

How to join a potentially successful H2020 proposal

Partner search & approach, common mistakes, tips...

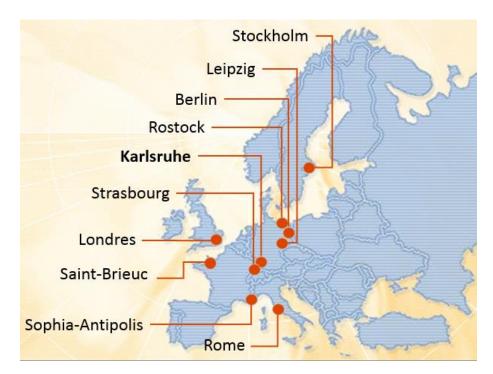
Svetlana Klessova, Director, inno TSD (Sophia Antipolis, France)

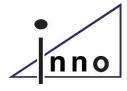


inno TSD



- Private innovation management consultancy
- 30+ years of experience as a coordinator and partner in European projects (FP7/H2020)
- □ 17 FP7/ H2020 projects currently on-going
- Many other projects, eg.
 European Cluster
 Collaboration Platform;
 evaluations, smart
 specialisation strategies,
 Interreg Policy Learning
 Platform etc.





Horizon 2020 in a few words





- □ Biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over 7 years (2014 to 2020)
- Three priorities: Excellent Science, Industrial leadership, and Societal Challenges
- RIAs (100% funding), IAs (70 to 100% funding), CSAs (100% funding)
- Last set of Workprogramme now in approval, to be annonced in October 2017
- Ukraine is Associated Partner; same way of involvement for the Ul organisations as for the EU organisations

Coverage of the full innovation chain



Excellent science

Basic Demonstration Large scale validation

Technology Prototyping R&D

Pilots

Market uptake

Example: ICT in Horizon 2020

Excellent Science (approx 25% ICT)

Frontier Research (ERC)

Future and Emerging Technologies (FET)



Skills and career development (Marie Skłodowska-Curie)

Research Infrastructures



Industrial Leadership (approx 55% ICT)

Leadership in enabling



ICT

Nanotech., Materials, Manuf. & Processing

Biotechnology

Space

Access to risk finance

Innovation in SMEs

Societal Challenges (20% ICT)

Health, demographic change and wellbeing

Food security, sustainable agriculture, and the bio-based economy

Secure, clean and efficient energy



Smart, green and integrated transport

Climate action, resource efficiency, and raw materials

Inclusive, innovative and reflective societies

Secure societies



Highly competitive



How to be on board?



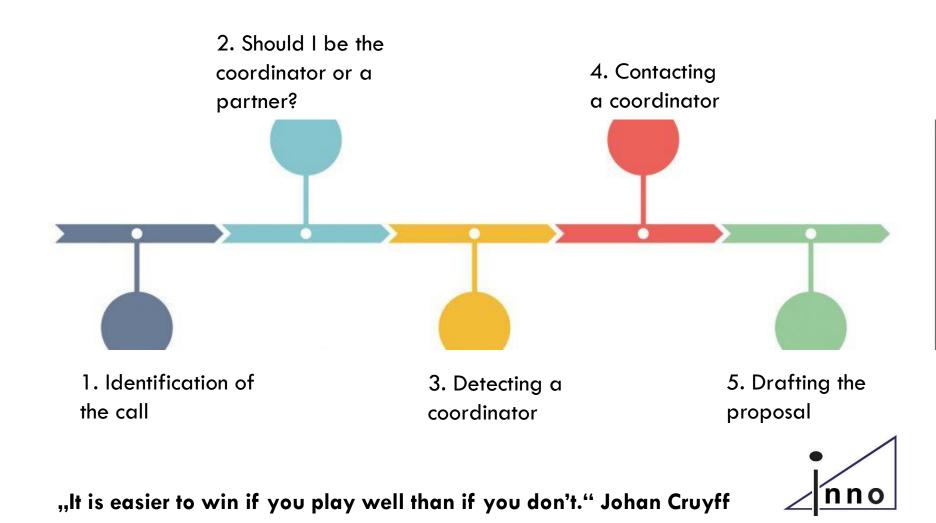
H2020 call for proposals is a highly competitive and network-intensive environment.

- □ **H2020**: facts for the first 100 calls for proposal
 - □ 31 000 full proposals submitted 4315 retained for funding. Success rate: 14%
 - 3236 grant agreements signed by April 2015 representing 5.5 billion €



How to join a (successful) consortium Step by step approach







How to search for a coordinator /partner

Immediate network

Probability of success: 90% (estimate)

H2020 info days Brokerage events

Probability of success: 60+% (estimate)

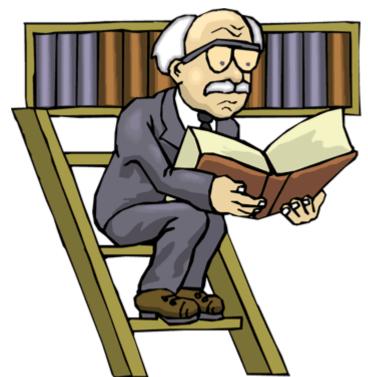
Cordis, sectoral data bases ...

Probability of success: 30% (estimate)





1. Identification of the call





When you are looking to apply to a call, regularly monitor the call for proposals platform



http://ec.europa.eu/research/participants/porta <u>I/desktop/en/home.html</u>



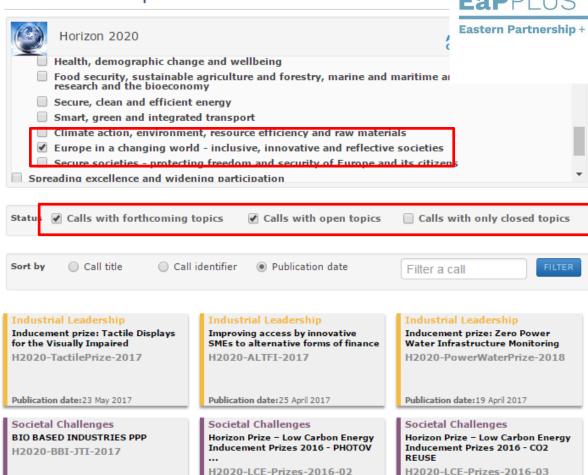
There are 3 instruments:

- CSA: support action (100% financed by the Commission)
- IA & RIA: research projects (70% or 100% funding, depending on the type of instruments and status of the organisationspartners: private; public)



Other Funding Opportunities

Calls for Proposals



Publication date: 11 April 2017

Societal Challenges

H2020-SEC-2016-2017

SECURITY

Societal Challenges Horizon Prize - Birth Day

Publication date: 05 July 2016

H2020-BirthDayPrize-2016

Publication date: 28 April 2016

Publication date: 20 April 2016

the Future

2016

Societal Challenges COMPETITIVE LOW-CARBON ENERGY

Horizon Prize - Cleanest Engine of

H2020-FutureEnginePrize-

Publication date: 05 July 2016

Societal Challenges



Societal Challenges

Publication date: 14 October 2015

Horizon Prize - Engine Retrofit for

HONON ITT TMTO ONTE NO

U2020 EngineDetrofitOrize

Societal Challenges H2020-JTI-IMI2-2015-08-single-

H2020-LCE-2016-2017

IA Innovation action

DeadlineModel: single-stage Opening date: 15 March 2016

Deadline: 25 August 2016 17:00:00

Time Zone: (Brussels time)

Topic: SEC-04-DRS-2017: Broadband communication systems

Open

Publication date: 14 October 2015

Types of action: PCP Pre-Commercial Procurement

DeadlineModel: single-stage

Deadline: 24 August 2017 17:00:00 Opening date: 01 March 2017

Time Zone : (Brussels time)

Topic: SEC-05-DRS-2016-2017: Chemical, biological, radiological and nuclear (CBRN) cluster

Publication date: 14 October 2015

Types of action: CSA Coordination and support action

DeadlineModel: single-stage Deadline: 25 August 2016 17:00:00 Opening date: 15 March 2016

Time Zone: (Brussels time)

Topic: SEC-05-DRS-2016-2017: Chemical, biological, radiological and nuclear (CBRN) cluster

Publication date: 14 October 2015

Types of action: RIA Research and Innovation action

DeadlineModel: single-stage Deadline: 24 August 2017 17:00:00 Opening date: 01 March 2017

Time Zone : (Brussels time)

SEC-06-FCT-2016: Developing a comprehensive approach to violent radicalization in the Closed EU from early understanding to improving protection

Publication date: 14 October 2015

Types of action: RIA Research and Innovation action

DeadlineModel: single-stage Deadline: 25 August 2016 17:00:00 15 March 2016 Opening date:

Time Zone: (Brussels time)

SEC-07-FCT-2016-2017: Human Factor for the Prevention, Investigation, and Mitigation Closed

of criminal and terrorist acts Publication date: 14 October 2015

Types of action: RIA Research and Innovation action

single-stage DeadlineModel: Deadline: 25 August 2016 17:00:00 Opening date: 15 March 2016

Time Zone: (Brussels time)



RESEARCH & INNOVATION

Participant Portal

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managing your grant.

European Commission > Research & Innovation > Participant Portal > Opportunities

HOME FUNDING OPPORTUNITIES

HOW TO PARTICIPATE | EXPERTS | SUPPORT ▼

Call: H2020-SEC-2016-2017

Q



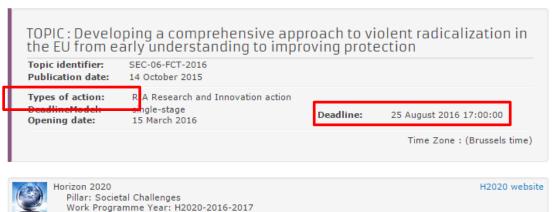
Call budget overview

+ More

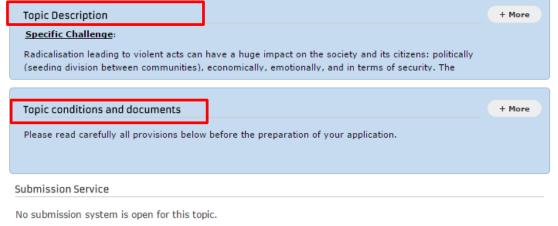
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FP7 & CIP Programmes 2007-



Work Programme Part: Secure societies - Protecting freedom and security of Europe and its citizens



H2020 Online Manual your online guide on the procedures from proposal submission to



Topic Description

Specific Challenge:

Radicalisation leading to violent acts can have a huge impact on the society and its citizens: politically (seeding division between communities), economically, emotionally, and in terms of security. The roots of radicalisation are not well-known, whilst well-targeted response to emerging challenges of violent extremism cannot be developed without a full understanding of what drives the process of radicalisation and of how individuals may react to countermeasures. Also, terrorist groups and extremists are capitalising on advances in technology to spread propaganda and radical behaviours, but traditional law enforcement techniques are insufficient to deal with these new, evolving trends in radicalisation. The key in democratic societies is to ensure citizens' rights to free thought – even radical thought – while protecting society from the fallout of illegal actions from violent radicalised groups and individuals.

Scope:

Terrorism in Europe now finds its inspiration in a larger variety of ideologies, as described in the 2013 Europol TE-Sat report: nationalist, anarchist, separatist, violent left-wing or right-wing ideologies, or Al Qaida- or Daesh-inspired ideologies.

Preventing and countering radicalisation must engage the whole of society, and requires a holistic treatment, and a multidisciplinary approach.

Factors constituting a violent radicalisation process can be many: familial, social, gender-based, socioeconomical, psychological, religious, ideological, historical, cultural, political, propaganda-, social media- or internet-based. Events and conditions leading a person from ideas to violent action are also numerous, and mechanisms so complex that they need to be broken down to be understood.

Expected Impact:

As a result of this action, security policy-makers and law enforcement agencies should benefit from a full set of policy recommendations and tools aimed at improving their ability to prevent and detect radicalisation by national and local security practitioners in a timely manner, i.e. before individuals turn towards violent, criminal or terrorists acts, including:

- Comparative analysis of different types of policies (e.g. preventive vs. legal and administrative measures) including counter-propaganda techniques;
- Improved description of competencies, skills and characteristics of the various types of practitioners involved in preventing, detecting or countering violent extremism;
- Improved information exchange between the different actors involved, including security
 practitioners, family of the radicalised individual, school/workplace of the radicalised individual;
- Field-validation of new approaches to anti-radicalisation directly applicable to support practitioners.

Cross-cutting Priorities:

Gender

Socio-economic science and humanities

International cooperation

Open Innovation



Identification of the call



Found the call?

READ THE CALL!

Highlight the important key words and ask yourself:

why am I/my organisation the best suited contestant to reply to this call?

Be aware of: specific challenges / Scope / expected impacts / instrument / expected budget / eligibility





2. Should I coordinate the call or become a partner?



Some terminology (simplified)



- Consortium: the consortium is a group of organisations that build a proposal. These organisations are legal entities and can be universities, SMEs, global corporations, one-person companies ...
- Coordinator: EXPERIENCED ORGANISATION/PERSON!

Coordinates the proposal (at the proposal stage) and the project (if the proposal passes the evaluation stage

During the proposal stage:

- Gathers all the information on the partners
- Responsible for submitting the call to the Commission
- Leadership role overseeing all activities.

During the project

In charge of project management, including administrative and financial issues

<u>Partner</u>: Contributes to the drafting of the proposal and to the implementation of the project

Ukrainian organisation: 95% chance that you will be a partner





3. Detecting a good coordinator



Identification of a coordinator



Once you have understood what is expected in the call for proposals and your potential role in the call...

- Draw up a list of the main organisations/people in your network you think are most relevant with respect to the call
- 2. Adress the other network channels to find relevant organisations (eg: Cordis key word search.
- 3. **Identify past won proposals** (e.g. funded projects) in your theme.
- 4. Search for the contact details of the coordinator and partners





Start by looking at

(1) Your network

- If not your immediate network, the network of your organization.
- People in your network with complimentary skills to those of your organization.





(2) H2020 Info Days



Black Sea Horizon organises several H2020 information days.

Check the upcoming H2020 information days in your country.



(3) Partner search tools



example: SSH Partner Search Tool

International network of National Contact Points (NCPs) for the Societal Challenge 6 in Horizon 2020

www.net4society.eu





(4) Specialised networks, e.g. IDEAL-IST

https://www.ideal-ist.eu/about

(5) European Commission "Cordis" Partner search tool

http://cordis.europa.eu/home fr.html



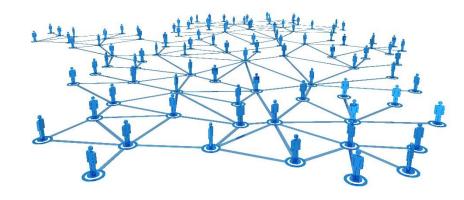
Before contacting a coordinator: remember how a coordinator chooses partners



Personal network first

And then...

- Reputed highly qualified international organisations and recommended people
- Organisations with a unique added-value to the project
- Example of added value: unique references, access to the end users ...







4. Contacting a coordinator

Contacting a coordinator



- Once you have identified 10-15 or so target coordinators/partners for a call...
- Prepare individual targeted emails:
 - SHORT & TO THE POINT (10 lines max)
 - Subject of the email should include the title of call
 - Check your English.
- Don't be afraid to send reminders (after one week)



Case study example



Example 1 : contacting someone from your network

Subject: Developing a comprehensive approach to violent radicalization in the EU from early understanding to improving protection / SEC-06-FCT-2016

Dear xx,

We met in October at the "Fighting Terrorism: New interdisciplinary approaches" semainar in Budapest. My name is Veronique and I am a research fellow at the Recovery Center for Young Offenders in Paris. My organization and myself are particularly interested in the call "Developing a comprehensive approach to violent radicalization in the EU from early understanding to improving protection" and wondered if you were participating.

As you know, Recovery Center for Young Offenders has over ten years of experience cooperating with young people who have been involved in crime and notably terrorism acts, and we believe our organisations could be complimentary in answering to this call.

Professor xx and myself would work on this call, please find our CV's attached. We think we could start a good cooperation by combining our social analysis and defense and security profiles. Looking forward to hearing from you.

Best regards,

Veronique Poutier



Case study example



Example 2: contacting someone you do not know

Subject: Developing a comprehensive approach to violent radicalization in the EU from early understanding to improving protection / SEC-06-FCT-2016

Dear xx,

I am contacting you following the recommendation of XXX (key phrase). I understand you were looking for partners on H2020 call Developing a comprehensive approach to violent radicalization in the EU from early understanding to improving protection and wanted to manifest our interest in cooperating with you.

At the Recovery Center for Young Offenders we have been cooperating closely alongside young people who have been involved in crime and notably terrorism acts. We believe we could have an interesting cooperation with your extensive experience in the field of counteracting terrorism and H2020 project management.

We 'll add value to this project because of X Y Z (key phrase).

I have attached a few references (CV) in this email and remain at your disposal should you have any questions.

Thank you and best regards.

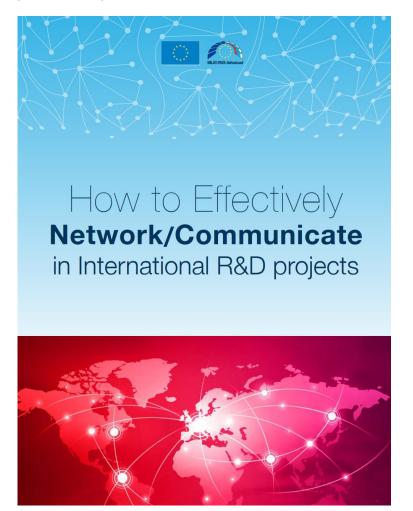
Veronique Poutier



Recommended reading



http://www.bilat-rus.eu/ media/Networking Guide 2nd edition 2015.pdf





Common mistakes at different stages

- Not answering the need of the call for proposal
- Contacting people without relevant experience (great researcher does not mean proposal winner!)
- Insufficiently distinguishing yourself from others on the market (many great organisations around!)
- Giving too much information (busy people do not read long descriptions!)
- Poor professionalism (eg: replying to mails late, coordinators hate delayed feedback)...





How to write a successful proposal — some hints

Why not me? Statistics of one call

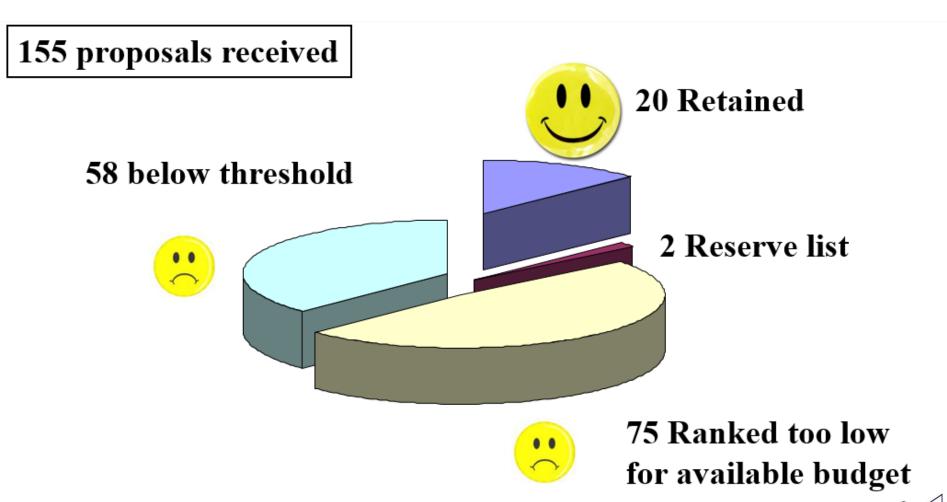
Most common mistakes or omissions

- Underestimating the importance some evaluation criteria and sub-criteria
- Lessons from the evaluation of previous calls



Why not me? Statistics on one call





The 3 (and only 3) evaluation criteria

| - | | Threshold | Overall Threshold |
|---|--------------------------------------|-----------|--------------------|
| | S&T excellence 0 to 5 | 3/5 | |
| | Implementation and Management 0 to 5 | 3/5 | 10/15 |
| | Impact 0 to 5 | 3/5 | uropean Commission |

The Evaluation Summary Report (ESR)

The ESR reflects a consensus between several evaluators

The Commission "However" Syndrome:

The proposal .. positive comment ;

"However, .. negative comments.

"Furthermore, .. More negative comments





The excellence (1/3)



Soundness of concept & quality of objectives

« The overall concept is sound and innovative, however... »

- Some **preliminary** target specifications are missing
- There are no **intermediate** targets at mid-term
- Too easy, some **key parameters** are missing
- Too broad, lacks a lead application to establish specific targets
- The objectives are spread over too many areas of research



The excellence (2/3)



Progress beyond state-of-art

« Progress beyond state-of-art is convincingly described, however... »

- Too limited to individual part of work and lacks system overview
- State-of-the-art on competing approaches is not addressed (some evaluators may be working for competing approaches)
- Similar work is published already and not discussed.
- Hey, they're shooting at a moving target, their survey size is unrealistic!

etc



The excellence (3/3)



Methodology and associated workplan

« The workplan is well described and appropriate however... »

There are too many non-converging parallel activities!

- The allocation of tasks to individual partners in WPxy is not clear
- The effort per Workpackage is overestimated
- The work on "materials" along the full project duration is not justified
- No clear links between workpackages with decision points!
- No feedback between WPs to improve system performance!



Implementation and management (1/3)

Management structure and procedures

"The management structure is appropriate, however..."

- -Management will have no authority to enforce decisions (and anyway, decisions come too late!)
- No procedure to resolve conflicts !! (if no consensus, how will they decide ?)
- Risk management is not described, there is no contingency plan!
- No Gantt chart nor quantified milestones to follow progress along the project duration
- No alternative scenarios after important decision points!
- Management is unnecessarily too complex (eg, too many "boards" with same

people)

Implementation and management (2/3)

Quality/experience of individual participants

Quality of the consortium as a whole

« Individual partners as well as recognised in their respective fields, however... »

- Too many partners doing almost the same thing!
- Specific expertise on .. is missing
- The coordinator does not demonstrate experience in managing such projects
- The end-user is weakly committed for contributions...
- This end user is here for make-up, no real role in the project
- The NGOs partners are weakly involved in the work (more "observing")



Implementation and management (3/3)

Ressources

"The overall effort and allocation of resources are reasonable, however..."

- The effort on WPx is overestimated versus WPy!
- The effort in management (administrative) is too high for the size of the project!
- There is no table showing the major expenses that are claimed



Impact



Contribution to the expected impacts listed in the workprogramme Measures for Dissemination and/or Exploitation and/or IP

 "There is a strong potential impact; Or Dissemination activities are well described;

However..."

- Although the exploitation for individual partners is well described, the exploitation of the joint result is left open.
- Exploitation plans are not sufficiently detailed
- The exploitation plan does not take into account competing approaches, specific market segments.. for effective exploitation
- -The plans are unrealistic
- -Decisions on IPR is left to the consortium agreement ...



Success stories criteria



- Start well ahead of time
- Start from an exciting and convincing idea
- Joint a strong team with a strong leader
- Understand EC understanding of the evaluation criteria
- Find a good title / acronym
- Get your proposal summary critically reviewed by peers (partners, colleagues...)
- Be sure to have *sound* first pages (abstract, project concept...) and the whole proposal too...





Immediate collaboration opportunity for Ukrainian organisations



Call WIDESPREAD-05-2017 (twinning)



Horizon 2020 Work Programme 2016 – 2017 - Spreading Excellence and Widening Participation

- Spreading Excellence and Widening Participation is a transversal objective within the H2020 framework programme. Its goal is to fill in the gap between research and innovation in countries lagging behind the rest of Europe in terms of scientific output by investing in selected scientific institutions, enhancing research excellence, creating new Centers of Excellence or creating space for international cooperation for researchers.
- Twinning aims at strengthening a defined field of research in an emerging institution in a 'Widening' country* through linking this institution with at least two internationally-leading counterparts in non-'Widening' countries.
- Duration of project: up to 3 years
- Maximum amount :1 mln euros (EC contribution)
- Deadline: November 15th 2017 (check updates on the EC portal!)
- *ranked below 70% of the EU27 research excellence performance average of the composite indicator on Research Excellence



Twinning: consortium composition



- Minimum 3 organisations: one coordinator (from a « widening ») country below) and two leading research organisations from other (« non – widening ») EU countries
- The applicant organisation (coordinator) where a defined field of research aims to be strengthened as a result of the Twinning action should be established in a "widening' (low research and innovation performing) Member State or Associated Country - ranked below 70% of the EU27 research excellence performance average of the composite indicator on Research Excellence:
 - Member States: Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Romania, Slovakia and Slovenia.
 - Associated Countries: Albania, [Armenia], Bosnia and Herzegovina, Faroe Islands, Former Yugoslav Republic of Macedonia, Georgia, Moldova, Montenegro, Serbia, Tunisia, Turkey and Ukraine



Twinning: objectives, supported activities and eligible costs



Objectives:

- Enhance the S&T capacity of the linked institutions with a principal focus on the university or research organisation from the Widening Country;
- Help raise the research profile of the institution from the Widening country as well as the research staff profile
- Successful Twinning proposals will have to clearly outline the scientific strategy for stepping up and stimulating scientific excellence and innovation capacity in a defined area of research as well as the scientific quality of the partners involved in the twinning exercise.

Twining supports activities like: short term staff exchanges; expert visits and short-term on-site or virtual training; workshops; conference attendance; organisation of joint summer school type activities; dissemination and outreach activities.

Eligible costs: costs relating to administration, networking, coordination, training, management, travel costs

Ineligible costs: infrastructure costs; equipment cost; research costs (including consumables).



Twinning: expected impact



- Increased research excellence of the coordinating institution in the particular field of research as a result of the twinning exercise.
- Enhancing the reputation, attractiveness and networking channels of the coordinating institution.
- Improved capability to compete successfully for national, EU and internationally competitive research funding.
- Increased indicators of the coordinating organisation like expected future publications in peer reviewed journals, collaboration agreements with businesses, intellectual property, new innovative products or services.
- Benefits will also accrue to the institutions from the more intensive research and innovation performers, in terms of access to new research avenues, creativity and the development of new approaches, as well as a source for increased mobility (inwards and outwards) of qualified scientists



And also: ERA-Chairs call



- Call ERA-Chairs (WIDESPREAD-03-2017), deadline October 5, 2017
- One applicant organisation (Ukrainian organisations are eligible)
- ERA Chairs are meant to bring outstanding researchers (the ERA Chair and a connected team) to universities and other research institutions in 'Widening' countries that have high potential for research excellence.
- The requested EU contribution shall not exceed a maximum of EUR
 2.5 million for a period of up to 5 years



ERA-Chair call



- ERA Chair holders should be outstanding researchers and research managers in the given field of research, with a proven record of effective leadership. They should establish their own team and help the research organisation to significantly improve its research performance and to be more successful in obtaining competitive funding. The ERA Chair holder should have a position within the organisation/university, professor or similar, that will allow her/him to make appropriate resource allocation decisions, supervise team members and freely apply for research funding in order to raise the level of research excellence of the team and the institution.
- Proposals will need to describe clearly the roles, level of responsibility and obligations
 of the ERA Chair holder allowing for the determination of the feasibility of his/her tasks.
- The position of the ERA Chair holder must be open to all EU and non-EU nationals.
 The appointment of an ERA Chair holder will be undertaken by the host institution at the beginning of the action and must be open and transparent.
- It is expected that the Chair holder will commit him/herself for the full duration of the grant, full time position, but part-time arrangements might be agreed by the parts, if deemed beneficial for the action.
- The grant that can have a duration of five years maximum will cover the appointment of the ERA Chair holder and a number of team members (e.g. their salaries, recruitment costs, administrative costs, travel and subsistence costs).



Questions?



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