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)
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 ??)
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
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.
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.
THE ELEMENTS OF A (SUCCESSFUL) PROJECT PROPOSAL

• (Outstanding) PROJECT IDEA
• (Respectable) PROJECT PARTNERS
• (Appealing) PROJECT PROPOSAL
• 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
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

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
• 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
- Carefully 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
CASE STUDY

Innovative Food Product Development Cycle: Frame for Stepping Up Research Excellence of FINS

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
FOODstars IDEA

A paradigm of OPEN INNOVATION

Closed vs Open Innovation Concept
 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

IDEAS
- Selection of (specific) ingredients
- Ingredient functionality
- Literature review

DEVELOPMENT
- Product formulation
- Ingredient interactions
- Optimization and scale up

IMPLEMENTATION
- Structure/texture characterization
- Nutritive characterization
- Specifications and labeling

MARKET
- Consumer tests
- Market research

COMPLIANCE
- Safety
- Shelf-life studies
- Regulatory issues

IPR KNOWLEDGE TRANSFER

27 & 28 February 2017
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
THANK YOU
FOR YOUR KIND
ATTENTION