

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

# How to identify and approach potential proposal initiators

**FGT CLUSTER 5 – DESTINATION 1** 

Odysseas Spyroglou,

Team Leader

Ankara, 13 Mar 2023

Photo by Christian Lue on Unsplash











#### What we will cover here

The course and this module



#### Be part of a winning consortium

- Build your profile
- Show your strengths
- Approach potential partners and consortia
- Negotiate your part and your budget











# Your first time in EU Funding

A few facts:

- Most opportunities require collaboration
- You need experience in EU Funding to win EU Funding
- You cannot do it all alone
- You need to learn to walk before you learn to run









# Coordinator or Participant?

The not so difficult dilemma

- Requires experience
- A lot more resources
- Ability to manage the project
- A clear strategy in every aspect
- Excellent knowledge of Framework Programmes
- A strong network of partners

- Experience can be acquired
- Less resources
- Manage your organisation
- A strategy for you
- Knowledge of FPs useful not necessary
- Less commitment











# A roadmap to participation

Create a Strategy













Commission Priorities for the current 4 years (2020-2024)



- European Green Deal First Climate-neutral continent, resource efficient economy
- Europe fit for Digital Age Empower people with new generation of Technology

**Economy that works for People** 

Attractive investment environment, quality jobs

#### Stronger Europe in the World

Champion multilateralism and rules-based order

- Promoting European way of Life Protection of rule of law, justice, core values
- New push for European Democracy Bigger say to European citizens, protect democracy

Recovery Plan for Europe: Next Gen EU











Study EU Policies & understand the challenges



- Strategic Plan 2021-24
- Strategic Plan Analysis
- Work Programme 2021-22
- Proposal Template
- Get familiar with Legal Documents (MGA, CA)



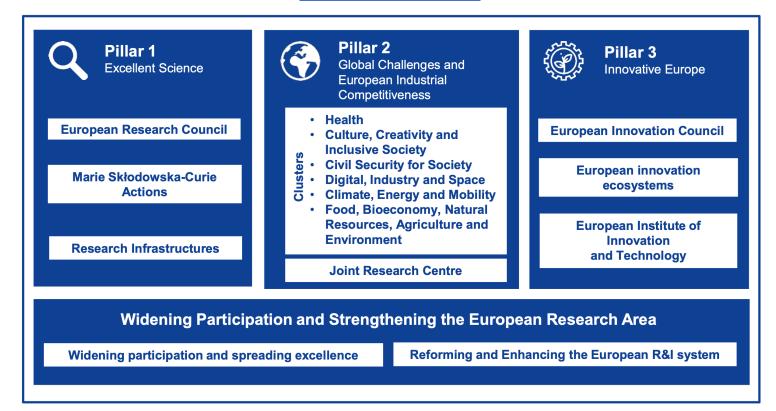








Structure of Horizon Europe





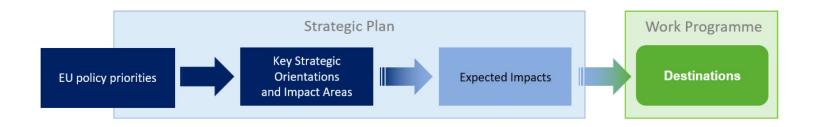








From EU priorities to Strategic Plan to Work Programme



6	4	32	3	6	34
Priorities of EU	Key Strategic Orientations	Expected Impacts	Pillars	Clusters	Destinations



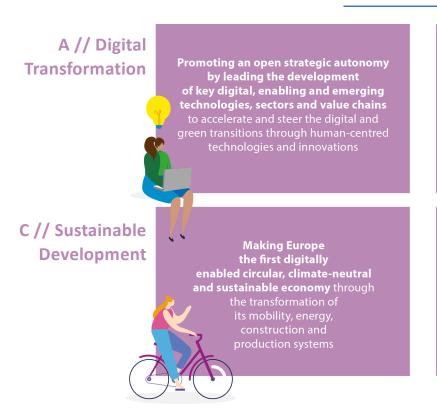








Horizon Europe Priorities















A sample: Orientation D - Resilient, Inclusive and Democratic European society

#### **IMPACT AREAS**

- A resilient EU prepared for emerging threats
- A secure, open and democratic EU society
- Good health and high-quality accessible healthcare
- Inclusive growth and new job opportunities



1/ Health	2/ Culture	3/ Security	4/ Digital	5/ Climate	6/ Food
Health	Culture, Creativity and Inclusive Society	Civil security for society	Digital, Industry and Space	Climate, Energy and Mobility	Food, Bioeconomy, Natural Resources, Agriculture and Environment
Comminicable & non- communicable diseases. Fair access to high quality health care. Early threat detection, public emergencies.	Social, economic, gender, cultural inequalities. Inclusion, non- discrimination social protection, empowerment. Migrants, cultural heritage protection.	Free movement, integrity of Schengen Area. Civil Security. Border management, Disaster Risk, Maritime Security, Migration-Asylum.	Access to technologies and skills. Copernicus, Galileo/EGNOS emergency, security.	New way to involve & engage citizens in low-carbon transition. Sustainable economy.	Innovative governance models. Sustainability and resilience Enhanced, shared view of knoeledge.







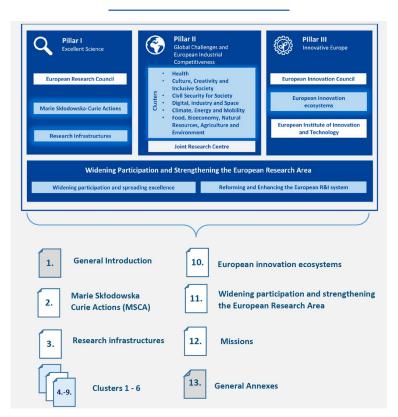




How Horizon Europe Work Programmes are structured

# Work Programme 2021-22

- General Intro
- MSCA
- RI
- 6 Clusters
- EIC
- WIDENING



#### **Documents:**

- Strategic Plan 2021-24
- Work Programme 21-22
- Proposal Template
- Model Grant Agreement (MGA)



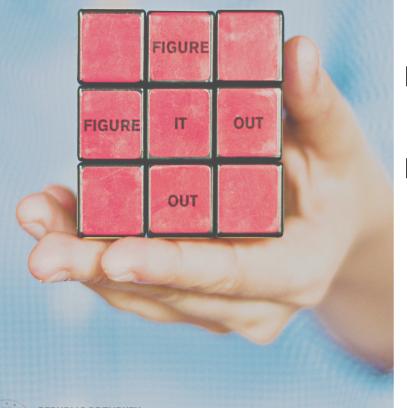








**CHECKLIST** 



- □ Did you understand the challenges?
- Do you have any idea, service, product that could contribute to a solution?





Hernandez on Unsplash







Identify your strengths

- What do you do well?
- What separates you from competition?
- What are your strong assets?
- What can you offer that others cannot?







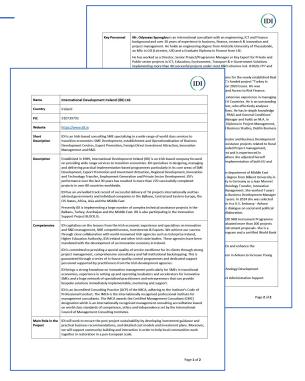






Prepare a profile

- 1. Name
- 2. Country
- 3. PIC
- Website
- 5. Short Description
- 6. Description (Activities)
- 7. Competencies
- 8. Main Role in the Project
- 9. Key Personnel (Golden Paragraphs)
- 10. Publications, Products, Services













What is a "Golden Paragraph"?

#### Your personal "elevator pitch":

Mr is the <u>R&amp;D Director of ACME</u> . He is a <u>Certified Project Manager (PMP ©)</u> and an <u>IS</u>	<u>O</u>
Quality Auditor (ISO) with more than years of knowledge and experience in ICT integration	
projects and SW development. He holds a <u>Diploma in</u> from from	
(UK) and a M.Sc. in from fromUniversity. He has worked for more than years	;
as a senior researcher in the field of dealing with technology enhanced The	
last 8 years he is specializing in project management of large ICT and R&D projects in multinational	
environments (FP7, INTERREG & MED Community Initiative, structural funds and other) having	
successfully coordinated more than R&D 25 projects.	











Present your Solution/Tech Stack

The set of tech solutions, tools, platform, infrastructure you use to offer your services.

Use it prove that you have a strong and reliable infrastructure and you know what you do.









**CHECKLIST** 

- ☐ Do you have a PIC?
- ☐ Do you have a R&I profile?
- □ Do you need a technology stack? Do you have one?
- ☐ Are you familiar with the tools?









#### Step 3: Assemble your team

Make sure you have the mandate



Compliance with the R&I agenda of your organization



Approval of hierarchy (official procedure might be needed )



Support from other colleagues and internal supporting structures (if any)

Make sure ON TIME you will have support from your organisation, BEFORE starting to look for opportunities and consortia. Protect your credibility in the network!











This project is or financed by the surgean Union and the Republic of Turkry Bu project Aurona Bindy or Turkrye Cummunyet tandnod Amarine addinated and Ama

Create a core team to support you

#### You need people who:



Have comprehensive technical understanding



Are fluent and accurate in English



Have ability to **think** through detail and spot problems



Have great imagination and ability to see opportunities

Team can be inter-organisational.

Join forces with complementary partners in your country and abroad.









Find the calls that are relevant to you



#### Identify your call(s)

- Scan Work Programmes for relevant to your interests calls
- Study the call text
- Study new Proposal Template
- Study General Annexes of WP











What do you need to consider



#### Eligibility

- Is the call for you?
- Are you eligible?
- Is it worth it?
- Do you need partners?



#### Relevance

- Do you have a solution?
- Do you address any challenges of the call?



#### Capacity

- Can you write?
- Can you co-fund?
- Can you implement?

If answer to ALL above questions is YES ->











Map what you can do

CALL TOPIC	CAPABILITY
HORIZON-CL5-2023-D1-01-01: Further climate	
knowledge through advanced science and	We have valuable experience in working with IPCC
technologies for analysing Earth observation and	assessments through past projects.
Earth system model data	
HORIZON-CL5-2023-D1-01-02: Climate-related tipping points	We have provided Input to adaptation strategies for affected regions, globally, addressing the risks and impacts on ecosystems and biodiversity.
HORIZON-CL5-2023-D1-01-05: Science for successful, high-integrity voluntary climate initiatives	We have developed a standardised framework for the assessment of carbon offsetting schemes.











Check the budget of each call

HORIZON-CL5-2023-D1-01-01: Further climate knowledge through advanced science and technologies for analysing Earth observation and Earth system model data

Expected EU contribution per project	The EU estimates that an EU contribution of around <b>EUR 8.00</b> would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submission and selection of a proposal requesting different amounts.
Indicative Budget	The total indicative budget for the topic is <b>EUR 16.00 million.</b>
No of proposals to be funded	2 proposals









# Step 5: Introduce your Organisation

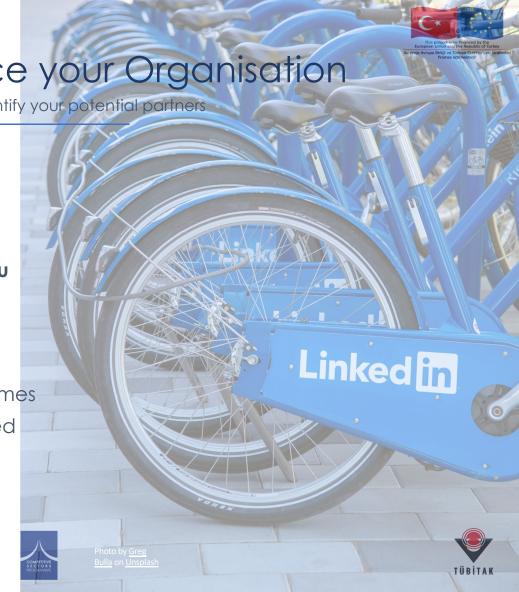
(To whom?) Identify your potential partners



#### What kind of partners/consortia are you looking for?

- Successful, complementary organisations
- Experienced in Framework Programmes
- Working in an area of interest, related to a call you have identified
- Extrovert and willing to collaborate









### Step 5: Introduce your Organisation

Where to introduce

See parent programme

See all projects funded under

this programme or topic

#### **Start from CORDIS:**

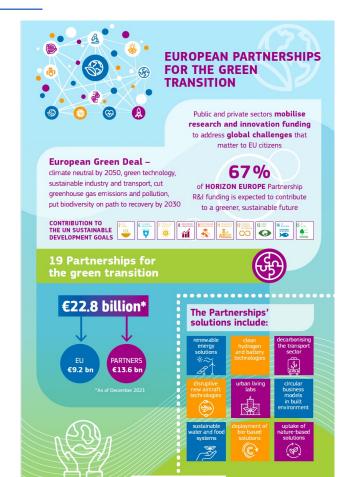
- Look for relevant/similar past calls
  - <u>LC-CLA-18-2020- Developing the next</u> generation of Earth System Models

• HORIZON-CL5-2022-D1-02

- Look for past projects
  - Earth system models for the future
  - Next Generation Earth Modelling Systems
  - European Eddy-RIch ESMs
  - Optimal High Resolution Earth System
     Models for Exploring Future Climate
     Changes











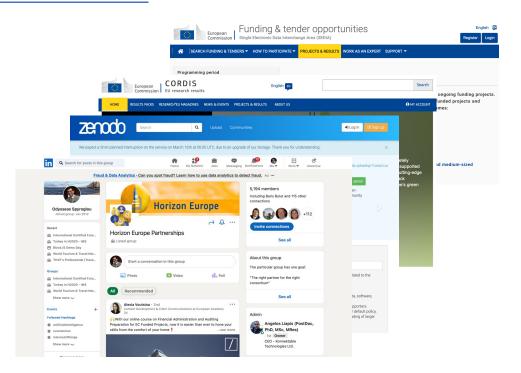


### Step 5: Introduce your Organisation

Identify the contact details

#### Find who to talk to:

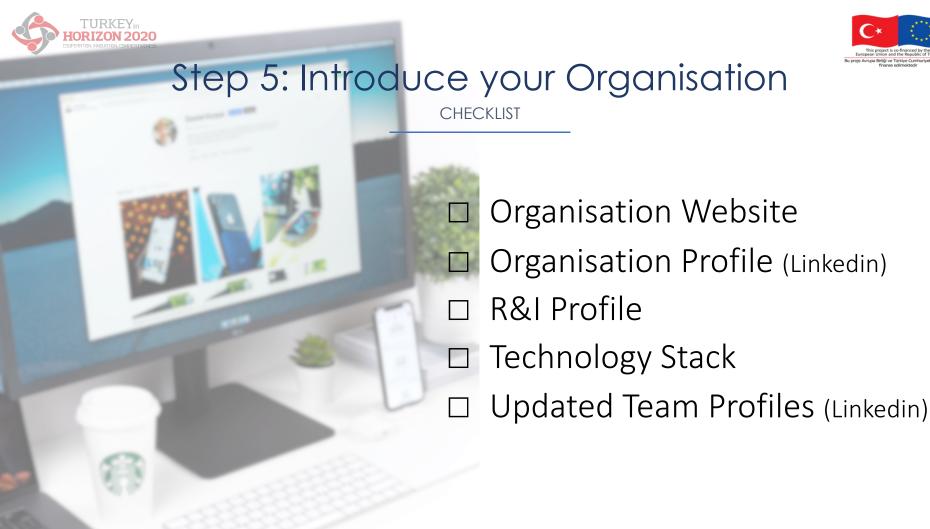
- Identify the partners (CORDIS)
- Contact their LEARs (low responses)
- Identify the researchers:
  - Past Publications (Zenodo, Journals)
  - European Open Science Cloud (EOSC)
- Find their contact details
  - LinkedIn Profile
  - Conferences, Papers













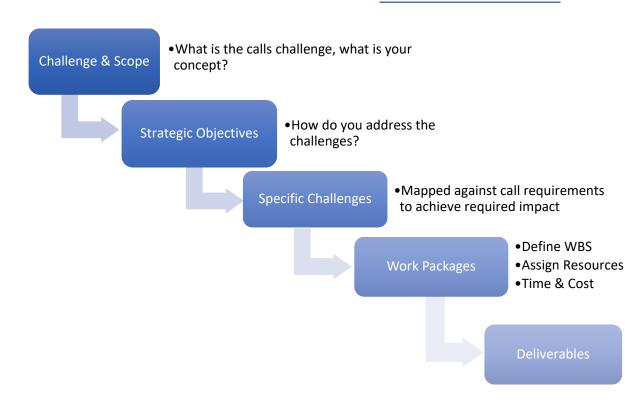






## Step 6: Prepare your Concept

How to prepare a concept note





- Describe your solution (to the call's challenge)
  - What do you have?
  - What do you need?
- Where can you find it?

What are you going to deliver?











### Step 6: Prepare your Concept

A concept note template for Horizon Europe (I)

CALL	HORIZON-CL5-2023-D1-01-01: Further climate knowledge through advanced science and technologies for analysing Earth observation and Earth system model data	
CALL DATA	Deadline Date: <u>18 April 2021 17:00:00 (Brussels)</u> Total call Budget: €16,000,000 / Cluster 5: Climate Sciences and Responces	
SCOPE	The EU and its Member States have invested massively in Earth Observation (EO), for example with the Copernicus Programme, the development of climate and Earth System Models (ESMs), and their contribution to the implementation of Global Earth Observation System of Systems (GEOSS), which are yielding unprecedented volumes of data. This topic aims at spurring the exploitation of these assets through advanced data technologies, including artificial intelligence techniques like machine learning or explainability, or new statistical approaches based on the cooperation between "big data" engineers, EO specialists and climate scientists.	
EXPECTED OUTCOMES	<ul> <li>Better knowledge of the past, present and future of the Earth System, relevant for regional or international assessments like those of the IPCC.</li> <li>Support to the development of targeted and cost-efficient climate mitigation or adaptation strategies in Europe.</li> <li>Advanced data science capacities and skills for climate data analysis, capacity building and training.</li> <li>Lasting cooperation between Earth System research, Earth Observation data providers, Data science and high-performance computing (HPC) infrastructures.</li> </ul>	
BUDGET	Type of Action: Research and Innovation Action Funding rate: 100%	











# Step 6: Prepare your Concept

A concept note template for Horizon Europe (II)

TITLE / ACRONYM	AmazeME: "Find a catchy & Descriptive title"	
WHY ? (BACKGROUND)	<ul> <li>What problem you trying to address. Why bother?</li> <li>Is it a European priority? Could it be solved at National level?</li> <li>Is the solution already available?</li> <li>Why now? What would happen if we did not do this now?</li> <li>Why you? Are you the best people to do this work?</li> </ul>	
SOLUTION?	What is the proposed solution ?	
HOW?	<ul> <li>How is it going to be achieved?</li> <li>What will be the outcomes? How are you going to validate them?</li> <li>Expected results - what will come out of the project?</li> <li>Who will use the results?</li> <li>Why do they want to use the results?</li> <li>How are you planning the transfer of results? Any exploitation/commercial plans?</li> <li>Will it make an impact? What will be changed? Post project situation</li> </ul>	
CONSORTIUM	COORDINATOR / PARTNERS (Name / Web Site / Role in the Project / Contacts)	
PROPOSED BUDGET	Per Partner / Per WP / Per Task	









#### Step 7: Pitch your concept

How to present your offer

#### R&D Collaboration Opportunity under Horizon Europe:

- Dear .....,
- I took the liberty of contacting you because we are working on some ideas/solutions/ products related to the following calls under Cluster 2: http://ec.europa.eu/research/.....
- Our idea/solution/product is tested and could be...
- In addition to our organisation we could also bring a very strong end user from the XXX domain. Our institution (<a href="www.xxx.com">www.xxx.com</a> could support extensively in the proposal preparation. You can see a short presentation of our activities here (website, profile).
- Of course, if you are interested I'll be happy to elaborate.
- I hope we will have the chance to work together and prepare a successful proposal.
- Looking forward to your feedback. You can reply directly to my email: xxxx @ xxx. xx











#### Step 8: Join a consortium

Negotiate your participation



#### Sell your organisation

Competences, Capabilities, Knowledge, Solutions, Knowhow. Convince coordinator and partners that you will **add technical value**.



#### Bring your network

Bring a valuable partner to the consortium. A client, a partner, an end user, a public organisation necessary to the call.



#### Value chain and geographical coverage

Sell your position in the value chain and in Europe. You should complete the value chain and expand the geographical coverage.





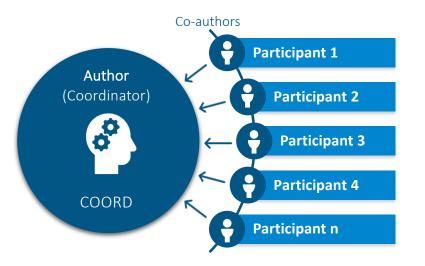






#### Step 9: Contribute Actively

Be a valuable participant



- 1. Be a valuable member of the team
- 2. Contribute as much as you can
- 3. Know what you can do/want to do
- 4. Take responsibility for tasks
- Assign resources (person months)
- 6. Estimate Other Costs









# Step 10: Negotiate Budget

This project is co-financed by the European Union and the Republic of Turkey Bu proje Aurope Brigily to Turkey Currhunyed brafine

Budget depends on contribution

- 1. Know the call budget
- 2. Have a rough idea of what you want to do
- 3. Ask what's the initial estimation.
- 4. Final budget after detailed resources allocation.



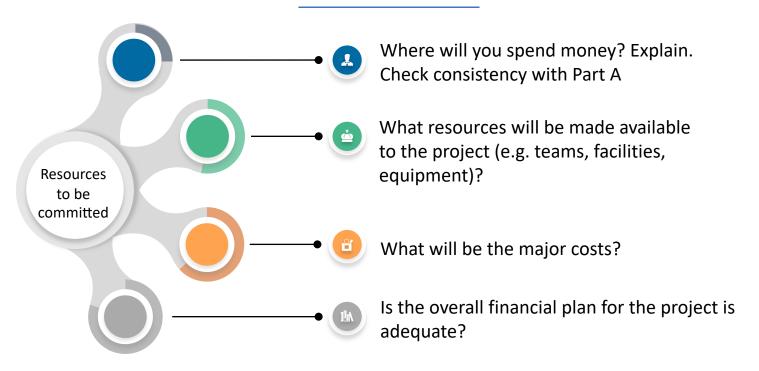






#### Step 10: Negotiate Budget

Identify Costs, Estimate resources













1	•	•	'	9		0.	. •		<u> </u>
IJ	nders	tai	ndin	a the	e co	sts c	atea	ories	

#### **ELIGIBLE COSTS**

#### **DIRECT** (Actual)

- A. Personnel costs (incl. employer's costs)
- B. Subcontracting
- C. Purchase (Travel, Equipment, other)
- D. Other (Fin Support, Internal invoices, Research Infrastructures, PCP, EU Partnership, Cofund, ERC, EIC)

**INDIRECT** (25% on all Direct Exp. Subcontracting)

E. Overhead

#### **INELIGIBLE COSTS**

- Deductible VAT (Note: nondeductible/non identifiable VAT is eligible)
- Losses due to fluctuation of exchange rates
- Interest owed
- Provisions for future losses or debts









- Employee costs (or equivalent)
- Natural persons working under a direct contract
- Personnel seconded by a third party
- SME Owners: owners of SMEs not receiving a salary









- Always check specific rules
- Business Conditions
- Only small amount
   (<15-20% of the partner's
   budget)</li>
- Avoid it if you can







C. Purchase Costs

Travel and Subsistence

Equipment (only Depreciation)

Other Goods, works and Services

- Transportation
  - Number of Trips
  - Destinations
  - Duration of travels
  - Number of people traveling
- Flat Subsistence

#### **Allowance**

 eligible if in line with beneficiary's usual practices on travel

- Always verify specific rules
- Depreciation (not full cost)
- According to National Legislation

- Short Consultancies
- Catering
  - Printing services
- Etc.













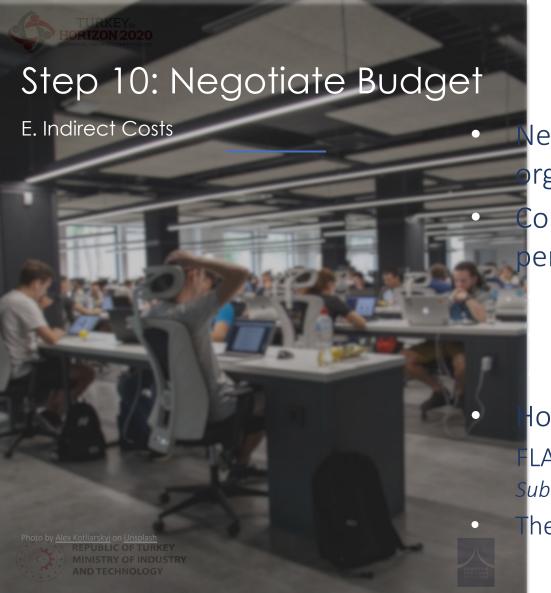
D. Other Costs

D. Other cost categories											
	1/D.2 Internally invoiced	to research intrastructures 1	D.4 Virtual access to	/D.5 PCP/PPI procurement costs/		/D.7 Euratom Cofund staff mobility costs/	D.8 ERC additional funding				

- D1. Financial Support to 3rd Parties
- D2. Internally invoiced Goods and Services
- D3. Transnational Access to Research Infrastructure
- D.4 Virtual Access to RI
- D.5 PCP/PPI procurement costs
- D.6 EU Partnership Cofund additional Coordination/ networking
- D.7 Euratom Cofund Staff
- D.8 ERC Additional Funding









Necessary for every functioning organisation

Connected to productive personnel

Utilities

Office costs

Communications

How to determine the %?

LAT 25% of ALL Direct costs (except ubcontracting)

hey do NOT have to be justified







How flexible are you?

- Actual costs may differ from estimated eligible costs.
- Budget Transfer between Beneficiaries or between budget categories without Amendment

If incurred costs < estimated, difference to another partner or budget category.

If significant change in planned work, amendment is needed











What is a person month?

One Person working for 3 months (Full time)

3 Persons working for 1 month (Full time)

=

6 Persons working for ½ month

ANY DURATION

Photo by <u>Austin Distel</u> on <u>Unsplash</u>











Estimate your budget: Work Breakdown Structure (WBS)

	WP1	WP2	WP3	WP4	WP5	WP6	WP7	WP8	WP9	Total
COORD	17,0	3,0	26,0	0,0	2,0	0,0	8,0	0,0	2,0	58
PART 2	1,0	4,0	12,0	10,0	3,0	1,0	0,0	14,0	1,0	46
PART 3	2,0	2,0	0,0	0,0	0,0	0,0	32,0	0,0	6,0	42
PART 4	3,0	1,0	0,0	0,0	17,0	17,0	2,0	0,0	2,0	42
PART 5	1,0	0,0	0,0	3,0	10,5	9,0	5,0	0,0	5,5	34
PART 6	2,0	21,0	2,5	1,0	2,0	0,0	2,0	4,5	4,0	39
PART 7	1,0	0,0	2,0	0,0	0,0	0,0	0,0	0,0	12,0	15
PART 8	1,0	2,0	2,0	5,0	2,0	0,0	2,0	4,0	2,0	20
PART 9	2,0	0,0	6,0	18,0	0,0	0,0	2,0	2,0	2,0	32
Total	30,0	33,0	50,5	37,0	36,5	27,0	53,0	24,5	36,5	328











Estimate your budget: Average Person months

Profile	PM Cost	PM	Total
Director	8.000,00€	2	16.000,00€
Senior Researcher	5.000,00€	20	100.000,00€
Junior Researcher	2.500,00€	20	50.000,00€
		42	166.000,00 €
	AVERA	3.950 €	

Average Person

Month Cost =

weighted mean

value of the

different profiles

Taken into account only for Proposal Phase. During Project Implementation you need actual costs.











Estimate your budget: Average Person months

Estimated eligible costs							EU contribution to eligible costs						Total estimate d income					
				A. Personnel costs/€	B. Subcontracti ng costs/€	C. I	Purchase co	osts	D. Other cost categories	E. Indirect costs/€ (e) = 25% *	Total eligible costs	Funding rate	Maximum EU contributio n to	Requested EU contributio n to	Income generated by the	Financial contributi ons	Own resource s	(s)=(n)
	No	Participant name	Country	(a1)	(b)	C.1 Travel and subsiste nce/€ (c1)	C.2 Equipm ent/€ (c2)	C.3 Other goods, works and services /€ (c3)	D.X [specific cost category] /€ (dx)	(a1) + (c1) + (c2) + (c3) + (d6) + (d7) + (d8) + (d10) + (d11)]	(h) = (a1) + (b) + (c1) + (c2) + (c3) + (d) + (e)	(U)	eligible costs (I) = (U) * (h)	eligible costs/€ (Requeste d grant amount) (m) (n)	action (o)	(p)	(r)	(s)=(n) +(o)+(p)+ (q) + (r)
	1	Participant 1	NL															
	2	Participant 2	LB															

A. PERSONNEL COSTS	B. SUB- CONTRACTING COSTS	C. PURCHASE COSTS	D. OTHER COSTS	E. INDIRECT COSTS	TOTAL ELIGIBLE COSTS	EU CONTRIBUTION
€ 166.000	€0	€ 14.000	€0	€ 45.000	€ 225.000	€ 225.000
				25% * (A + C + D)	T=A+B+C+D+E	RATE = 100 % or 70% EU CON = RATE% * T











#### Step 11: Finalise and submit

Agile Proposal Writing



To get feedback faster and more efficient from as many people as possible To secure consensus on key aspects of the proposal

To spot inconsistencies, overlaps or conflicts and tackle them on time

To demonstrate progress to the team, acknowledge contributions and maintain/increase engagement











#### Step 11: Finalise and submit

#### Submit the proposal

- Coordinator's job
- Full online process
- Send your contributions in time
- Check Part A
- Check Budget







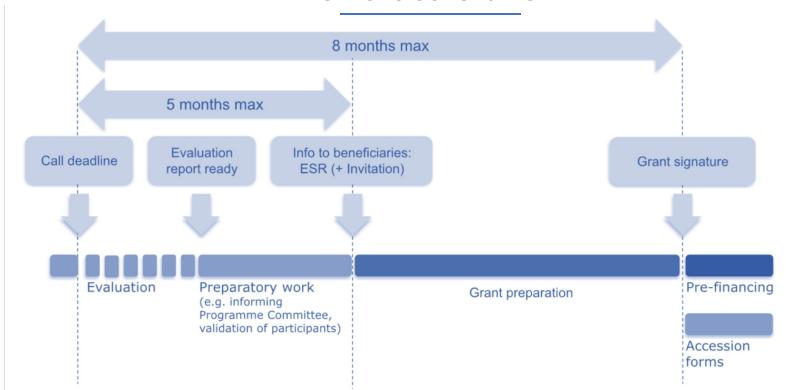






### Step 12: Follow up

How evaluations work













Wrap up the session!

Understanding EU Funding

Coordinator or Participant

- The roadmap to participation in a Horizon Europe proposal
- Horizon Europe StrategicPlans and WorkProgrammes
- Understanding how proposal writing works and how to join a consortium











# Q&A

Time to ask your questions!



