
H2020 Focused Group Training

Spreading Excellence and Widening Participation

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PRESENTATION CONTENT



- Background information
- General data about Twinning Call(s)
- The elements of successful project proposal
- Case study (project FOODstars)



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BACKGROUND INFORMATION



- Founded in 2007 by the Executive Council of the Autonomous Province of Vojvodina
 - Independent scientific institution
 - Food and feed research

Research is financed by:

- The Republic of Serbia(Ministry of Education, Science and Technological Development)
 - The Province of Vojvodina
 - EU (FP7, H2020, COST)



www.fins.uns.ac.rs

BACKGROUND INFORMATION



- Food technologist
- Principal Research Fellow
- Research interest: cereal quality and processing; dough rheology; application of near infrared spectroscopy in food control; design of experiments; chemometrics; reutilization of food waste in food processing

Experience in project management:

- Coordinator of provincial project (2014-2015)
- Coordinator of the bilateral project Serbia-Slovenia (2016-2017)
- MC member in COST action (2016-2020) www6.inra.fr/foodmc
- Coordinator of the H2020 project (2015-2018) foodstars.uns.ac.rs

WORKSHOP

How to develop a successful TWINNING PROPOSAL

GENERAL INFORMATION ABOUT THE CALL



- Topic: Twinning
- Call identifier: WIDESPREAD-05-2017
- Type: Coordination and support action (CSA)
- Work Programme Year: H2020-2016-2017
- Work Programme Part: Spreading Excellence and Widening Participation
- Model: single-stage
- Opening: 11 May 2017
- Deadline: 15 November 2017 17:00:00 (Brussels time)
- Available budget: 30 mil EUR (20 mil EUR ??)
- Link:
<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/widespread-05-2017.html>



OVERALL RESULTS OF THE H2020-TWINN-2015 CALL

- Available budget: 66.24 mil EUR
- Budget requested for threshold proposals: 323 mil EUR
- Submitted proposals: 553 (20 from Serbia)
- Above-threshold proposals: 321 (58%)
- Funded proposals: 66 (2 from Serbia)
- Success rate: 12%



Twinning in Horizon 2020

“An experiment in institutional networking to raise excellence”



Dimitri CORPAKIS

Head of Unit, RTD-B5
Spreading Excellence and
Widening Participation,
Directorate for Open Innovation
and Open Science



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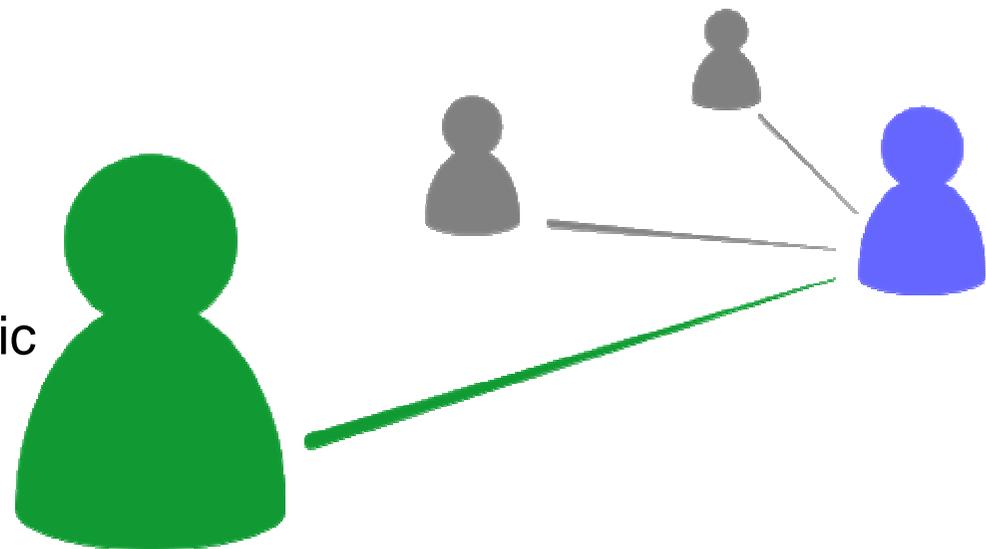
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Applicant institution

- From MS and AC ranked below 70% of the EU 27 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, Bosnia and Herzegovina, Faroe Islands, Former Yugoslav Republic of Macedonia, Georgia, Moldova, Montenegro, Serbia, Tunisia, Turkey and Ukraine.

Partner institution(s)

- At least two internationally-leading research intensive counterparts that must be coming from MS or AC other than that of the coordinating applicant.



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ABOUT TWINNING IN HORIZON 2020

- **Objective:** Strengthening the excellence in a defined field of research by coupling it to at least two other advanced research partners
- **Expected impact:**
 - Increased specialised research excellence
 - Improved capability to succeed in competitive research funding
 - Enhanced reputation, attractiveness and networking.
- **Measures to be supported:** Short-term staff exchanges, expert visits, workshops, schools, dissemination and outreach activities.



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PROJECT IDEA



- Selection of the field of research for project backbone
- Develop a story around the defined field of research
- Actuality and innovation counts
 - Innovation Union

Innovation Union is the European Union strategy to create an innovation-friendly environment that makes it easier for great ideas to be turned into products and services that will bring our economy growth and jobs.

- In line with the national/regional/EU strategic directions (previous call Smart Specialisation Strategies) (demonstrate this)
- Useful link <http://ec.europa.eu/>



PROJECT PARTNERS

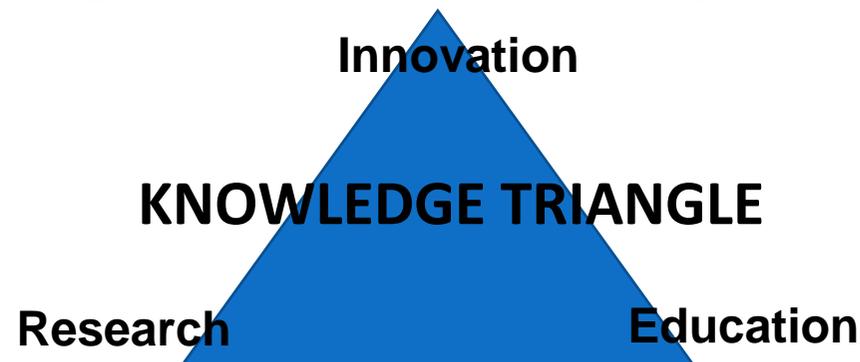
- At least two internationally-leading and respectable institution
- Scientific quality of the partners must be demonstrated
- Previous collaborators (preferable, good to demonstrate)

Partner Search Service

Useful link <https://cordis.europa.eu/partners/web/guest/home>

Note:

Links between the European Research Area (ERA) and the European Higher Education Area (EHEA) is encouraged



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PROJECT PROPOSAL

Technical information

- Templates available (WORD documents) upon the creation of an account at Participant Portal
- The list of chapters and sub-chapters is given with the detailed explanation about the content, limitations
- Project proposal comprises Part A (on-line fill in) and Part B (technical and narrative part)
- Part B comprises two parts: [Section 1-3](#) & [Section 4-5](#)
- The core of the project idea is contained in Section 1-3



The content of project proposal

Section 1-3

- Excellence
- Impact
- Implementation

Narrative parts



Section 4-5

- Members of the consortium
- Ethics and security



Excellence

- Objectives
 - Clear, measurable, realistic and achievable
- Relation to the work programme
 - Indicate the work programme topic to which your proposal relates, explain how your proposal addresses the specific challenge and scope of the topic
 - Emphasize if there is an existing or previous collaboration between project partners, give the reference
- Concept and approach, quality of the coordination and support measures
 - Indicate here your project idea, define the field of research which is the backbone of the project
 - Emphasize your excellence and demonstrate it (references!)
 - Describe the foreseen coordination and support measures
 - Describe the linkage of the project with national/international research and innovation activities



Impact

- Expected impact
 - Although the project is exclusively aimed at scientific institution, broad the impact to wider community (e.g. industry, general public etc.)
 - Describe barriers/obstacles that may the influence the achievement of the expected impacts, be objective

Measures to maximise impact

- Carefully plan the dissemination and exploitation of project results – *DISSEMINATION PLAN* depending on the target stakeholders
- Foreseen dissemination material (e.g. visual identity, web-site, leaflets, press releases, publications, conference attendance)
- Plan knowledge management and protection of IPR
- Carefully plan the communication activities – *COMMUNICATION PLAN*



Dissemination and exploitation



- Very important and integral part of Horizon 2020
- Enhanced dissemination and exploitation are strategic matters for the success of Horizon 2020
- Document Work Programme 2016-2017, [19. Dissemination, Exploitation and Evaluation](#)
- Open Access (*gold/green*)
- [Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020](#)



Communication

- Communication and promotion of the project is crucial in H2020
- Include multiple audiences (including the media and the public)
- Social networks are allowed and encouraged (Facebook, Twitter, Instagram, YouTube)
 - official Twitter account for the Horizon 2020 programme @EU_H2020
 - #ResearchImpactEU
- [Guide for communicating EU projects](#)



Implementation



- The core of the project
- Plan the project activities in accordance with your capabilities – be objective
- Comprising four sections:
 - Work plan – Work packages, deliverables and milestones
 - Balance the project activities and tasks between partners
 - The number of WP should reflect the project size (up to 6)
 - WPs *Management* and *Dissemination* must be included
 - Use tools such as Gantt & Pert chart for schematic show
 - Management structure and procedures
 - Keep them as simple as possible
 - Consortium as a whole
 - Resources to be committed
 - For each partner (human and technical resources, expertise previous knowledge and experience in international project management)
 - Other direct costs (travel, goods and services)



Tips for successful project proposal writing

- Read all available documents, guides and strategies refer to them, cite them
- Use grammatically correct language
- Be consistent with terms and phrases given in the [Work Programme 2016-2017](#), 15. Spreading Excellence and Widening Participation

e.g. in FP7 "reinforcement", in H2020 "stepping up"

e.g. before "food chain", now "food system"

- The project skeleton is already given by the template – fill in the gaps
- Keep it as simple and comprehensible as possible



Tips for successful project proposal writing

- Make the text visually interesting – use *different font* styles
- Carefull plan project activities and tasks
- Plan the budget realistically
- Emphasize your excellence – you are good and want to better
- Come up with an attractive acronym
- Demonstrate the sustainability of your project after its completion





TURKEY IN HORIZON 2020
ALTUN/HORIZ/TR2012/0740.14-
2/SER/005



This project is co-financed by the
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Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir.

CASE STUDY



GA 692276



ABOUT FOODstars

- Budget: 1 mil EUR
- Duration: 1 December 2015 - 30 November 2018
- Coordinating institution: Institute of Food Technology
- Partners:
 - TEAGASC - Agriculture and Food Development Authority of Ireland
 - Food Research Centre, Ashtown
 - Food Research Centre, Moorepark
 - University of Bologna (UNIBO)
 - Department of Agricultural Sciences
 - Department for Life Quality Studies
 - Third party: Leiden University, The Netherlands
 - Institute of Biology, Natural Products Laboratory



Universiteit Leiden



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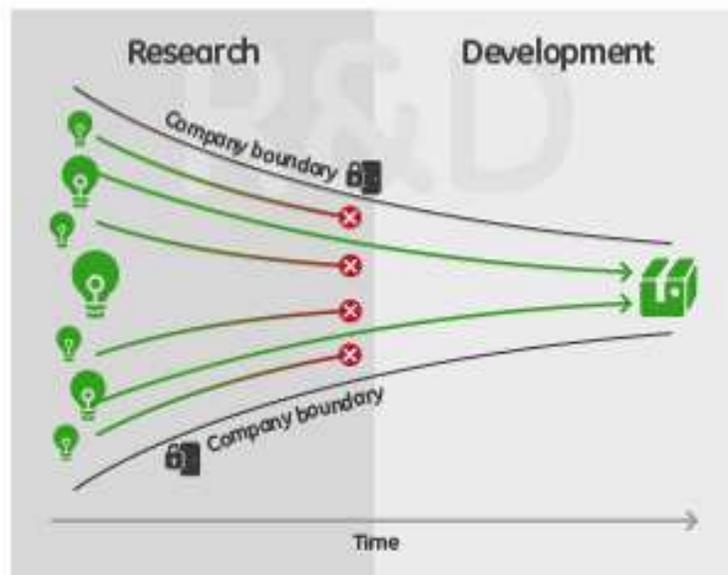


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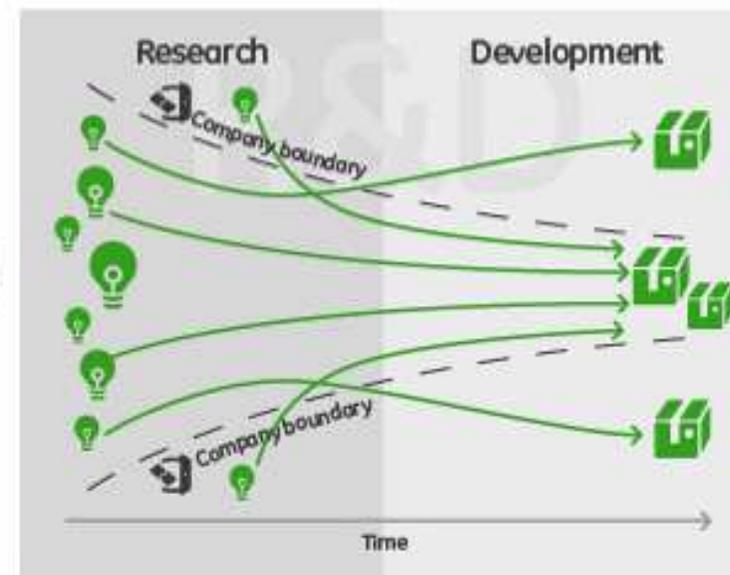
FOODstars IDEA

A paradigm of OPEN INNOVATION

Closed vs Open Innovation Concept



VS



DEFINED AREA OF RESEARCH

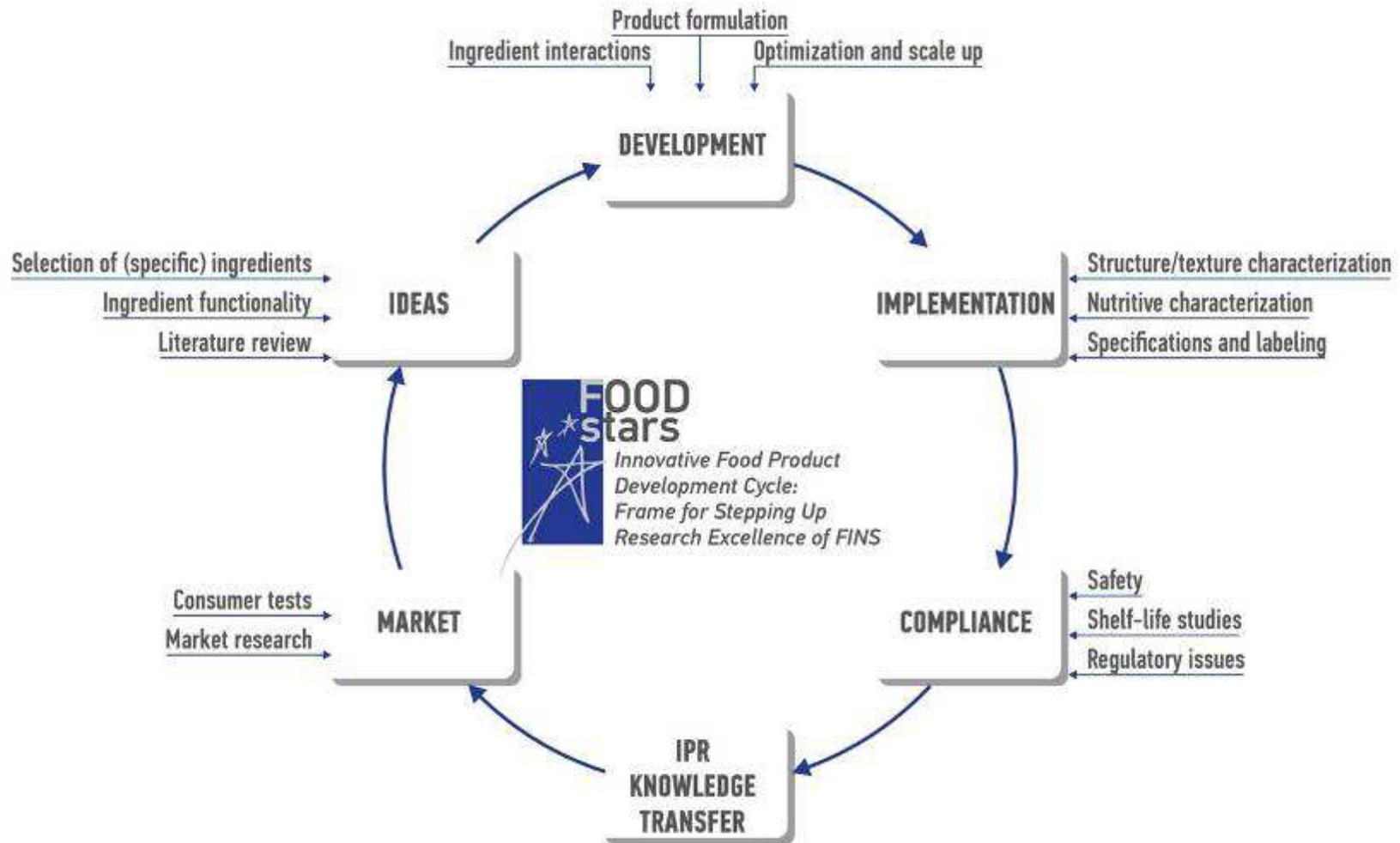
Food Technology

New Product Development

- Complete process of bringing a new product to market.
- Key activity for the global food industry
- NPD has several key drivers:
 - changing consumer requirements and market trends
 - changing technological developments in food processes, ingredient functionality, and scientific understanding of food formulation and processing
 - changes in legislation or food regulations



Innovative Food Product Development Cycle



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Measures supported by FOODstars project

1. Short-term trainings in partner institutions (one-month)
2. Schools in partner institutions (two-weeks)
3. Workshops in coordinating institution given by project partners' experts
4. Outreach activities



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**THANK YOU
FOR YOUR KIND
ATTENTION**



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