




TURKEY IN HORIZON 2020
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This project is co-financed by the
 European Union and the Republic of Turkey
 Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından
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H2020 Thematic Oriented Training "Energy Efficiency Calls"

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Overview

- 2017 Energy Efficiency Call priorities
- Exercise on the proposal outline
- Addressing the evaluation criteria
- The importance of impact








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Key aspects of Horizon 2020

- Research, innovation and **market uptake**
- Priorities – usually defined in Work Programmes
- Collaborative in majority of cases
- European impact
- Innovative at European level

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Market Uptake Measures (called CSA)

Key aspects:

- Looking to put the outcomes of RIA and IA into the market
- Impact of project = change on the ground
- Therefore key market actors need to be involved

Impact is required in one or more of the following **fields of delivery**:

- **Enabling policy** - activities which remove governance barriers and support development and implementation of sustainable energy policies and legislation at EU, national and local level.
- **Preparing the ground for investment** - activities which mobilise finance for sustainable energy investments and trigger investment.
- **Building capacities and skills** - activities which improve the capacity and skills of European market actors

H2020 Key Messages to date

- Challenge driven approach restricts the guidance that the Commission can give, **up to proposers to justify the fit**
- Focus on **action not on research** to identify what action is required
- Impact of project should be **change on the ground**
- Therefore relevant **key actors/stakeholders** need to be actively involved
- Need to address ‘Specific Challenge’ **and** the ‘Scope’ of the Call topic
- **Dissemination plan** and **link to impact** must be convincing
- Vital to describe how the project will contribute to the ‘Expected Impact’ set out in the Call topic

Work Programme Structure

EE-09-2016-2017: Engaging and activating public authorities

Specific Challenge: Due to their spending power and pivotal role within the community, the public sector is an important driver in supporting a market transformation towards more efficient energy systems, buildings, products, services and towards stimulating a general public behaviour for increased uptake of energy efficiency solutions.

Scope: a) Actions aiming at engaging public authorities – open in 2016

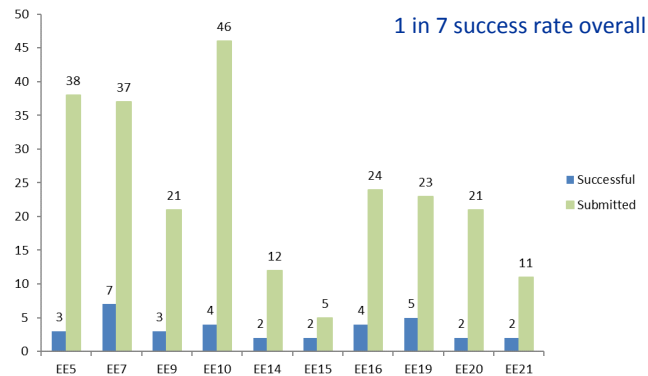
Proposals demonstrating an innovative approach in empowering public authorities to step up their active role to develop, finance and implement ambitious sustainable energy plans and measures (for instance by capitalising on synergies with the Covenant of Mayors or Smart Cities & Communities or similar public initiatives), on the basis of reliable data. Public actors are encouraged to adopt a multi-stakeholder approach and to look at sectors with high energy saving potential such as buildings, industry and urban mobility, as well as to take into consideration the integration of relevant indoor environment quality³⁷ criteria regulations when increasing energy efficiency performance of buildings.

Expected Impact: The proposed actions are expected to demonstrate the impacts listed below:

- Primary energy savings, renewable energy production and investments in sustainable energy triggered in the territory of participating parties by the project within its duration (respectively in GWh/year and million Euro of investments per million Euro of EU funding); (for a & b)

NB - Extract, not full text

2015 Call results



EE projects with Turkish involvement

| | | | |
|---------------|---|---|-----|
| Train-to-NZEB | Train-to-NZEB: The Building Knowledge Hubs | EGE UNIVERSITESI | CSA |
| R4E | Roadmaps for Energy | Istanbul Metropolitan Municipality | CSA |
| BUILD UPON | A multi-stakeholder Regional Action Network as a living structural base to effectively help define and implement deep energy efficient building renovation at local, national and European level. | CEVRE DOSTU YESIL BINALAR DERNEGI IKTISADI ISLETMESI | CSA |
| TRIBE | TRaining Behaviours towards Energy efficiency: Play it! | OZYEGIN UNIVERSITESI | RIA |
| PEAKapp | Personal Energy Administration Kiosk application: an ICT-ecosystem for Energy Savings through Behavioural Change, Flexible Tariffs and Fun | 1.BASKENT ELEKTRIK DAGITIM ANONIM SIRKETI 2.ELEKTRIK DAGITIM HIZMETLERI DERNEGI BASKANLIGINA | RIA |
| MSTYR15 | Market Surveillance Action for Tyres 2015 | MINISTRY OF SCIENCE, INDUSTRY AND TECHNOLOGY | CSA |
| Indus3Es | Industrial Energy and Environment Efficiency | Turkiye Petrol Rafinerileri Anonim Sirketi | RIA |

Energy Challenge WP 2017

- 4 Call areas:
 - **Energy Efficiency**
 - Competitive Low Carbon Energy
 - Smart Cities and Communities
 - SME Instrument
- 2017 Calls – deadline for Energy Efficiency topics of 7th June 2017

http://ec.europa.eu/research/participants/data/ref/h2020/wp/2016_2017/main/h2020-wp1617-energy_en.pdf

EE-2017: Energy Efficiency Call

Coverage of the Call with June 2017 deadline (55M€ total budget):

- Heating and cooling
- Engaging consumers towards sustainable energy
- Buildings
- Industry, services and products
- Innovative financing for energy efficiency investments

Heating and cooling (1)

| Topic | EU contribution per project (M€) |
|--|----------------------------------|
| <p>EE-02-2017: Improving the performance of inefficient district heating (CSA)</p> <p>Scope – Actions are needed to accelerate the cost effective and energy efficient retrofitting of existing, inefficient district heating networks. Activities supported under this topic should replicate or develop successful technical, managerial, organisational and financial approaches and should lead to the initiation of concrete schemes that guarantee substantial primary energy savings and efficiency gains, including the use of renewable and residual sources of heat as appropriate. As necessary, actions should consider interventions that are needed on the building side, e.g. retrofitting and /or modifications of internal heat distribution systems and system and end user controls.</p> <p>Impact – Primary energy savings and GHG emission savings triggered by the proposed actions (compared to best available solution existing today), considering the different climate regions of Europe; Increased share of waste/residual and renewable sources of heat; Scale of the replicability potential of the proposed solutions; Number of retrofitting approaches initiated by the project within its duration which are integrated in the regional or national action plans.</p> | 1 to 2 |

Deadline – 7th June 2017

Project brochure - http://ec.europa.eu/easme/sites/easme-site/files/heating_and_cooling_projects_market_uptake_activities_0.pdf

IEE* project example – SmartReFlex (1)

IEE project – SmartReFlex

Developed tools, concepts and practical local experiences on the topic of renewable district heating and cooling, to be shared with all the interested stakeholders: Regional authorities and local communities (residents, commercial and industrial enterprises), district heating and cooling suppliers, utilities, contractors, component suppliers, service providers and other professionals, policy makers at all levels.

Led by Ambiente Italia (Italy)

- **13 partners** - from Germany, Ireland, Denmark, Spain
- Total project budget of **€1.4m** with **€1.1m** funding from IEE
- Project started in April 2014 and will finish in March 2017
- More details at <http://www.smartreflex.eu/en/home/>



*IEE = Intelligent Energy Europe Programme

IEE project example – SmartReFlex (2)

IEE project – SmartReFlex

Results:

- 12 improved policies at regional and local level for the promotion of RES DH
- 6 regional task forces with 60 stakeholders actively involved
- 18 high level training seminars (144 hours) with 120 participants
- 14 new systems using high shares of renewable energy sources for district heating and cooling
- More than 10 replication cases of the SmartReFlex model beyond the project boundaries

No quantified impact available yet



Consumers (1)

| Topic | EU contribution per project (M€) |
|---|----------------------------------|
| <p>EE-06-2017: Engaging private consumers towards sustainable energy (CSA)</p> <p>Scope – Develop and roll out tailored and effective and innovative engagement actions to motivate changes in consumers' sustainable energy behaviour that would result in reduced energy consumption in buildings, heating/cooling systems and/or appliances. The proposed actions should focus on clearly defined target groups of private consumers (individuals or collectives), using market segmentation.</p> <p>All relevant stakeholders necessary for the successful implementation of the action should be involved and it is expected that relevant consumer organisations, in particular, are either directly involved or their support is clearly demonstrated in the proposal. Actions should preferably cover a wide geographic area through complementary actions covering various parts of the EU.</p> <p>Six topics areas are listed, can cover one or more (see Work Programme for list)</p> <p>Impact – Primary energy savings triggered by the project within its duration (in GWh/year per million Euro of EU funding). Renewable Energy production and investments in sustainable energy triggered by the project within its duration (for actions on prosumers/consumers groups, respectively in GWh/year and million Euro of investments per million Euro of EU funding);</p> | <p>1 to 2</p> |

Deadline – 7th June 2017

Project brochure - <http://ec.europa.eu/easme/sites/easme-site/files/People%20have%20the%20Power%20IEE%20report.pdf>

Consumers (2)

| Topic | EU contribution per project (M€) |
|--|----------------------------------|
| <p>EE-09-2017: Engaging and activating public authorities (CSA)</p> <p>Scope – 2017 – a) Actions aiming at engaging public authorities - Proposals demonstrating an innovative approach in empowering public authorities to step up their active role to develop, finance and implement ambitious sustainable energy plans and measures on the basis of reliable data.</p> <p>Six possible areas of activity, focus on one e.g. Innovative ways to enable public engagement in the energy transition, developing interface capacities within public authorities to engage with civil society</p> <p>2017 – b) Peer to peer learning for public authorities – support to facilitating organisations which are identifying the peer-learning potential and facilitating in-depth exchange across Europe.</p> <p>Impact – Primary energy savings, renewable energy production and investments in sustainable energy triggered in the territory of participating parties by the project within its duration (respectively in GWh/year and million Euro of investments per million Euro of EU funding). Plus others according to topic.</p> | <p>1 to 2</p> |

Deadline – 7th June 2017

H2020 project example – PEAKapp

H2020 project – PEAKapp – Research and Innovation Action

Personal Energy Administration Kiosk application: an ICT-ecosystem for Energy Savings through Behavioural Change, Flexible Tariffs and Fun

Led by Energy Institute (Austria)

- 9 partners - from Netherlands, Spain, Germany, Turkey (ELDER – Elektrik Dagitim Hizmetleri Dernegi and BED - Baskent Elektrik Dagitim A.S), Estonia, Denmark
- Total project budget of €1.9m with €1.9m funding from H2020
- Project started in March 2016 and will finish in February 2019
- More details at <http://www.peakapp.eu/>



Buildings (1)

| Topic | EU contribution per project (M€) |
|--|----------------------------------|
| <p>EE-11-2017: Overcoming market barriers and promoting deep renovation of buildings (CSA)</p> <p>Scope – Focus on overcoming market barriers to deep renovation within the value chain. Any building type may be included (public or private, residential or non-residential). Proposals should strive to achieve "deep renovation" (at least 60% energy savings compared to pre-renovation levels) or aim towards Nearly Zero Energy Buildings (NZE) performance. Must address two of the five listed options e.g. support to consumers or end-users, address the gap between designed and actual energy performance, support the use of existing financial mechanism.</p> <p>Impact – Increased rate of renovation in the targeted area or sector. Increased number of individual deep renovations. Energy savings and renewable energy triggered through deep renovations. Increased compliance rate in deep renovations. Improved environmental sustainability of deep renovation solutions.</p> | 1 to 2 |

Deadline – 7th June 2017

Project brochure - https://ec.europa.eu/easme/sites/easme-site/files/practical_approaches_to_the_buildings_renov_challenge.pdf

Buildings (2)

| Topic | EU contribution per project (M€) |
|--|----------------------------------|
| <p>EE-14-2017: Construction skills (CSA)</p> <p>Scope – Upgrading or setting up large-scale qualification and training schemes. Proposals are to address coordination and accompanying measures (e.g. voluntary certification schemes, accreditation, mutual recognition, incentives to encourage the participation of craftsmen, sustainability of the schemes, etc.). Running training actions will not be in the scope of the proposal.</p> <p>Proposals should take note of the BUILD UP Skills initiative, in particular the strong links with National Qualification Platforms and the implementation of the recommendations of the national qualification Roadmaps, and taking into account the European Qualifications Framework (EQF).</p> <p>Impact – Measurable energy savings and/or renewable energy production resulting from improved skills. Improved market recognition of skills in the building sector (industry standards).</p> <p>Possible to submit as a single legal entity, consider impact when deciding the approach.</p> | 0.5 to 1 |

Deadline – 7th June 2017

IEE project example – Request2Action

IEE project – Request2Action

This project addresses information barriers to energy efficient retrofit. Request2Action will **stimulate uptake and investment in retrofit** by providing accurate, trustworthy data about the costs, benefits & opportunities for low carbon retrofit. It will **bring together market actors** (householders, suppliers and policy makers) through a one-stop shop model, informing supply-side market actors (investors, product suppliers, local authorities) where the best retrofit opportunities lie. Several pilot projects will test new approaches to presenting and disseminating information.

Led by Energy Saving Trust (UK)

- **8 partners** - from Greece, Portugal, Slovakia, Belgium, Poland, Italy, Austria and the Netherlands
- Total project budget of **€2.1m** with **€1.6m** funding from IEE
- Project started in April 2014 and will finish in March 2017
- More details at <http://building-request.eu/>



Industry, services and products (1)

| Topic | EU contribution per project (M€) |
|---|----------------------------------|
| <p>EE-15-2017 Increasing capacities for actual implementation of energy efficiency measures in industry and services (CSA)</p> <p>Scope – Proposals should focus on one of the following topics:</p> <ul style="list-style-type: none"> • Capacity building programmes for qualified and/or accredited experts carrying out energy audits. • Staff trainings and capacity building programmes to enhance corporate policy towards energy efficiency, energy culture (motivations, behaviour change, mitigation of perceived risks and barriers) and sustainable supply-chain initiatives. <p>Proposals should demonstrate how the proposed activities will be continued commercially beyond the project lifetime. Involvement of relevant multiplier organisations is encouraged.</p> <p>Impact – Primary energy savings triggered by the project within its duration (in GWh/year per million Euro of EU funding); Market stakeholders with increased skills/capability/competencies (to be measured in number of people with increased capacity) and long-lasting training tools; Number of people/enterprises with enhanced energy culture documenting why and how changes are an effect of particular measures taken, as well in terms of the sustainability of the behavioural change.</p> | 1 to 2 |

Deadline – 7th June 2017

Project examples - <https://ec.europa.eu/easme/en/industry-products-and-services>

Industry, services and products (2)

| Topic | EU contribution per project (M€) |
|--|----------------------------------|
| <p>EE-16-2017 Effective implementation of EU product efficiency legislation (CSA)</p> <p>Scope – Provide support for joint surveillance actions. Proposals should focus on building up the monitoring, verification and enforcement of the EU's energy-related products policy, in particular for those products that represent the highest energy saving potential and with lower compliance rates or those regulated products that represent new challenges for market surveillance.</p> <p>Actions must include the relevant market surveillance authorities at least one per participating country, in their consortia.</p> <p>Impact – Primary energy savings triggered by the project (in GWh/year per million Euro of EU funding) corresponding to the energy losses avoided from non-compliance; Increase of confidence among purchasers, manufacturers and retailers; Contribution to the enforcement of EU product legislation.</p> | 1 to 2 |

Deadline – 7th June 2017

Industry, services and products (3)

| Topic | EU contribution per project (M€) |
|--|----------------------------------|
| <p>EE-18-2017 Energy efficiency of industrial parks through energy cooperation and mutualised energy services (CSA)</p> <p>Scope – Proposals should improve the energy efficiency of industrial parks (or neighbouring businesses) by unlocking the market potential for energy cooperation and by supporting the demand and offer of mutualised high-quality energy services.</p> <p>Proposals should address at least one of the following aspects:</p> <ul style="list-style-type: none"> •implementation of energy cooperation between businesses - develop and test instruments facilitating the actual implementation of energy cooperation between businesses. Proposals should address related capacity building issues to identify and accelerate the development of energy cooperation. •implementation of joint energy services - develop and test replicable business models and service concepts for joint energy services provided by ESCO or other relevant third party. Proposals should address related capacity building issues to boost the market for joint contracting energy services in industrial parks. <p>Impact – Primary energy savings triggered by the project (in GWh/year per million Euro of EU funding); Deployment of replicable energy concept with the goal to increase the competitiveness of enterprises; Deployment of replicable business models and market offer for joint contracting energy services for industrial parks.... See WP for further impacts.</p> | 1 to 2 |

Deadline – 7th June 2017

Industry, services and products (4)

| Topic | EU contribution per project (M€) |
|---|----------------------------------|
| <p>EE-19-2017 Public Procurement of Innovative Solutions for energy efficiency (PPI)</p> <p>Scope – Actions enabling a group of procurers (buyers group) to undertake a PPI procurement for innovative solutions for, products, services buildings (NZEB, renovation) which are not yet available on a large-scale commercial basis, and which have energy performance levels that are better than the best levels available on the market. Proposals should include a clear action plan to communicate experiences and results towards potential replicators across the EU.</p> <p>Impact – Prepare and implement the PPI procurement and PPI contracts within the timeframe of the project to ensure the first application / commercialisation of the innovative solutions. Energy performance levels of new buildings should be at least 25% better than current regulations or reach NZEB performance levels. For existing buildings, energy savings of at least 60% compared to the existing building should be reached, using innovative solutions. Products and services, should demonstrate at least 25% better performance in terms of energy efficiency than the available performance levels.</p> | 1 to 2 |

Deadline – 7th June 2017

H2020 project example – EnergyWater

H2020 project – EnergyWater – Coordination and Support Action

EnergyWater project is the first step to improve energy efficiency by developing the tools and the network to make “energy efficiency” something real for manufacturing companies across Europe.

led by Instituto Tecnológico De Castilla y Leon (Spain)

- **9 partners** - from UK, Spain, Cyprus, France, Ireland, Greece, Belgium, Italy
- Total project budget of **€2m** with **€2m** funding from H2020
- Project started in February 2016 and will finish in January 2019
- More details at <http://energywater-project.eu/>

More information later



Finance (1)

| Topic | EU contribution per project (M€) |
|---|----------------------------------|
| <p>EE-22-2017: Project Development Assistance (CSA) Possible to submit as a single legal entity.</p> <p>Scope – The aim of the action is to build technical, economic and legal expertise needed for the project development and leading to the launch of concrete investments. The proposed investments will be launched before the end of the action which means that the project should result in signed contracts (or launched tendering procedures as appropriate) for sustainable energy investments to that effect, e.g. construction works, energy performance contracts, turnkey contracts.</p> <p>The PDA focuses on sectors of existing public and private buildings; street lighting; retrofitting of existing district heating/ cooling; energy efficiency in urban transport (such as transport fleets, the logistics chain, e-mobility, modal change and shift) in urban/sub-urban agglomerations and other densely populated areas and energy efficiency in industry and services.</p> <p>This PDA facility focuses on small and medium-sized energy investments of at least EUR 7.5 million to EUR 50 million.</p> <p>Impact – Every million Euro of Horizon 2020 support should trigger investments worth at least EUR 15 million. Primary energy savings, renewable energy production and investments in sustainable energy triggered in the territory of participating parties by the project within its duration (respectively in GWh/ year and million Euro of investments per million Euro of EU funding).</p> | 0.5 to 1.5 |

Deadline – 7th June 2017 **Project examples** - <http://tinyurl.com/gue8jze>

Finance (2)

| Topic | EU contribution per project (M€) |
|--|----------------------------------|
| <p>EE-23-2017: Innovative financing schemes (CSA)</p> <p>Scope – Proposals should address the development or replication of innovative financing schemes including various forms of on-bill financing (e.g. utility-financed). Proposals should include capacity building on innovative financing for specific groups of stakeholders such as Member States, public authorities, energy agencies, energy consultants, and the financial sector, led by or involving professional federations or associations at the national level as appropriate.</p> <p>Impact – Delivery of innovative financing schemes that are operational and ready to finance energy efficiency investments. Market stakeholders with increased skills/capability/competencies (to be measured in number of people with increased capacity) and long-lasting training tools.</p> | 1 to 2 |

Deadline – 7th June 2017

Finance (3)

| Topic | EU contribution per project (M€) |
|--|----------------------------------|
| <p>EE-24-2017: Making the energy efficiency market investible (CSA)</p> <p>Scope – Proposals should address one or more of the following:</p> <ul style="list-style-type: none"> • Development, demonstration and promotion of frameworks for the standardisation and benchmarking of energy efficiency investments • Gathering, processing and disclosing large-scale data on actual financial performance of energy efficiency investments • Targeting institutional investors (e.g. public pension schemes) in order to increase the share of their funds invested in energy efficiency, or to develop specific funds or investment products <p>Impact – Reduced uncertainty as regards investments into energy efficiency and increased investors' confidence. Higher allocation of institutional investments to energy efficiency.</p> | 1 to 1.5 |

Deadline – 7th June 2017

H2020 project example – ICPEU

H2020 project – Investor Confidence Project EU - Coordination and Support Action

The Investor Confidence Project (ICP) Europe aims to unlock access to financing for the building renovation market by standardizing how energy efficiency projects are developed and measured. The project will work with key stakeholders to develop open source Protocols and apply them to real projects.

Led by EnergyPro Ltd (UK)

• **5 partners** - from UK, Germany, Portugal and Austria

• **Total project budget of €1.9m** with **€1.9m** funding from H2020

• **Project started in February 2015** and will finish in February 2018

• **More details at <http://europe.eepformance.org/>**



Overview

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- 2017 Call priorities
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Proposal outline

3 step approach to project planning:

- **What is the problem that you plan to address?** e.g. market barrier to uptake of technology, reluctance to introduce energy saving measures
- **What do you propose to do to address it?** e.g. what activities will you deliver and how do you know they will work?
- **What changes will occur as a result of your proposed activity?** e.g. demonstrate impact linked to energy saving/renewable energy production

Project example - consumers

SMART-UP <http://smartup-project.eu/about/>

Problem - studies have shown that **Smart Meters do not lead to energy savings** in the residential sector unless households actively use them and are encouraged to modify their everyday practices. This project intends to fill this gap, while also raising awareness on demand response services.

Activity –

- **Develop a training program** for installers, social workers and other frontline staff in contact with vulnerable people
- 50 to 100 installers or other **frontline staff will be trained** in each project partner's country. Each of them will **deliver face-to-face advice** to 10 to 20 households, so as to reach **1,000 households in each country**.
- DSO and energy utilities (depending on the national context) will be involved to provide the necessary support for this experiment and to **ensure further dissemination of the training packages**.
- **What will change as a result** – Vulnerable consumers will be encouraged to take action by changing energy-related behaviours and consumption habits in order to achieve an **average of 10% energy savings**

Project example - buildings

ZEBRA2020 <http://zebra2020.eu/>

Problem - lack of a large-scale uptake of Nearly Zero Energy Building (nZEB) construction and renovation

Activity - assisting the European building industry, policy makers at EU and member state level and energy agencies in developing frameworks for accelerating the nZEB market-uptake.

20 high-level relevant and responsible national and/or regional policy makers and market actors are continuously involved in the project, discuss the results and provide inputs.

What will change as a result – increased investor confidence in the market transition as a result of improved policy frameworks leading to accelerated nZEB construction and renovation (quantify based on market studies).



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energy water

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Project example - industry

EnergyWater <http://energywater-project.eu/>

Problem - Water treatment processes represent a relatively high share of energy consumption in the manufacturing industry (with an average of the 20% of total energy consumption). **Since water management in companies is typically not a core activity, it is often neglected.**

Activity –

- Identify energy saving potentials and benchmark energy performance through an **Energy Management Self-Assessment (EMSA) collaborative web-tool**.
- **Create an “Energy Angels” network**: facilitating contacts with skilled energy managers and auditors and providing access to support for the implementation and financing of water energy efficiency projects.
- Compile the best energy saving strategies to manage industrial water processes in a **guidance document**.
- Make public authorities part of the EnergyWater project with the objective to **identify and remove regulatory and non-regulatory barriers** to the use of energy performance contracting and other third-party financing arrangements for energy savings.

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energy water

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Project example - industry

What will change as a result –

Expected Results

The main project impacts related to the addressed topic are:

| Target | Project objective | Perspective 2020 | How to reach this objective |
|--------------------------------------|-------------------|------------------|--|
| Primary energy savings | 26 GWh | 78 GWh | Energy Angels will play a key role implementing energy efficiency measures. |
| Skilled energy managers and auditors | 200 | 400 | Training modules designed in the framework of the Energy Angels network |
| Investments made | 1.300.000 € | 3.000.000 € | Energy Angels in general and ESCOs in particular will implement energy efficiency investments in the manufacturing industries. |
| Policy makers influenced | 100 | 150 | Meeting with policy makers will be organised for a better implementation of energy efficiency policies and support |

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energy water

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Exercise – proposal outline

Prepare summary for a proposal idea in one of the EE Call priority areas – a couple of sentences per section

- **What is the problem that you plan to address?** e.g. market barrier to uptake of technology, reluctance to introduce energy saving measures
- **What do you propose to do to address it?** e.g. what activities will you deliver and how do you know they will work?
- **What changes will occur as a result of your proposed activity?** e.g. demonstrate impact linked to energy saving/renewable energy production

http://ec.europa.eu/research/participants/data/ref/h2020/wp/2016_2017/main/h2020-wp1617-energy_en.pdf

TURKEY HORIZON 2020
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HORIZON 2020
THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

Evaluation criteria

3 evaluation criteria

- Excellence
- Impact
- Implementation

Score range of 0 to 5. The threshold for individual criteria is 3. The overall threshold, applying to the sum of the three individual scores is 10.

For each of the three criteria there are “aspects” (sub-criteria) to take into account e.g. soundness of the concept

Addressing the evaluation criteria

Exercise to familiarise ourselves with the “aspects” and draw out some key messages from the evaluator comments.

Exercise – link the evaluator comment to the relevant evaluation criterion aspect. The evaluation criterion aspects are numbered on the handout and there is a space next to each evaluator comment to record your answer.

Also highlight the suggestions in the evaluator comments about what should be included in the proposal e.g. evidence to support the calculations.

Key messages - Excellence

- Define **clear, focused, quantified objectives** (3 to 5 goals for the project)
- Make a clear link to the Specific Challenge and Scope of the Call **topic**
- Include a **thorough** description of the state of the art and how the activities will **build upon it and advance it**
- Convince the evaluators that the concept will work, **justify your approach** (evidence) and highlight any unique selling points

Excellence – evaluator comments

- ✓ The proposal is very good, clear and pertinent in general: overall, the **objectives are interesting and ambitious**. However, some of them are **not sufficiently focussed**.
- ✓ The **approach of the project is generally appropriate** for the stated objectives.
- ✓ The **concept is very sound**. The advantages of the concept have been **convincingly described**.
- X The description of the background and existing initiatives is **somewhat superficial**, and it is **unclear how the consortium plans to build on running/past projects**.
- X The **current situation in different participating countries is not sufficiently analysed** and neither are the differences (legislation, responsibilities and processes) on the European level.
- X The overall approach is not credible as it **fails to adequately involve the key stakeholders** and does not clearly answer the needs of the target groups.
- X The **gender approach is weak** because the proposal does not involve a proper analysis of the role and significance of gender aspects in relation to energy.

Key messages - Impact

- Ensure there is a **link** between your programme of work and expected impact
- **Explain** how you have calculated your baseline
- **Quantify** the expected impact
- **Explain** the assumptions you have used to extrapolate the expected impact
- Describe how you will **monitor** the project and measure the impact
- Include a **detailed** dissemination plan that is **tailored** to the stakeholders and explains their involvement
- Explain how the work will be **continued** after the end of the project

Impact – evaluator comments

- ✓ The **specific impact for each country** is considered and this is a positive aspect.
- ✓ The proposal **addresses the expected impact listed in the work programme**. Short-term, medium and long-term impacts are provided. The economic and social impacts including jobs creation and affordable energy supply are presented in a **measurable way and in relation with the objectives of the proposal**.
- X The presented dissemination and communication plans are appropriate for increasing the visibility to the project, however as presented, **they are not fully suitable to reach the target groups**.
- X The **impact analysis is very vague**. The claimed impacts are **not supported by appropriate and credible evidence**.

Key messages - Implementation

- Follow a **logical** structure including clear feedback loops
- Provide sufficient detail to **justify** the budget allocations
- Include a **consistent** level of detail for each work package
- Include a **risk plan**
- **Explain** why the project team has been selected
- **Consider** the balance of effort and whether the partners have provided evidence that they have sufficient operational capacity

Implementation – evaluator comments

- ✓ The overall work plan is **coherent and well adapted** to the proposal's targets. The allocation of tasks and resources is **balanced** and **reflects the skills** of the partners.
- ✓ The consortium **has all the relevant skills** and the **partners complement each other**.
- ✓ The work packages and the tasks are **detailed and well-structured**.
- X The mitigation measures for the risks addressed **are not fully satisfactory**.
- X There is a **lack of information on costs**, particularly relating to subcontractors. The subcontracted activities are **not sufficiently explained**.

Overview

- Brief introduction to Horizon 2020
- 2017 Call priorities
- Exercise on the proposal outline
- Addressing the evaluation criteria
- **The importance of impact**



Impact

- What is impact?
- Importance of impact in Horizon 2020
- Impact section of the proposal template
- Measures to maximise impact
- Key messages
- Next steps

What is impact?

The change that will occur as a result of your activity

Example

- **Objective** – to increase the chances of your Horizon 2020 proposal being successful
- **Activity** – attending this training
- **Impact** – estimated 40% increase in chance of success (figure based on evidence that the success rate for UK organisations was 40% higher if they contacted the National Contact Point) – includes **quantification** and **explanation** for quantification estimate

Importance of impact

- One of three evaluation criteria (excellence, **impact**, implementation) – threshold vs score needed for funding
- Focus on meeting 2020 targets means Commission wants to fund projects that will have impact
- Justification of **overall impact** of Horizon 2020 funding
- Emphasis on European competitiveness and jobs as well as energy technology related impacts

Before you start writing, ask yourself

- What will be the result of your project?
- Who wants these results? e.g. developers, investors, policy makers, regulators, public = **target groups**
- How do you plan to inform the target groups about the results? = **dissemination**
- How will the target groups use these results? = **exploitation/replication**
- What will happen when the target groups use the results? = **impact**
- How will you know what has happened? = **monitoring**
- What further steps will be needed? = **path to market/sustainability**

Proposal template (1)

Section 2.1 Expected impacts

- **Describe** how your project will contribute to each of the expected impacts mentioned in the Work Programme, under the relevant topic
- **Describe** any barriers/obstacles that may determine whether and to what extent the expected impacts will be achieved

NB - Include quantification wherever possible

Proposal template (2) – impact tables

| Field of delivery | Project Performance Indicator | Quantification | Measurement unit |
|--------------------------------------|---|----------------|---|
| Enabling policy | Policies and strategies created/adapted to include sustainable energy issues at all governance levels | | Number of citations / statements from governance bodies |
| Preparing the ground for investments | Cumulative Investments made by European stakeholders in sustainable energy | | m€ |
| Building capacities and skills | Market stakeholders with increased skills/capability/competencies on energy issues | | Number of people with increased capacity |

| Project Performance Indicator | Quantification | Measurement unit |
|--|----------------|--|
| Energy savings triggered by the project within its duration | | Primary energy savings triggered (GWh/year) |
| Renewable Energy production triggered by the project within its duration | | Renewable Energy production triggered (GWh/year) |

Examples of impact listed in WP

- Primary energy savings triggered by the project within its duration (in GWh/year per million Euro of EU funding).
- Investments in sustainable energy triggered by the project within its duration (million Euro of investments per million Euro of EU funding).
- Increased rate of renovation in the targeted area or sector.

Calculating impact

Elements of the calculation:

- Baseline/starting point
- Assumptions
- Evidence to support extrapolations
- Method
- Measurement units

Be ambitious but don't say that your proposal can solve all the energy challenges on its own.

Calculating impact - example

Baseline – typical resident's energy usage is X KWh per annum.
60 energy ambassadors are trained.

Assumptions:

Each energy ambassador improves the capacity of 40 residents per annum.

Of 2400 residents with increased capacity, 75% improve their energy efficiency by 10% (reference to relevant study to back up assumptions)

Estimated energy savings = $1600 \times 10\% \times X$ KWh per annum.
 $60 \times 40 \times 75\%$

Proposal template (3)

Section 2.2 Measures to maximise impact

2.2a Dissemination and exploitation of results

- **Provide** a draft 'plan for the dissemination and exploitation of the project's results'. **Show** how the proposed measures will help to achieve the expected impact of the project.
- **Include** a business plan where relevant
- **Refer** to Pilot on Open Research Data
- **Outline** the strategy for knowledge management and protection e.g. patents, licensing – link to **exploitation**

What is dissemination?

- Public disclosure of results by **appropriate** means
- Process of making the results available to **target groups** and to a wider audience
- Aim is to result in **exploitation/replication** thus leading to **impact**
- Dissemination will take place **throughout the project**, not only at the end
- **Adaptable** to take account of project progress and changing needs of the target groups
- **Different** to communication

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Elements of dissemination

Why What How When Whom

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Dissemination and exploitation plan

How will you reach your target groups?

- At conferences
- Through publications
- Through multipliers e.g. trade associations, consumer organisations
- At meetings with government officials (policy), regulators (framework rules), standards authorities (standardisation)
- Via internships/staff exchange/training programmes

Ask yourself have you provided a route to achieve the impacts?

- If you say you will bring policy change, have you included a mechanism for this?
- If you say you will reduce installation costs/times, have you explained how installers will know about your work and change their way of working as a result?

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Proposal template (4)

Section 2.2 Measures to maximise impact

2.2b Communication

- **Describe** the proposed communication measures for promoting the project and its findings during the period of the grant. **Measures should be proportionate** to the scale of the project, with clear objectives. They should be **tailored to the needs of different target audiences**, including groups beyond the project's own community. Where relevant, include measures for **public/societal engagement** on issues related to the project.

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What is communication?

- Raising **awareness** of the project
- Helps to remove **barriers** to exploitation/replication e.g. raising awareness of a activity amongst the public
- Communication will take place **throughout the project**, not only at the end
- **Different** to dissemination

Communication activity

How will you promote the project and its findings?

- **Websites** – how will you direct people to it and sustain it? Consider linking with other organisations
- **Brochures and booklets** – why would people read your material when they receive so much information?
- **Visitors centres** – how will you ensure people visit?
- **Media coverage** – why would anyone watch your YouTube video?

Consider language issues with material produced – translation costs

Key messages for proposal preparation

- Make the **link** between the work plan and impact
- **Difference** between dissemination and communication
- Calculating impact – **show your working and assumptions**
- Monitoring impact - **include costs for this**
- Impacts **beyond** the project – what will be the continued/sustained impact
- **Select** partners to increase impact
- Engage with the target group/users **early in proposal development**
- Engage **specialists** to undertake dissemination and communication

Next steps

- Start **now** on drafting the impact section, do not leave it until you have drafted the other sections
- Ask for **input** from partners to the:
 - calculation of impact
 - dissemination plan relevant to their country
 - approach to monitoring impact
 - communication plan

Reference documents

- Horizon 2020 Work Programme
- Proposal template
- Horizon 2020 evaluation criteria
- Horizon 2020 indicators. Assessing the results and impact of Horizon
<https://ec.europa.eu/programmes/horizon2020/en/news/horizon-2020-indicators-assessing-results-and-impact-horizon>
- PEDR factsheet from IPR helpdesk
https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf

Further information

Recordings from European Energy Efficiency Info Day

<https://ec.europa.eu/easme/en/horizon-2020-secure-clean-and-efficient-energy-info-day>

Project examples

http://cordis.europa.eu/projects/home_en.html

<https://ec.europa.eu/energy/intelligent/projects/>

Proposal development workshop, 9th March

- Focus on the Energy Efficiency Call
- Opportunity to meet partners and to form a consortium
- Linked to the Ecobuild conference in London and EEN matchmaking event (8th March)
- Proposal development workshop, London, 9th March 2017
- Invitation to attend or send ideas/information on capability

<http://docs.euenergyfocus.co.uk/>

[Invitation_to_H2020_proposal_development_workshop_090317.pdf](http://docs.euenergyfocus.co.uk/Invitation_to_H2020_proposal_development_workshop_090317.pdf)

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