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

NET4SOCIETY Conference & Information Day

26-27 February 2014
Athens, Greece

Insights & key findings of the conference

Rapporteur’s Report

By Terry Martin
May, 2014
Insights in the key findings of the conference

- Introduction
- Background
- The conference
  I. 2020 Vision: SSH Gets Integrated
  II. Understanding Impact: The UK Experience
  III. SSH’s Big Challenge: Toward Inclusive, Innovative and Reflective Societies
  IV. Points form Panels and Audience & Discussions
- Rapporteur’s Comments
- Annexes
  Speaker profiles
  Conference programme

© May 2014, NET4SOCIETY
www.net4society.eu

All rights reserved
Reproduction only with written consent by the coordinator

NET4SOCIETY is an FP7 project funded by the EUROPEAN UNION
THEME 8: Socio-economic Sciences and Humanities
Coordination and Support Action
FP7-SSH-2012-2
SSH.2012.8.8-2

This publication reflects only the author’s views
– the EU Commission is not liable for any use that may be made of the information contained therein
INTRODUCTION

How can research in social sciences and humanities (SSH) support the Europe 2020 growth strategy? What measurable impact can such research hope to have on European societies? And how should that impact be demonstrated in Horizon 2020 research projects?

These fundamental questions were explored by the participants of “ACHIEVING IMPACT - Socio-economic Sciences & Humanities (SSH) in Horizon 2020”, a two-day conference and information day held in Athens in February 2014. Organized by NET4SOCIETY, the network of National Contact Points for research in the field of Social Sciences and Humanities / Societal Challenge 6, the event brought together over 300 researchers, funders, administrators and policymakers from around Europe. Their presentations and discussions yielded vital insights into the role that social sciences and humanities will play in Horizon 2020.

Offering a selective overview of key content from the conference, this document highlights some of the concerns, challenges and opportunities identified by the participants. Starting with background from a pre-conference speech by EU Research Commissioner Máire Geoghegan-Quinn, the report proceeds to summarise relevant points from presentations and interventions at the conference itself. A copy of the conference agenda and profiles of the speakers are included in the annex.

Readers wishing to explore the proceedings in greater detail are invited to visit www.net4society.eu and the conference website.

1 The EU’s growth strategy for the current decade http://ec.europa.eu/europe2020/index_en.htm
3 Achieving Impact, - Socio-Economic Sciences and Humanities in Horizon 2020; Conference and Information Day and Brokerage; 26 & 27 February 2014, Athens, Greece
4 The event website is: http://www.achievingimpact2014.eu

At the time this report was published, videos from the plenary sessions and digital copies of speaker presentations were accessible on the website.
BACKGROUND

SSH Reloaded: The Impact Horizon

The EU’s Commissioner for Research, Innovation & Science Máire Geoghegan-Quinn, suggested in January 2014 in a series of speeches introducing Horizon 2020 that the new Framework Programme amounts to “a paradigm shift”. It constitutes “a totally new departure for the EU”, she said, one that is geared for maximum impact on European society. Horizon 2020’s purpose, she asserted, is nothing less than to “deliver the results that will make a difference in people’s lives”.

“Research and innovation are the foundation for sustained growth and job creation”, the Commissioner attested, thus alluding to a vital link between Framework Programme research and the Europe 2020 Growth Strategy. Horizon 2020 differs considerably from previous programmes, she noted. Administrative simplification is one important change; but even more significant, Ms Geoghegan-Quinn suggested, is the switch to a challenge-based approach.

The focus of Horizon 2020 is very much on “addressing societal challenges”, she observed, and this represents “one of the biggest changes” in the entire framework programme. Adopting this new approach became necessary, she explained, “because the challenges facing all of us in Europe - whether food and energy security, clean transport or public health for example – cannot be solved by a single field of science or technology”. The Commissioner left no doubt that the name of the game in Horizon 2020 will be interdisciplinarity.

Pointing out that complex challenges require solutions involving different areas of research, the Commissioner described interdisciplinarity as “a crucial aspect of Horizon 2020”. She insisted that the programme will encourage researchers “to get out of their silos”. And it was in this context that the commissioner explicitly highlighted the importance of SSH in Horizon 2020: “We expect that broader societal aspects are addressed”, she said, “by embedding Socio-Economic Sciences and Humanities across the whole programme”.

Commissioner Geoghegan-Quinn acknowledged that the new Framework Programme’s emphasis on interdisciplinarity requires greater flexibility. Underlining that awareness, she insisted that the programme would be “less proscriptive about what projects must do” and “more open to innovative proposals from applicants”. At the same time, however, she warned that the Commission would be “more demanding about the impacts that projects must have”. Demonstrating the potential to achieve impact, she said, will now be “one of the key criteria for selecting which proposals get funding”. Hence, the “ACHIEVING IMPACT” focus of the Athens conference.

THE CONFERENCE

I. 2020 Vision: SSH Gets Integrated

The role of social sciences and humanities in research funded by the 7th Framework Programme has been radically reconfigured in Horizon 2020, and this has significant implications for the conception and design of research projects.

Angela Schindler-Daniels, coordinator of NET4SOCIETY at the Project Management Agency of the German Aerospace Center, kicked off the Athens conference by explaining what SSH’s new integrative role means in practice.

She began by outlining how SSH research supports the Innovation Union Flagship Initiative in Europe 2020, noting that the initiative aims “to re-focus R&D and innovation policy on the challenges facing our society, such as climate change, energy and resource efficiency, health and demographic change.” Of particular importance for SSH, she said, is the Innovation Union Flagship’s explicit emphasis on social innovation, a topic that gained importance in FP7 and is now being prioritized. (One of ACHIEVING IMPACT’s parallel sessions was dedicated specifically to social innovation.)

Regarding SSH’s role in Horizon 2020, Ms Schindler-Daniels pointed out that the regulatory framework stipulates that SSH should be a horizontal activity integrated into all three pillars of the Programme and each of its general objectives (Figure 1, page 6).

SSH integration is to be achieved, she explained, using two separate approaches: “general integration” and “dedicated integration”. Understanding the distinction between these approaches will be useful for SSH researchers in identifying opportunities for involvement in Horizon 2020.

With respect to general integration, Ms Schindler-Daniels observed that the three pillars of Horizon 2020 are “generally open to SSH contributions in all their lines of activity and thus favour ‘integrating SSH’ as genuine interdisciplinarity (‘integrating in the research problem’)”.

She stressed, however, that SSH plays a special role in the “Societal Challenges” pillar, particularly (but not exclusively) Challenge 6: “Europe in a Changing World - Inclusive, Innovative and Reflective Societies”. An important SSH-relevant focus within this challenge, she said, is “overcoming the crisis: new ideas, strategies and governance structures for Europe”.

Quoting from the Work Programme for Societal Challenge 6, Ms Schindler-Daniels explained that “in relation to the Societal Challenges, SSH is mainstreamed as an important element of the activities to tackle each of them in order to enhance their impact.” Moreover, she observed, there is a need for SSH expertise in all ICT-related topics. And a large part of Societal Challenge 6 happens to focus on ICT.
Expanding on the dedicated integration approach, Ms Schindler-Daniels noted that also in parts of other Societal Challenges and elements of the second pillar (especially Leading in Enabling and Industrial Technologies, or LEIT for short), “a specific SSH line of activity called ‘the socio-economic dimension of...’ is delineated”, one that “requires SSH research”. 
II. Understanding Impact: The UK Experience

Research funding bodies in the UK already have decades of experience assessing the impact of SSH research, experience that could be valuable for those addressing that challenge in Horizon 2020. Irene Hardill, Professor of Public Policy at Northumbria University (UK), shared some examples from projects funded by the Economic and Social Research Council (ESRC).

Having gained limited attention in the early 1990s, “impact” as such has won critical regard in UK research especially since 2009, Ms Hardill explained. The ESRC’s emphasis on impact is reflected in its 1994 Royal Charter, which states that the Council is mandated “to advance knowledge and provide trained social scientists which meet[s] the needs of users and beneficiaries, thereby contributing to the economic competitiveness […], the effectiveness of public services, and the quality of life”. In 2013 the country’s Research Excellence Framework included an assessment of impact on economy and society for the first time.

With respect to SSH, Ms Hardill explained that UK research councils expect SSH research to deliver not only scientific impact but also – where appropriate – wider economic and societal impact. It is accepted, she said, that not all SSH research can have such impact, but some do, and evidence of that impact includes:

- Being taken up and used by policy makers and practitioners,
- Leading to improvements in services or business, and thereby
- Leading to a ‘demonstrable contribution that excellent research makes to society and the economy’.

Such impact, Ms Hardill noted, can be categorised as “instrumental, conceptual and/or capacity building” (Figure 2, page 8).

Before proceeding to offer examples of each of these SSH impact categories, Ms Hardill stressed the importance of recognising that impact does not mean dissemination. She said there is a firm conviction in the ESRC that in order “to maximise the potential impact of research, the engagement needs to be at the idea development phase”.

Aware that SSH researchers in Horizon 2020 will be required to engage with impact, Ms Hardill pointed out that resources are available to help researchers meet that requirement when working with UK research councils. “Pathways to Impact”6 and the “Impact toolkit”7 – both available on the internet (see URLs in footnote) - are especially noteworthy. Though UK-specific, these resources offer valuable thematic orientation.

---

6 http://www.rcuk.ac.uk/ke/impacts/
Concluding her remarks with practical advice on “What Works” (an eponymous UK network of evidence centres for social policy), Ms Hardill highlighted the following as particularly useful for achieving impact:

- Established relationships and networks with users
- Involvement of users at all stages of the research
- Well-planned user engagement and knowledge exchange strategies, using targeted and accessible formats
- Understanding of policy/practice contexts and timescales
- Portfolios of research that build reputations with users
- Good management and infrastructural support
- The involvement of intermediaries and knowledge brokers as translators, amplifiers, network providers

Figure 2: SSH Impact Categories

Source: Irene Hardill, ACHIEVING IMPACT conference presentation (NET4SOCIETY, Feb. 2014); ESRC.
III. SSH’s Big Challenge: Toward Inclusive, Innovative and Reflective Societies

As Angela Schindler-Daniels observed at the beginning of the conference, Horizon 2020 foresees a particularly dedicated role for SSH research in addressing the challenge of fostering more “inclusive, innovative and reflective societies” (Societal Challenge 6). The following day Philippe Keraudren, Deputy Head of Unit, Reflective Societies, European Commission Directorate-General for Research & Innovation, provided a detailed overview of the Work Programme for tackling that challenge.

Mr Keraudren noted that work addressing Societal Challenge 6 (SC6) should “foster a greater understanding of Europe, provide solutions and support inclusive, innovative and reflective European societies in a context of unprecedented transformations and growing global interdependencies”. Referencing specific calls (EURO, INT, YOUNG, INSO & REFLECTIVE), he outlined the Work Programme’s four principal aims of SC6:

1. Greater understanding of the societal changes in Europe, their economic, social and political impact and exploring new visions of European development in the global context (Calls EURO, YOUNG and INT).
2. Foster the development of innovative societies and policies in Europe (Call INSO + dedicated Actions to foster innovation policies).
3. Greater understanding of Europe’s intellectual basis, its history and the many European and non-European influences, as an inspiration for our lives today (Call REFLECTIVE).
4. Foster international cooperation in research and innovation (Call INT + dedicated Actions supporting international cooperation)

Importantly, Mr Keraudren reviewed the evaluation criteria for SC6 proposals. In addition to the categories “Excellence” and “Quality and Efficiency of Implementation”, he delineated four relevant criteria under the category “Impact”. These criteria, he explained, concern the extent to which project outputs contribute to:

- The expected impacts listed in the work programme under the relevant topic
- Enhancing innovation capacity and integration of new knowledge
- Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets
- Effectiveness of the proposed measures to communicate the project, disseminate and/or exploit the project results, and appropriate management of IPR.

Picking up where Mr Keraudren left off, Christina Bitterberg of the NET4SOCIETY consortium provided an overview of opportunities for SSH opportunities in Horizon 2020. Whereas Mr Keraudren covered the dedicated integration approach of SSH in the Societal Challenge 6, Ms Bitterberg broadened the focus to also include the general integration or “mainstreaming” approach. With reference to both, she submitted the following
quantitative observations regarding SSH-relevant opportunities in the 2014-2015 Horizon 2020 Work Programmes:

- EC analysis: 37% of the topics are flagged as SSH relevant (including Societal Challenge 6)
- Societal Challenges range: 48% of topics in “Climate action”, 34% in “Security” are flagged as SSH relevant (SC6: 80%)
- Industrial Leadership: 21% of ICT topics are SSH relevant (while less than 10% in NMP)

Wrapping up the plenary session on the final day of the conference, Christoph Köller of the Görgen & Köller consultancy offered his advice on addressing impact in Horizon 2020 proposals. Speaking with reference to dedicated SSH projects, Mr Köller highlighted lessons learned from the “Enabling Innovation” project, a German-based initiative aimed at enhancing the innovation capability of non-university research institutions. Reminding everyone of the need to have an effective impact strategy, he described three key components of such a strategy. For each of these components he produced a battery number of questions (Figure 3) that projects should answer in the process of addressing the impact challenge.

**Figure 3: Impact Strategy Components**

![Impact Strategy Components Diagram](image_url)

Source: Christoph Köller, ACHIEVING IMPACT conference presentation (NET4SOCIETY, Feb. 2014).
IV. Points from Panels and Audience Discussions

The discussions at the conference were rich and wide-ranging. Fitting to the location - Greece’s National Documentation Centre (member of NET4SOCIETY) - there was plenty of historical context, with numerous references to the ancient Greeks and the profound, if gradual, impact of principles posited in classical Greek philosophy.

It was noted that the importance of ideas emerging from the humanities, social sciences and the arts is often not immediately recognizable – that knowledge transfer is not always and measurable within a given time period (such as that of a research project). It was also acknowledged, however, that the need for evidence-based social policy – not least in Greece - is profound. Societal impact, though, implies uptake capacity, and it was suggested that in some cultures such as Greece there is not a tradition of absorbing evidence-based policy advice.

It was further observed that the rightful purpose of much research - including that in the natural sciences - is simply to understand the world, regardless of whether the knowledge gained will one day acquire a utilitarian value. At the same time conference participants repeatedly voiced appreciation for the fact that taxpayers and the public have a right to know what their money is being spent on and why. It was pointed out that the emphasis on impact in the UK resulted from a political drive there in the 1990s to assure that public money is being properly spent. It was suggested that a similar drive is gaining momentum now in the rest of Europe.

Many SSH researchers are unaccustomed to assessing the importance of their work in terms of “impact” and “innovation”, it was observed. They tend to view these labels rather critically.

There seemed to be general agreement among conference participants that impact of SSH research is already “there” (latent), but more must be done to make it visible (explicit). One conference participant ventured to suggest that SSH research already suffers from having too much impact – the problem being that people don’t see the science behind it.

Ideological debates surrounding SSH-related research topics (e.g. retirement, gender, labour policy, health) can complicate the quest to achieve impact, it was noted. This applies both to agenda setting and dissemination. One is often confronted with prejudices and myths surrounding SSH themes. This makes it all the more important for researchers to get the facts right and get them out into the public sphere so they can make a positive difference to people’s lives.

The rapid rise of technology is increasing demand for the kind of insights that SSH research can yield, it was argued. On the one hand social sciences and humanities research can serve to enhance the value and usability of technologies. On the other hand it can help to identify and mitigate risks arising from the dangerous and unethical application of certain technologies. It is the responsibility (and strength) of SSH research to keep the human and social dimension in focus.
**Rapporteur’s Comments**

SSH research is adapting to the demands of its altered status in EU Framework Programme research. As a distinct set of disciplines (dedicated approach) SSH is playing a less pronounced role. But cross-programme embedding of SSH (integrated approach) is being ramped up in a major way. **Social sciences and humanities researchers are now expected to demonstrate impact while integrating themselves into research projects across the disciplinary spectrum.** Exactly how these twin objectives are to be achieved, however, is **not entirely clear.** Experience suggests that for many researchers – regardless of their field - interdisciplinarity comes neither naturally nor easily. And impact can be hard to measure.

The tremendous interest in NET4SOCIETY’s ACHIEVING IMPACT suggests that Europe’s SSH research community is confronting a significant learning curve in Horizon 2020. More than anything, **the conference revealed an urgent need to clarify how the European Commission expects SSH researchers to advance the cause of interdisciplinarity and demonstrate impact in concrete terms.**

In general, participants in the ACHIEVING IMPACT conference recognised the value of achieving impact with research initiatives. And they acknowledged the merits of interdisciplinarity. But many expressed concern about expectations attached to these goals as they relate to SSH in Horizon 2020. **Particular concern surrounds the tacit assumption within the EU Framework Programme that societal impact of SSH research can be foreseen and measured in a meaningful way during a project’s limited lifetime.**

The rollout of Horizon 2020 has already begun. But there may be still opportunities to apply lessons learned elsewhere concerning impact-oriented research. The UK’s structured, supportive approach to achieving impact, for example, may warrant closer examination.

The NET4SOCIETY conference made it clear that the quest for impact and interdisciplinarity in Horizon 2020 constitutes a major challenge for SSH - one that is no less formidable for being worthy.

---

8 [http://www.net4society.eu/_media/PB_N4S_FINAL.pdf](http://www.net4society.eu/_media/PB_N4S_FINAL.pdf)

9 Conference registration had to be closed weeks early due to excess demand. Video monitors were set up outside the plenary hall to accommodate those who could not find a seat inside.
ANNEX: Speakers profiles

Evi Sachini is the Director of the National Documentation Centre (EKT/ NHRF) since 2013. She has been the Head of the Strategic Planning and Development Department of EKT for 16 years, responsible for the formulation of the organization’s short- and long-term strategic priorities, as well as the timely implementation of more than 70 large-scale projects of a total budget of about 50 million euros. She has substantial experience in strategic development and the planning and management of national and international projects in research and technology, especially in e-infrastructures that provide open access to knowledge, support innovation, the dissemination and preservation of digital content, as well as the production of bibliometric indicators and indicators for research and innovation. She is the scientific coordinator of EKT’s recent institutional activity regarding the production of official indicators for Research, Innovation and Development in Greece, contributing to the Eurostat/OECD statistics. She has also been the scientific coordinator and co-author of EKT’s bibliometric studies on Greek research, the “Greek Scientific Publications, 1993-2008” and the “Greek Scientific Publications, 1996-2010”, as well as the Greek Dewey edition (Greek translation & publication in 2002) and the “Thesaurus of Greek Terms”, published in 2003. Dr Sachini has given more than 70 speeches in Greece and abroad and is a member of the General Council of Libraries, the General State Archives, as well as a member of the board of the Greek Research & Technology Network and the Greek Free / Open Source Software Society (GFOSS) non-profit organization. As a member of the Greek scholarly community, she has been actively involved in the last 20 years in policy-making in the aforementioned fields. She has served as a national expert for and national representative to the European Commission on issues of research and innovation, digital libraries, exploitation of research results and the support of the European Research Area. She holds a PhD in Chemical Engineering from the National Technical University of Athens.

Angela Schindler-Daniels, M.A.; has experience working not only as the SSH NCP but also as programme coordinator and as the national expert in the SSH programme committee. She commands a vast knowledge of all facets of NCP work and the challenges involved. Angela has coordinated the SSH NCP Network from its onset in 2008 and represented Germany in the HERA-ERANET and is in the quality assessment team of the NCP Health Network. She has witnessed the evolution of SSH topics from a key action to an independent programme. Angela’s work has always been in an international context (International Bureau of the Federal Ministry of Education and Research as the USA desk officer; Economic and global affairs specialist with the U.S. Embassy in Bonn). She holds a master’s degree in Political Science, American Literature and Business.

Irene Hardill AcSS is Professor of Public Policy and Director of the Northumbria Centre for Citizenship and Civil Society, Northumbria University. Professor Hardill is a member of the Training and Skills Committee of the UK Economic and Social Research Council (ESRC), and she has a particular expertise in volunteering and the voluntary and community sector, demography and ageing, and knowledge exchange and user engagement. Her recent research has been supported by a series of grants from the UK Economic and Social Research Council (ESRC), and includes an evaluation of the ESRC Follow on Scheme, a New Dynamics of Ageing research grant on sustaining IT use by older people, and a research methods network on user engagement and impact. She has recently been working with the Centre for Ageing Research and Development in Ireland on the impact of the egovernment agenda on social welfare for older people. Professor Hardill has produced over 115 publications, including seven books, including Enterprising Care: Unpaid voluntary action in the 21st century for Policy Press with Dr Sue Baines (MMU, UK) and a special issue of the journal Contemporary Social Science on knowledge exchange and impact with Professor Jon Bannister (MMU, UK).

John Yfantopoulos is Professor of Health Economics at the University of Athens, and Ex-President of the National Centre for Social Research. He received his Doctor of Philosophy in Health Economics from the University of York, York, UK. Professor Yfantopoulos has extensive teaching and research experience in Health Economics in Europe and the USA. John Yfantopoulos is Professor of Health Economics at the University of Athens, and Ex-President of the National Centre for Social Research. He received his Doctor of Philosophy in Health Economics from the University of York, York, UK. Professor Yfantopoulos has extensive teaching and research experience in Health Economics in Europe and the USA.

Nicolas Demertzis is Professor at the Faculty of Communication and Media Studies, Athens University. He took part in numerous conferences and he has published extensively in Greek and English journals and collective volumes. His current academic and research interests include political sociology, political communication, and the sociology of emotions. Currently he is supervising five PhD theses and he served as supervisor of three doctoral dissertations. Between 2004 and 2010 he has been Dean at the Technical University of Cyprus where
he established the Department of Communication and Internet Studies. Between 2010 and 2013 he has been the President of the Greek State Scholarships Foundation (IKY). Currently, he is Director of the Greek National Center of Social Research.

**Eva Hoogland** is Senior Scientific Officer in Science Europe. Having studied philosophy and mathematics, Eva Hoogland obtained her PhD in mathematical logic from the Institute for Logic, Language and Computation at the University of Amsterdam in 2001. Over the past 12 years, she has worked in research management, science policy and strategic research advocacy in a wide variety of scientific disciplines in the remit of the Humanities and Social Sciences. From 2001-2006, she has been the coordinator of the national Cognition programme at the Netherlands Organisation for Scientific Research (NWO). From 2006-2012 she has been with the European Science Foundation (ESF) as programme coordinator and, subsequently, committee secretary. In November last year Eva joined Science Europe as Senior Scientific Officer, where she has been involved in the exciting start-up of the Scientific Committees for the Humanities and Social Sciences. Currently, her focus at Science Europe is on the Humanities and the promotion of a strong position for the Humanities in Europe.

**Axel Börsch-Supan**, Ph.D., born 1954, studied Mathematics and Economics in Munich and Bonn. He holds a Ph.D. in economics from M.I.T. and was Assistant Professor of Public Policy at the JFK-School of Government at Harvard University. 1989-2011 Börsch-Supan was Professor of Macroeconomics and Economic Policy at the University of Mannheim. In 2011, Börsch-Supan joined the Max Planck Institute and became director at the Max Planck Institute for Social Law and Social Policy in Munich, leading the Munich Center for the Economic of Aging (MEA). Börsch-Supan is a member of the German National Academy of Sciences Leopoldina, the Berlin-Brandenburg Academy of Sciences, Research Associate at the National Bureau of Economic Research in Cambridge, Mass., Adjunct Senior Researcher of the RAND Corporation, Santa Monica, California, member of the Committee on Macroeconomic Effects of Aging of the National Academies of Science, and member of the MacArthur Foundation Aging Societies Network. He is member of the Council of Advisors to the German Economics Ministry (chair 2004-08), of the German federal governments’ expert group on Demography, has co-chaired the German Pension Reform Commission, and was member of the German President’s Commission on Demographic Change. He has served as a consultant to many governments, the OECD, the World Bank, among others.

**Kurt Deketelaere** is the Secretary-General of the League of European Research Universities (LERU), an association of twenty-one leading research-intensive universities (Oxford, Cambridge, Leiden, Leuven, Heidelberg, etc). Before joining LERU, he was the chief legal advisor (2004-2007) and the chief of staff (2007-2009) of the Flemish Minister for Public Works, Energy, Environment and Nature. He is also a professor of law (however on parttime leave since 2007) at the University of Leuven, the university where he studied law (1984-1989), obtained his PhD in Law (1989-1995) and spent (until now) his whole academic career. Furthermore, he is an honorary professor of law at the University of Malta and the University of Dundee, was awarded the Hou-De Honorary Chair at the National Tsing Hua University in Taiwan, and has been a visiting professor of law at the Universities of London, Sydney and Singapore. Kurt published extensively in the field of EU Environmental, Energy and Climate Change Law, and is the editor of several leading bookseries and journals in that field. Finally, he chairs the Board of Directors of the Flemish Energy Regulator (VREG), is chair of the Flemish Environmental Damages Commission, co-chair of the Malta Legal Forum on Adaptation to Climate Change, and is on the board of a number of profit (MRBB, AlF) and non-profit (I-Cleantech) organisations in Belgium.

**Ellen Hazelkorn** Professor Ellen Hazelkorn is jointly Director, Higher Education Policy Research Unit (HEPRU), Dublin Institute of Technology (Ireland), and Policy Advisor to the Higher Education Authority (Ireland). She is President of EAIR (European Higher Education Society) and Chairperson of the EU Expert Group on Science Education (2014). Ellen is co-author of the *Impact and Future of Arts and Humanities Research* (forthcoming Palgrave 2015), and author of *Rankings and the Reshaping of Higher Education: The Battle for World-Class Excellence* (Palgrave 2011; 2nd ed. forthcoming 2014).

**Maria O’Brien** is an Executive Officer in the Research and Innovation section of the Higher Education Authority (HEA). Dr. O’Brien has worked at the HEA since 2006 when she previously worked in its policy and planning section. During this time, Dr O’Brien was seconded to the Institutes of Technology, Ireland as a research programmes co-ordinator where she administered the Technological Sector Research (TSR) funding for the institutes of technology sector (2007-08). Following her return to the HEA in 2008, Dr O’Brien worked for the Irish Research Council for the Humanities and Social Sciences (IRCHSS) where she was involved in the management and monitoring of the national schemes. In addition, she was the Project Officer for DARIAH, the Irish NCP for SSH and the network administrator for the HERA network. More recently Dr O’Brien worked for
the British Academy as International Manager (Research Funding and Facilitation). Dr O’Brien holds a Bachelor of Arts in Irish History and Politics and a Masters of Research from the University of Ulster. In 2003 she was awarded a PhD in History from the University of Ulster. She completed a Masters of Arts in Archives and Records Management in 2011.

Terry Martin is executive director of SPIA, a Berlin-based communications agency focusing on European research and policymaking. A veteran journalist (EUROPE Magazine, CNN, Public Radio International,) Terry continues to work with Germany’s DW-TV as a political analyst and news presenter. SPIA (www.speria-europa.de) is involved in multiple EU-funded projects including Flash-IT (dissemination) and CONSIDER (research governance). Terry wrote the European Commission’s guidebook Communicating Research for Evidence-based Policymaking (2010) and played key role in developing policy brief guidelines for EU-funded SSH research projects. Having written extensively about European social science research, Terry is responsible for Flash-IT’s ongoing Policy Research Alert and Policy Snapshot publication series. He is frequently in demand as a project advisor, trainer, moderator and rapporteur.

Paul Benneworth graduated in Human Geography from Oxford University in 1995 with a double first, specialising in economic and urban geography. Since 2009, he has been a Senior Research Associate at the Center for Higher Education Policy Studies at the University of Twente, in the Netherlands. Paul’s major research interest is in the relationship between universities and societal change, from the broad level of how universities as institutions respond to major social shifts such as the emergence of the post-industrial society, to relationships between universities and businesses in the creation of new high-technology businesses and spin-off companies. He has participated in a wide range of research projects in this area, using a range of quantitative and qualitative indicators. He currently holds the post of Visiting Professor of Universities and Community Engagement at CQU, Australia (2011-14).

Sean Ryder is Professor of English at National University of Ireland, Galway. He has published widely in the fields of nineteenth-century literature and postcolonialism. He is currently a member of the Irish Research Council, and the Chair of the Network Board of HERA (Humanities in the European Research Area), a consortium of 21 European research councils that funds collaborative transnational projects in the humanities. He served as a member of the FP7 Programme Committee for Socioeconomic Sciences and Humanities.

Helle Porsdam is Professor of American Studies at the University of Copenhagen. She holds a PhD in American Studies from Yale University and a dr.phil. from the University of Southern Denmark. She has been a Liberal Arts Fellow twice at the Harvard Law School (1992-93; 2000-01); an Arcadia Fellow at Wolfson College, Cambridge (2011); a Fellow of the Center for Advanced Study, Munich (2012) as well as a Global Ethics Fellow with the Carnegie Council for Ethics in International Affairs (2012- present). Among her many publications may be mentioned Legally Speaking: Contemporary American Culture and the Law (University of Massachusetts Press, 1999), From Civil to Human Rights: Dialogues on Law and Humanities in the United States and Europe (Edward Elgar, UK, 2009); Copyright and Other Fairy Tales: Hans Christian Andersen and the Commodification of Creativity and Civil Religion, Human Rights and International Relations: Connecting People Across Cultures and Tradition, which she edited for Edward Elgar in 2006 and 2012, respectively. Porsdam was one of the first European scholars to write about ‘law and literature’. She introduced the American ‘law and literature’ movement to a Danish audience as early as 1991 and has since developed a European version of it. As she considers herself a cultural historian more than a literary scholar, she has coined the term ‘law and humanities’ as a replacement for ‘law and literature’. Her ‘law and humanities’ interests have focused on two areas where law meets the humanities: human rights and intellectual property. Most recently, she has been the project leader of CULTIVATE, a HERA (Humanities in the European Research Area, ESF) project on copyright, creativity and cultural heritage institutions.

Yannis Caloghirou is Professor of Economics of Technology and Industrial Strategy at the National Technical University of Athens (NTUA). He is also heading the Innovation and Entrepreneurship Unit at the NTUA. In addition, he is a research associate in the Network Management & Optimal Design Lab at NTUA. He is also chairman of the Scientific Council of the National Documentation Centre (EKT), the national infrastructure for scientific documentation, online information and support services on research, science and technology.

Victoria Tsoukala is the Head of the ePublishing and SSH Unit at the National Documentation Centre (EKT), in Athens, where she has worked since 2009. She earned her PhD and MA in Classical Archaeology at Bryn Mawr College, PA, USA and her BA in History and Archaeology at Aristotle University, Thessaloniki, Greece. She oversees major projects for EKT and works in scholarly communications, supporting Greek and European initiatives and projects that facilitate access to knowledge, such as open access, e-infrastructures for scientific
information, e-publishing with an emphasis to promoting e-science in the SSH. She coordinates the open access policy support project PASTEUR4OA (www.pasteur4oa.eu).

Maria Samara holds a BSc in International and European Economic Studies (2002) and an International MBA (2003) from Athens University of Economics and Business, Greece (2002). In 2006, she joined the National Documentation Centre (EKT). Starting off in the domain of assisting the management of European funded projects; she joined the Greek team of National Contact Points for Socio-economic Sciences and Humanities in the 7th Framework Programme (FP7). She was also responsible for the Research Infrastructures and the PEOPLE programme, and member of the relevant networks. Since the start of Horizon 2020, Maria is a nominated National Contact Point for Societal Challenge 6 “Europe in a changing world, inclusive, innovative, and reflective Societies”, “Science with and for Society” programme and Marie Skłodowska-Curie Actions. Since the start of the first NET4SOCIETY project in 2008, Maria has been supporting all project activities.

Tadas Leončikas is a Research Manager in Eurofound’s Living Conditions and Quality of Life unit, where he has worked in the implementation and reporting of the European Quality of Life Survey. His current activities include contributing to the development of Eurofound survey research. Tadas is a sociologist with research interests in quality of life, social integration, equality and migration. As a researcher, he has previously collaborated with the European Union Agency for Fundamental Rights, the United Nations Development Programme and the International Organisation for Migration.

Michel Mercadié has been a member of the Social Platform Management Committee since 2009 and has chaired the Services of General Interest Working Group of the organisation for four years. Next to this, he is Honorary President of FEANTSA (European Federation of National Organisation working with the Homeless).

He has an extended experience on social economy issues, in particular in France: he has been Secretary General of FNARS (French National Federation of the Integration Associations) working in particular through working integration (WISE) and President of a local association managing different types of social enterprises for over 30 years.

Taco Brandsen is Professor of Comparative Public Administration at Radboud University Nijmegen and Coordinator of the WILCO project (2010-2014). He received master’s degrees in Public Administration and in English Literature from Leiden University and a PhD in Public Administration from Twente University, for which he won the Van Poelje Award for the best dissertation on public administration in The Netherlands. He has been Visiting Scholar at Harvard University and Corvinus University Budapest. His work has focused on issues of innovation, governance and service delivery. Both as an academic and as a consultant, he has gained extensive experience of team work and of project management in the course of dozens of national and international research projects. In addition to his experience in European projects, he is a board member of the European Group of Public Administration (EGPA), of the International Research Society on Public Management (IRSPM) and of the Dutch Association for Public Administration and Secretary-General of the European Association of Public Administration Accreditation (EAPAA). He has published and edited numerous journal articles, books and reports.

Konstantinos Dimoulas is PhD in Political Science, Athens University and Lecturer in Social Administration and Evaluation of Social Programs at the Department for Social Policy, Panteion University. Since 1994, he is working as a scientific consultant, senior researcher, project-planner and project-manager in the fields of social policy, employment and training in the Labour Institute of GSEE (INE/GSEE). He has conducted 3 quantitative and 8 qualitative researches on the subjects of training and certification systems, evaluation of employment programmes, social policy and integration of migrants in Greek society.

Laudeline Auriol is analyst at the OECD Directorate for Science, Technology and Industry where she is responsible for the measurement of human resources for science and technology and project manager of the international (OECD/UNESCO) survey on careers of doctorate holders (CDH). She has twenty years of experience in the field of science and technology indicators, is responsible for the biannual publication of the Main Science and Technology Indicators (MSTI) and is the author of articles in specialized or academic journals. She has also been a Member of the Scientific and Prospective Committee at the French Observatory for Science and Techniques for 2 successive mandates. She holds a Master Degree in statistics and demographics.

Howaldt Jürgen is a world renowned expert in the field of social innovation. He has written numerous books and articles on the issue. He has consulted German and European policy makers, but has also presented his thinking in all parts of the world and was co-organizer of the Vienna Conference “Challenge Social Innovation” 2011. Born 1960, Ph.D. in Social Sciences (Sociology, Political Sciences). Director of Sozialforschungsstelle
Dortmund (sfs), Central Scientific Unit of the Dortmund University; Professor at the Faculty of Economics and Social Sciences; Member of the Science Forum Ruhr; Member of the Editorial Board of Vision – The Journal of Business Perspective and Arbeit - Zeitschrift für Arbeitsforschung, Arbeitsgestaltung und Arbeitspolitik; Affiliate of SIERC (Social Innovation and Entrepreneurship Research Centre, Massey University, New Zealand); Co-founder of the European School of Social Innovation; Expert of the German Federal Chancellor, Dialog for the Future.

**Josef Hochgener** is founder (1990) and scientific director of the Centre for Social Innovation (ZSI), Vienna: [www.zsi.at](http://www.zsi.at). Educated in aeronautical engineering and sociology. Researcher, expert in national and European agencies and advisory boards on RTD and innovation; lecturing in adult education and at various universities in Austria and abroad; 2001-05 President of the Austrian Sociological Association. 2011 initiator and Chairman of the European School of Social innovation (ESSI), 2013 launch of the academic course of study MA in Social Innovation (Danube University Krems, Austria). Main focus in research, teaching and practice: Innovation, in particular social innovation; conditions and societal impact of knowledge, science and technology; working, learning and living in the global information society.

**Kuba Wygnanski** is sociologist by training. He started his public activity as Solidarity activist. He was participating in historical Round Table talks. After 1989, he became deeply involved in numerous initiatives aiming to support civil society in Poland and other countries. He has started several NGOs including KLON/JAWOR Association (main support, research and information centre for Polish non-profit centre) and Forum of Nongovernmental Initiatives (FIP) which plays key role as representative of Polish Third Sector. FIP has initiated series of sector wide debates and meetings including six national forums of several hundred organisations. Kuba was one of the authors and main advocate for Law on Public Benefit and Voluntarism in Poland (introduced in 2002). Currently he is member of Public Benefit Council. For almost 20 years Kuba is deeply involved in research field of non-profit sector in Poland (including almost all international efforts of that nature in Poland – Johns Hopkins University, USAID (Index) and Civicus - Civil Society Index). Kuba was initiator and coordinator of multi-year systemic project of Polish Model of Social Economy. In 2003 he was Yale University – World Fellow. For several years, Kuba was a Board Member of Stefan Batory Foundation, Member of International Committee of US Council on Foundatoins, Board Member of Civicus (Global Alliance for Citizens Participation) and currently Board Member of TechSoup Foundation. Since 2012 is a member of Jury of European Social Innovation Award. Kuba is also involved in numerous activities outside of Poland including work in Romania, Sarajevo, Kosovo and Kazakhstan. He has also worked for number of international organisations and institutions including OECD, USAID, World Bank, ICNL, UNDP, CEE Trust for Civil Society and many others. Currently Wygnanski is a President of Board Member of Unit for Social Innovation and Research SHPIYARD. ([www.stocznia.org.pl](http://www.stocznia.org.pl))

**Jeremy Millard**, Chief Policy Analyst, Centre for Business and Policy Analysis, Danish Technological Institute. Jeremy has forty years’ experience working with governments, regional development agencies, and the private and civil sectors in all parts of the world. In the last twenty years, he has focused increasingly on information society and knowledge economy consultancy, particularly in the use of new technical and organisational innovations in transforming government and the public sector, businesses especially SMEs, as well as civil society organisations and social entrepreneurs. Recent assignments include project manager for TEPsIE (The Theoretical, Empirical and Policy Foundations for Building Social Innovation in Europe), a FP7 SSH research project for DG Research. He was also the Danish partner on the Social Innovation Initiative for Europe for DG Enterprise, and in September 2013 ran a series of social innovation workshops in South Africa. Starting in 2014, he will also be a partner on the new FP7 SSH research project SI-DRIVE, the driving force of social innovation, which has a European as well as a global perspective.

**Veit Echterhoff** is head of Human Resource Policy department at ThyssenKrupp Steel Europe. He graduated in economic education and received a doctoral degree based on the investigation of regional labour demands effected by demographic change. He gained scientific competences working as a researcher at the department for economic education at University of Duisburg-Essen for several years and made experiences in advising SME in human resource issues at the Regional Agency of Lower Rhine on behalf of the Ministry of Labour in North Rhine-Westphalia. Veit Echterhoff is chairman of the Working Group “People” at the European Steel Technology Platform (ESTEP).

**Antonius Schröder** is a senior researcher and member of management board of sfs (TU Dortmund), responsible for international research. He is the co-ordinator of the European funded 7th Framework project SI-DRIVE -
Social Innovation: Driving Force of Social Change and has worked in and managed several European projects. He is Vice-Chairman of Working Group People within the European Steel Technology Platform ESTEP.

Maria Elisa Bernal is a Colombian economist with a master’s degree in economics. More than 30 years of professional experience. She was a researcher and professor in the Economic Department in Universidad de los Andes in Bogota, Colombia; researcher at FEDESARROLLO, where she was the first editor of the Coyuntura Social; Special Adviser of the Management of the Department of Economic and Social Development of the Inter-American Development Bank, where she coordinated the Socioeconomic Research Network and had the opportunity to participate in the creation of the Institute of Social Development of the IADB; Director of the Special Unit of International Technical Cooperation of the National Department of Planning of Colombia, and founded the Colombian Agency of International Cooperation. In 2000 she was appointed as Special Advisor to the Executive Secretary of the United Nations Economic Commission for Latin America and the Caribbean and in 2004 she became a Social Affairs Officer at the Social Development Division, where she coordinates the Project “Experiences in Social Innovation in Latin America and the Caribbean”. The project has given her the opportunity to analyze almost 4800 experiences in social innovation in Latin America and the Caribbean.

Philippe Keraudren is currently Deputy Head of Unit in Unit B6 Reflective Societies at the European Commission Directorate General for Research and Innovation, where he is in particular in charge of the development of international cooperation, the impact of SSH research and new policies to embed SSH across Horizon 2020. Before joining the Commission, he was a researcher in public policy at the European Institute of Public Administration at Maastricht, the Netherlands.

Christoph Koeller is a co-founder and managing partner of Goergen & Koeller GmbH (G&K), a science consultancy company based in Germany. He especially supports research institutions and SMEs which intend to create impact of their research results in society and industry. He has developed and applied innovation evaluation and management methodologies as well as innovation processes which find widespread use by his clients. Dr Koeller has conducted various projects in the field of innovation management and knowledge & technology transfer with major research facilities from Fraunhofer Society, Helmholtz Association of German Research Centres, Leibniz Association, and universities. He is currently engaged in a project focusing on the impact of humanities and social sciences in Germany. Additionally he co-developed an instrument which allows to identify the innovative potential of non-university research institutes.

Albert Gauthier, Scientific Officer, Directorate-General for Communications Networks, Content and Technology, European Commission. As scientific officer, he is in charge of European research projects dealing with ICT and cultural heritage, ICT and Creativity. He has a background in electronic and in nuclear research.

Jean-François Junger, Deputy Head of Unit, Public Services, DG Communications Networks, Content and Technology, European Commission. After 10 years of work as a robotic engineer at JET (Joint European Torus) a fusion research centre, Jean-François Junger joined the Commission. First he worked from 1998 until 2001 in DG Research on the subject of waste water as part of FP5 and on the Endocrine Disruptors. Then he moved to DG INFSO in the software unit for two years where he was in charge of the "Open Source Software" subject. In 2003 he joined the eTEN unit as part of the programme and followed project in many different domain. Since the launch of the CIP ICT-PSP programme in 2007, he has been the prime actor in supporting and promoting the launch of the large scale pilot with Member States and the launch of the "Connecting Europe Facility" telecom programme. Since 2012 he is deputy head of unit in the ‘public services’ unit where is has been a strong support for the transformation of the public sector towards an open government vision.

Christina Bitterberg studied history, English literature and political science at the universities of Heidelberg and Bristol. In 2007, she joined the Project Management Agency of the German Aerospace Center, that manages different research programmes for the German Federal Ministry of Education and Research. Starting off in the domain of national funding programmes for research in Social Sciences and Humanities, Christina joined the German team of National Contact Points for Socio-economic Sciences and Humanities in the 7th Framework Programme (FP7) during 2008. She was also responsible for SSH aspects within FP7 Theme 6, "Environment", and therefore part of the German network of Environment National Contact Points from 2008 to 2012. Since the start of Horizon 2020, Christina is a nominated National Contact Point for Societal Challenge 6 "Europe in a changing world, inclusive, innovative, and reflective Societies." Since the start of the first NET4SOCIETY project in 2008, Christina has been part of the project’s coordinating team. In addition to coordination and management activities, she has been particularly involved in the project’s activities to increase the visibility of SSH research in Europe and to highlight all funding opportunities for SSH researchers in European Research Framework Programmes.
Piotr Wcislik obtained his MA degrees from the University of Warsaw and the Central European University (CEU), Budapest, where he is completing his PhD dissertation on the political countercultures in Central Europe during late Socialism. He is assistant archivist at the Open Society Archives at the CEU, responsible for the curation of OSA’s Polish fonds and development of the institution’s research activities and digital agenda. He also serves as expert at the Digital Humanities Centre at the Institute of Literary Research of the Polish Academy of Sciences. He has experience in large-scale digital archiving projects, with partners such as Europeana, Open Society Foundations or Trust for Civil Society in East Central Europe.

Werner Eichhorst studied sociology, political science, psychology and public policy and administration at the universities of Tuebingen and Konstanz where he graduated as Diplom-Verwaltungswissenschaftler in 1995. From 1996 to 1999 he was doctoral and post-doctoral fellow at the Max Planck Institute for the Study of Societies in Cologne. In fall 1998 he received his doctoral degree from the University of Konstanz. From 1999 to 2004 he was project director at the Bertelsmann Foundation, a private think tank in Germany. After working with the Institute for Employment Research, IAB, from 2004 to 2005, he joined IZA as Research Associate in July 2005, became Senior Research Associate in February 2006, Deputy Director of Labor Policy in April 2007 and Director of Labor Policy Europe in January 2014. His main research area is the comparative analysis of labor market institutions and performance as well as the political economy of labor market reform strategies. At IZA he takes care of international and European policy-oriented research activities.

Margaret Kelleher is Chair of Anglo-Irish Literature and Drama at University College Dublin. From 2007-2012 she was founding director of An Foras Feasa: the Institute for Research in Irish Historical and Cultural Traditions, at National University of Ireland Maynooth. She has published widely in the areas of nineteenth-century literature, famine studies, women’s writings and cultural studies. Her books include The Feminization of Famine (published by Duke UP and Cork UP, 1997), Gender Perspectives in Nineteenth-Century Ireland (1997; co-edited with James H Murphy), Nineteenth-Century Ireland: A Guide to Recent Research (2005; co-edited with Laurence Geary) and the two volume Cambridge History of Irish Literature (2006, co-edited with Philip O’Leary). She was Principal Investigator (with John Keating) of the PRTLI 4 funded project ‘Humanities, Technology and Innovation’ 2007-2011 and NUI Maynooth’s Principal Investigator from 2011-2012 for the PRTLI S funded Digital Arts and Humanities PhD programme. Her current research includes the development of a Digital Platform for Contemporary Irish Writing. Professor Kelleher is Chairperson of the International Association for the Study of Irish Literatures and Chair of the Irish Film Institute. She is a member of Science Europe’s Humanities Committee and was national representative for Ireland on the ESF Standing Committee for the Humanities from 2008 to 2012. She has been visiting scholar at Concordia University Montreal, University of Sao Paulo, Boston College, Beijing Foreign Studies University, and St John’s College, Cambridge.

Neil Forbes is Professor of International History and Director of Research at Coventry University, with a wide-ranging portfolio of university responsibilities. His research interests and publications lie in the following fields: the impact of the World Wars on Britain and Europe, especially in relation to conflict heritage, contested landscapes and the memorialisation of war; creative archiving and cultural heritage; the processes of financial stabilisation in Europe after the First World War; Anglo-American relations and the rise of the Third Reich; the interaction of foreign policy formulation and diplomacy with the business practices of multinational enterprise during the interwar years. He has played a leading role in a number of major UK and EU research projects.

Antonella Fresa is General Manager and Administrator of Promoter S.r.l. Since 2002, Technical Coordinator and Communication Manager of national and European projects in the domain of digital cultural content management, smart cities, digital preservation, e-Infrastructures. Previously, Project Officer at the European Commission, OEM and Multimedia Development Manager at Tower Tech engineering company, Video Controller Development Manager at Olivetti Advance Technology Centre in Cupertino-CA, researcher at Olivetti ICO in Pisa and Ivrea. Member of the Programme Committee of EGI Community Forum; Enterprise Fellow at Coventry University; Member of the Europeana Task Force on PPF; Leader of IPR and Sustainability Work-package of Europeana Photography project; Panel Member of ASPIRE project of TERENA on Data, Content and Middleware. Appointed by the Italian Ministry of Culture as Member of the Concertation Table for the research priorities on cultural heritage. Member of the Evaluation Panel for the National Portuguese Roadmap of Research Infrastructures of Strategic Relevance. Author of two international patents of Olivetti on intelligent video controller systems. Project Manager of digitalmeetsculture.net online communication Platform powered by Promoter.
AGENDA

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

CONFERENCE AND INFORMATION DAY & BROKERAGE
26 & 27 FEBRUARY 2014 | ATHENS
26 February 2014 – Conference (morning)

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

8.45 – 9.30 Registration & Welcome Coffee

9.30 – 10.00 Welcome & Introduction to the Conference
- General Secretary for Research & Technology, Greece
- Ms 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
Ms Angela Schindler-Daniels, NET4SOCIETY Coordinator
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. 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 Ageing,
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 – 13.30  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

17.45 – 18.30  Get together & Cocktail for all Participants
Parallel Session A
SSH contributions to a Competitive Europe – Creativity & Culture

Moderator of the session:
Prof. Ellen Hazekorn, Director of Higher Education Policy Research Unit, Dublin Institute of Technology
Rapporteur of the session: Dr Maria O’Brien, Irish Research Council, Dublin

Introduction
Prof. 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

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](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](http://www.heranet.info/cultivate/index)

- **Unveiling Creativity for Innovation in Europe** -
  Prof. Yannis Caloghirou, National Technical University of Athens
  [http://www.cre8tv.eu/](http://www.cre8tv.eu/)

World Café Discussions
The three projects are table hosts

Discussion
The three project representatives discuss with the plenary

Wrap up
Parallel Session B
European Social Model – Sustainability for Tomorrow’s Generation

Moderator of the session:
Ms Maria Samara, National Documentation Centre (EKT)
Rapporteur of the session Dr Victoria Tsoukala, National Documentation Centre (EKT)

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

The sustainability of the EU Social Model – The key role of SSH research
- WILCO - Welfare innovations at the local level in favour of cohesion
  Prof. Dr Taco Brandsen, project coordinator, Radboud University Nijmegen, Nijmegen, Netherlands
- INSPIRES – Innovative Social Policies for Inclusive and Resilient Labour Markets in Europe
  Ass. Prof. Constantine Dimoulas, project partner, Panteion University, Athens, Greece
- Key findings from the Career of Doctorate Holders (CDH) project
  Ms Laudeline Auriol, Administrator, Main science and technology indicators, Indicators on human resources in science and technology, OECD
- The impact of the crisis in the labour market
  Prof. John Yfantopoulos, Department of Administrative Science, University of Athens, Greece

World Café Discussions
The 6 guests are table hosts

Panel Discussion
The 6 representatives discuss with the plenary

Wrap up
Parallel Session C
Making sense of Social Innovation!

Moderator of the session:
Prof. Dr Jürgen Howaldt, Director of Social Research Centre - sfs, TU Dortmund University
Rapporteur of the session Prof. Dr Josef Hochgerner, Centre for Social Innovation - ZSI, Vienna

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

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

- **SIX - Social Innovation Exchange**
  Dr Jakub Wygnański, President of the Board, 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](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](http://www.tepsie.eu))

- **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](http://cordis.europa.eu/estep))

- **Cepal - United Nations Economic Commission for Latin America and the Caribbean**
  Dr Maria Elisa Bernal, Social Affairs Officer, Social Development Division
  *Concrete example of social innovation implementation (focus: poverty reduction, ECLAC, UNECLAC or in Spanish CEPAL)*, [http://www.eclac.org](http://www.eclac.org)

World Café Discussions: Get more detailed insights on two of the show cases
The four projects are table hosts

Discussion
The four project representatives discuss with the plenary

Wrap up
27 February 2014 – Information Day & Brokerage

Moderator: Angela Schindler-Daniels, NET4SOCIETY Coordinator

8.15 – 9.00
Registration

9.00 – 9.15
Welcome & Introduction to the Brokerage
Dr Evi Sachini, Director, National Documentation Centre (EKT), Greece

9.15 – 10.00
Societal Challenge 6 “Europe in a changing world: inclusive, innovative and reflective societies” in Horizon 2020: Work Programme
Dr Philippe Keraudren, Deputy Head of Unit Reflective Societies, Directorate General for Research and Innovation, European Commission

10.00 – 10.30
Socio-economic Sciences & Humanities Opportunities in Horizon 2020
Including questions
Ms Christina Bitterberg, NET4SOCIETY Consortium

10.30 – 11.00
Impact in H2020 research proposals
How to successfully address the Impact section in Horizon 2020 proposals
Dr Christoph Köller, Görgen & Köller GmbH

11.00 – 11.30
Coffee break

11.30 – 13.00
Three Parallel Sessions based on SC6 WP
See details of the parallel sessions here after
Auditorium L. Zervas, Small Auditorium & Library
Speakers: European Commission, project coordinators & evaluators

13.00 – 14.00
Networking Lunch (buffet)

14.00 – 17.00
Brokerage Event
Matchmaking event: Prearranged bilateral meetings between participants that will encourage & promote engagement with Horizon 2020 & enhance networking & collaboration among researchers.

17.00
Closure of the Event
Moderator of the session:
Dr Philippe Keraudren, Unit Reflective Societies, European Commission

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. Dr Constantine Dimoulas, INSPIRES project partner, Panteion University, Athens, Greece
2. Dr Tadas Leoncikas, European Foundation for the Improvement of Living and Working Conditions
3. Dr Werner Eichhorst, STYLE project partner, Institute for the Study of Labor, Germany

Working Session

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

Wrap up
Brokerage Parallel Session E

Innovative societies: open science and innovation

Moderator of the session:
Dr Eva Hoogland, Science Europe

Topics to be discussed:
- Understanding and supporting business model innovation (2014)
- Platform for ICT for Learning and Inclusion (2014)
- Social innovation Community (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. Dr Jean-Francois Junger, Deputy Head of Unit, Public Services, DG Connect
3. Dr Maria Elisa Bernal, Social Affairs Officer, Social Development Division
4. Mr Constantine Vaitsas, PRAXI/HELP-FORWARD, INCONTACT project

Working Session

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

Wrap up
Brokerage Parallel Session F
Reflective societies: European culture

Moderator of the session:
Dr Albert Gauthier, Scientific Officer, DG Connect, Unit G2, European Commission

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. Neil Forbes and Ms Antonella Fresa, RICHES project coordinator
2. Prof. Margaret Kelleher, University College Dublin, Ireland
3. Prof. Sean Ryder, Chair of the HERA Network Board
4. Prof. Piotr Wciślik, Open Society Archives, Central European University, Hungary and Digital Humanities Centre, Institute of Literary Research of the Polish Academy of Sciences, Poland

Working Session

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

Wrap up