorn**, Higher Education Policy Research Unit, Dublin Institute of Technology.

## 26 February 2014 – Conference (afternoon)

12.15 – 13.15 **Networking Lunch (buffet)**

13.30 – 16.45 **Parallel sessions: Examples & Interactive work**

*See details of the parallel sessions here after*

Auditorium L. Zervas, Small Auditorium & Library

*During the parallel sessions, the opportunities of Horizon 2020 for SSH researchers and research programme owners/managers will be examined through these three perspectives/drivers following 4 overarching issues*

- *Impact: from end-users' point of view (benefitting from impact) and researchers' (achieving impact)*
- *Interdisciplinarity*
- *Integrating the international dimension*
- *Highlighting a comparative research approach and underlining its added value.*

**A. SSH contributions to a Competitive Europe – Creativity & Culture**

*Cultural Heritage & Investment & its economic effects*

**B. European Social Model – Sustainability for Tomorrow's Generation**

*Welfare State, European Social Model, Social Investment ( DG Employment), The Young Generation –Youth Dynamics & Future/limits of EU integration*

**C. Making sense of Social Innovation!**

*How to identify Social Innovation? Where is the impact?  
How to make it work*

16.45 – 17.30 **Plenary session**

*Summarising "Parallel Sessions" & Discussion*

Speakers: Rapporteurs of Parallel Sessions

17.30 – 17.45 **Closure of the day**

17.30 – 18.30 **Get together & Cocktail for all Participants**

13.30 - 16.45 **Parallel Session A**

incl.  
coffee break

## **SSH contributions to a Competitive Europe – Creativity & Culture**

### **Moderator of the session:**

Prof. Ellen Hazelkorn, Director of Higher Education Policy Research Unit,  
Dublin Institute of Technology

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### **Introduction**

Professor Sean Ryder, Director of the Moore Institute for Research in the Humanities and Social Sciences National University of Ireland & Chair of the HERA Network Board

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### **Impact of (Arts!) & Humanities Research – Case Studies**

- **HERAValue – Measuring the value and impact of Arts & Humanities Research**  
Dr. Paul Benneworth, Senior Research Associate, Project Leader for HERAValue - Measuring the Impact of Arts Humanities and Social Sciences Research, University of Twente  
<http://www.heranet.info/heravalue/index>
  - **Copywriting Creativity: Creative Values, Cultural Heritage Institutions and Systems of Intellectual Property (CULTIVATE) -**  
Prof. Helle Porsdam, University of Copenhagen  
<http://www.heranet.info/cultivate/index>
  - **Unveiling Creativity for Innovation in Europe -**  
Prof. Yannis Caloghirou\*, National Technical University of Athens  
<http://www.cre8tv.eu/>
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### **World Café Discussions**

*The three projects are table hosts*

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### **Discussion**

*The three project representatives discuss with the plenary*

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### **Wrap up**

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13.30 - 16.45

## Parallel Session B

incl.  
coffee break

# European Social Model – Sustainability for Tomorrow’s Generation

### Moderators of the session:

Dr Victoria Tsoukala and Ms Maria Samara, National Documentation Centre (EKT), Greece

30 min

### Introduction

- **The European social model and the Strategy “Europe 2020”**  
Dr Tadas Leoncikas, European Foundation for the Improvement of Living and Working Conditions
- **The Social Investment Package**  
Dr Michel Mercadié , European Social Platform

90 min

### The sustainability of the EU Social Model – The key role of SSH research

- **WILCO - Welfare innovations at the local level in favour of cohesion**  
Dr Taco BRANDSEN, project coordinator, Radboud University Nijmegen, Nijmegen, Netherlands
- **INSPIRES – Innovative Social Policies for Inclusive and Resilient Labour Markets in Europe**  
Dr Constantine Dimoulas, project partner, Panteion University, Athens, Greece
- **Key findings from the Career of Doctorate Holders (CDH) project**  
Key findings from internationally comparable indicators on the careers and mobility of doctorate holders, speaker to be confirmed, OECD

20 min

### World Café Discussions

*The 5 guests are table hosts*

30 min

### Panel Discussion

*The abovementioned representatives, including representatives from NGOs such as Greek Association of Young Entrepreneurs and EU Ambassador of Women Entrepreneurs, discuss with the plenary*

5 min

### Wrap up

13.30 - 16.45

## Parallel Session C

incl.  
coffee break

# Making sense of Social Innovation!

### Moderator of the session:

Prof. Dr. Jürgen Howaldt, Director of Social Research Centre - sfs, TU Dortmund University

Prof. Dr. Josef Hochgerner, Centre for Social Innovation - ZSI, Vienna: Rapporteur of the session

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### Introduction

Prof. Dr. Jürgen Howaldt, Director of Social Research Centre - sfs, TU Dortmund University

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### Making sense of Social Innovation: Show cases of impact of SSH

- **SIX -Social Innovation Exchange**

Dr Jakub Wygnański\*, The Unit for Social Innovation and Research, Shipyard, Poland

*Social innovation network, understand who are the actors, who could be possible partners to achieve impact (focus: exchange of practice and knowledge, climate change) (<http://www.socialinnovationexchange.org>)*

- **Tepsie - Theoretical, Empirical and Policy Foundations for Social Innovation in Europe**

Dr Jeremy Millard, Project Manager, Danish Technological Institute, Denmark

*Example of social innovation research project in FP7 (focus: measurement of social innovation, demographic change) (<http://www.tepsie.eu>)*  
*Representative from Tepsie*

- **ESTEP - The European Steel Technology Platform**

Dr Veit Echterhoff, ThyssenKruppSteel/ Antonius Schröder, TU Dortmund

*Example of cooperation between social innovation researchers and industry (focus: business and workplace innovation) (<http://cordis.europa.eu/estep>)*  
*Representative from Thyssen Krupp/Estep*

- **Cepal - United Nations Economic Commission for Latin America and the Caribbean**

Dr Maria Elisa Bernal, Director, Social Development Division

*Concrete example of social innovation implementation (focus: poverty reduction) (ECLAC, UNECLAC or in Spanish CEPAL), (<http://www.eclac.org>)*

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### World Café Discussions: Get more detailed insights on two of the show cases

The four projects are table hosts

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### Discussion

The four project representatives discuss with the plenary

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### Wrap up

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## 27 February 2014 – Information Day & Brokerage

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|--------------------------------------|---|
| 8.15 – 9.00                          | <b>Registration &amp; Welcome Coffee</b>  |
| 9.00 – 9.15                          | <b>Welcome &amp; Introduction to the Brokerage</b><br>Dr Evi Sachini, Director, National Documentation Centre (EKT), Greece   |
| 9.15 – 10.00<br>Including questions  | <b>Societal Challenge 6 “Europe in a changing world: inclusive, innovative and reflective societies” in Horizon 2020: Work Programme</b><br>Philippe Keraudren*, Deputy Head of Unit Reflective Societies, Directorate General for Research and Innovation, European Commission |
| 10.00 – 10.30<br>Including questions | <b>Socio-economic Sciences &amp; Humanities Opportunities in Horizon 2020</b><br><i>Overview of Horizon 2020 opportunities for SSH researchers</i><br>Ms Christina Bitterberg, NET4SOCIETY Consortium   |
| 10.30 – 11.00<br>Including questions | <b>Impact in H2020 research proposals</b><br><i>How to successfully address the Impact section in Horizon 2020 proposals</i><br>Prof. Irena E. Kotowska, Wasaw School of Economics &<br>Dr. Christoph Köller, Görden & Köller GmbH  |
| 11.00 – 11.30                        | <b>Coffee break</b>   |
| 11.30 – 13.00<br>Including questions | <b>Three Parallel Sessions based on SC6 WP</b><br><i>See details of the parallel sessions here after</i><br>Auditorium L. Zervas, Small Auditorium & Library<br>Speakers: European Commission, project coordinators & evaluators  |
| 13.00 – 14.00                        | <b>Networking Lunch (buffet)</b>  |
| 14.00 – 17.00                        | <b>Brokerage Event</b><br><i>Matchmaking event: Prearranged bilateral meetings between participants that will encourage &amp; promote engagement with Horizon 2020 &amp; enhance networking &amp; collaboration among researchers.</i>  |
| 17.00                                | <b>Closure of the Event</b>   |

11.30 - 13.00

Including one  
coffee break

## Brokerage Parallel Session D

### Inclusive societies: the Young Generation

#### Moderator of the session:

Domenico Rosseti\*, Unit Reflective Societies, European Commission

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45 min

#### Topics to be discussed:

- **The European growth agenda (2014)**
- **European societies after the crisis (2014)**
- **Early job insecurity and labour market exclusion (2014)**
- **The young as driver of social change (2015)**

#### Speakers:

1. Prof. Irena E. Kotowska, Warsaw School of Economics
  2. Dr Constantine Dimoulas, project partner, Panteion University, Athens, Greece
  3. Professor Jacqueline O'Reilly\*, University of Brighton, STYLE project
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40 min

#### Working Session

*Speakers discuss with participants different scenarios on elaborating the relevant topics (to get insights on proposal preparation and achieving impact issues)*

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5 min

#### Wrap up

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11.30 - 13.00

Including one  
coffee break

## Brokerage Parallel Session E

### Innovative societies: open science and innovation

#### Moderator of the session:

Robert Burmanjer\*, Unit Reflective Societies, European Commission

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45 min

#### Topics to be discussed:

- **Understanding and supporting business model innovation (2014)**
- **Platform for ICT for Learning and Inclusion (2014)**
- **Social innovation Community (2015)**
- **INT-2–2014/2015: Encouraging the research and innovation cooperation between the Union and selected regional partners (2014/2015)**

#### Speakers:

1. Prof. Dr. Jürgen Howaldt, Director of Social Research Centre - sfs, TU Dortmund University
  2. Jakub Wygnański - The Unit for Social Innovation and Research, Shipyard, Poland
  3. Dr Maria Elisa Bernal, Director, Social Development Division
  4. INCO-NET project representative
  5. speaker to be confirmed, DG Connect
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40 min

#### Working Session

*Speakers discuss with participants different scenarios on elaborating the relevant topics (to get insights on proposal preparation and achieving impact issues)*

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5 min

#### Wrap up

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11.30 - 13.00

Including one  
coffee break

## Brokerage Parallel Session F

### Reflective societies: European culture

#### Moderator of the session:

Philippe Keraudren\*, Unit Reflective Societies, European Commission

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45 min

#### Topics to be discussed:

- **Advanced 3D modelling for accessing and understanding European cultural assets (2014)**
- **The cultural heritage of war in contemporary Europe (2015)**
- **Social Platform on Reflective Societies (2014)**
- **Cultural opposition in the former socialist countries (2015)**

#### Speakers:

1. Prof. Professor Sean Ryder, Chair of the HERA Network Board
  2. Ms Georgia Tzenou, EuroRisNet+ project coordinator, EKT
  3. Prof. Margaret Kelleher, University College Dublin, Ireland
  4. Ms Antonella Fresa\*, RICHES project
  5. speaker to be confirmed, Institute of Communication and Computer Systems of the National Technical University of Athens
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40 min

#### Working Session

*Speakers discuss with participants different scenarios on elaborating the relevant topics (to get insights on proposal preparation and achieving impact issues)*

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5 min

#### Wrap up

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\* To be confirmed