



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



This project is co-financed by the European Union and the Republic of Turkey.
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir.

"EUREKA Eurostars-2"

Another opportunity for SMEs




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Ankara, 9-10/3/2017

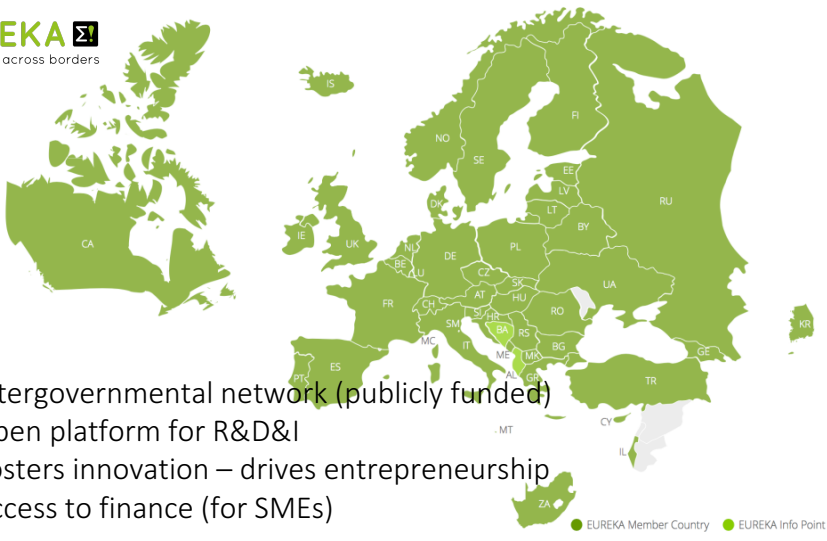




What is EUREKA?






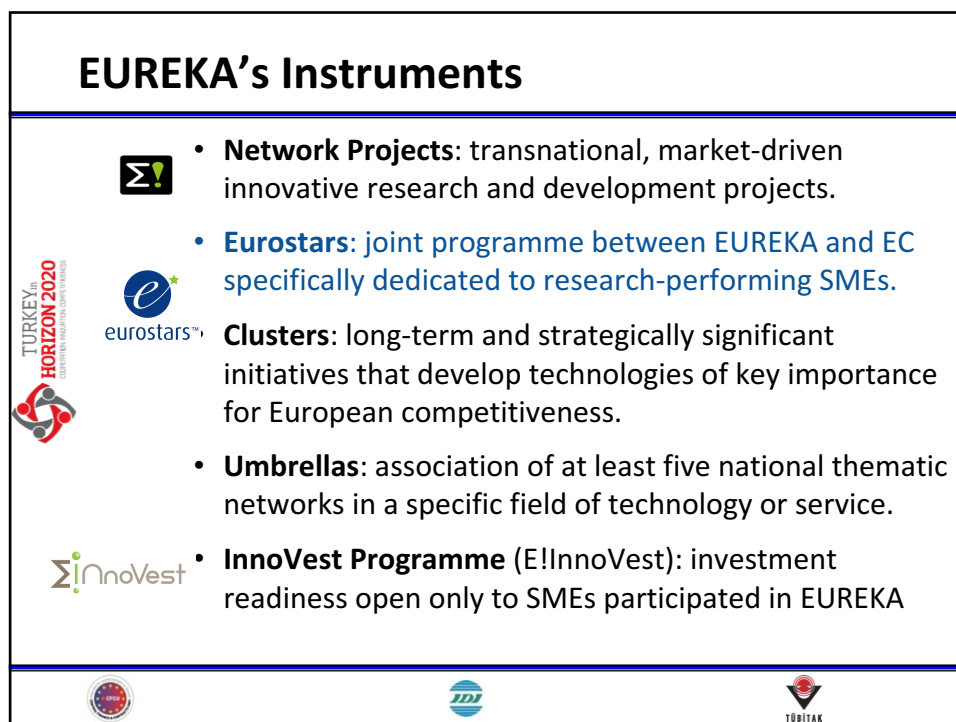
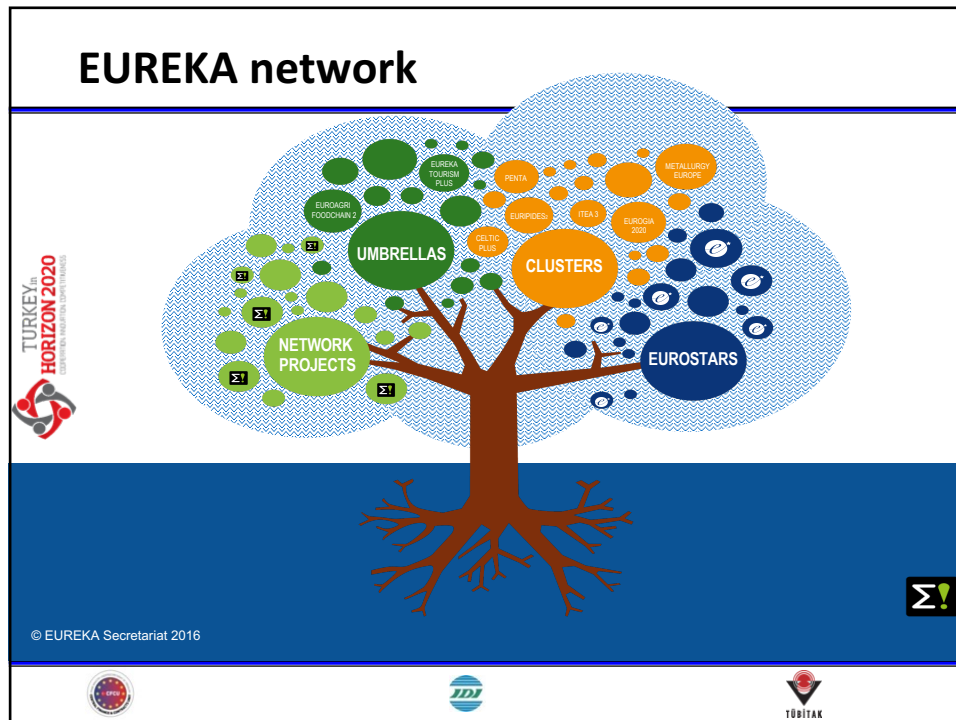
innovation across borders



- Intergovernmental network (publicly funded)
- Open platform for R&D&I
- Fosters innovation – drives entrepreneurship
- Access to finance (for SMEs)

● EUREKA Member Country
● EUREKA Info Point



EUREKA's Network Projects



- Transnational, market-driven, innovative research and development projects
- Supported by public administrations and **public funding agencies** in its 40+ member countries
- **Bottom-up** and cover all technological areas with a civilian purpose.
- Two partners from **two different EUREKA countries**. (SMEs, large companies, research institutions and universities)
- OPEN ALL YEAR: <http://www.eurekanetwork.org/content/eureka-network-projects>



What is Eurostars?



- 
- **Joint programme** between EUREKA and EU
 - Dedicated to **R&D-performing SMEs**
 - **Market-oriented**
 - **Bottom-up**
 - **International cooperation**



Eurostars countries

36 countries

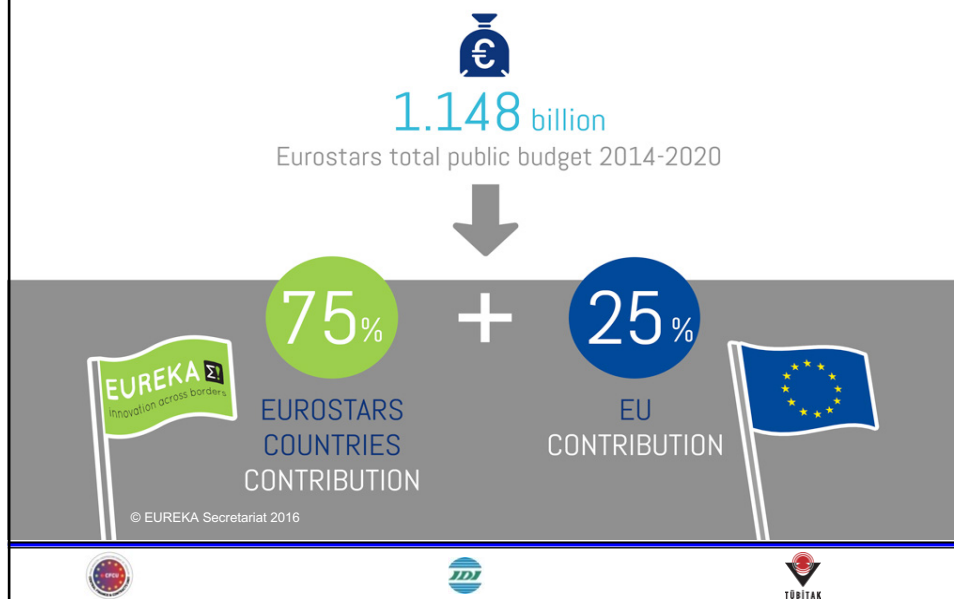


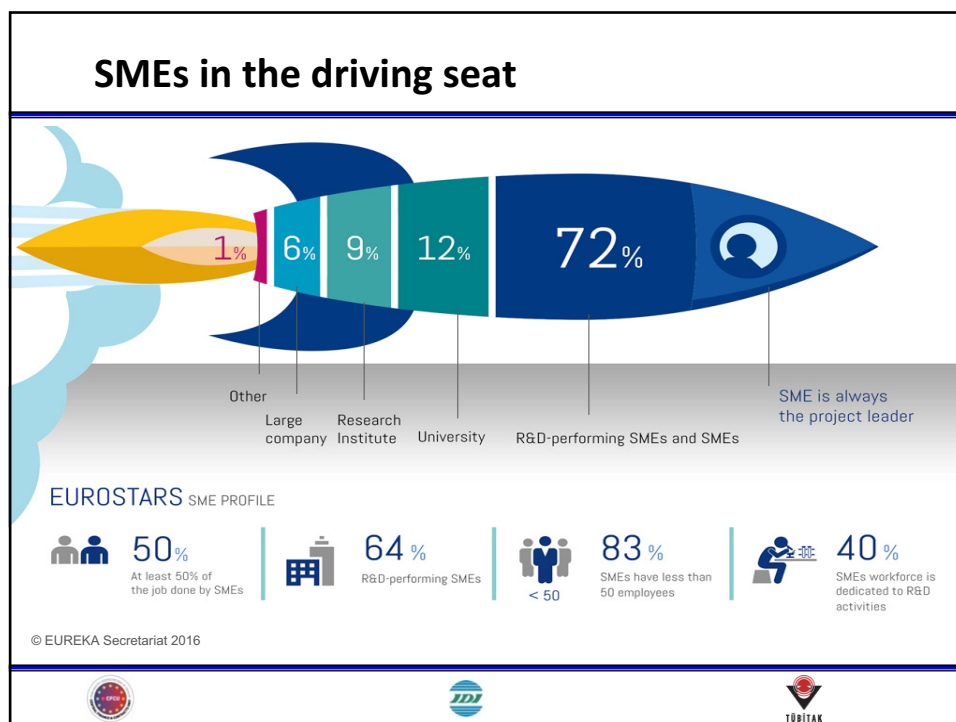
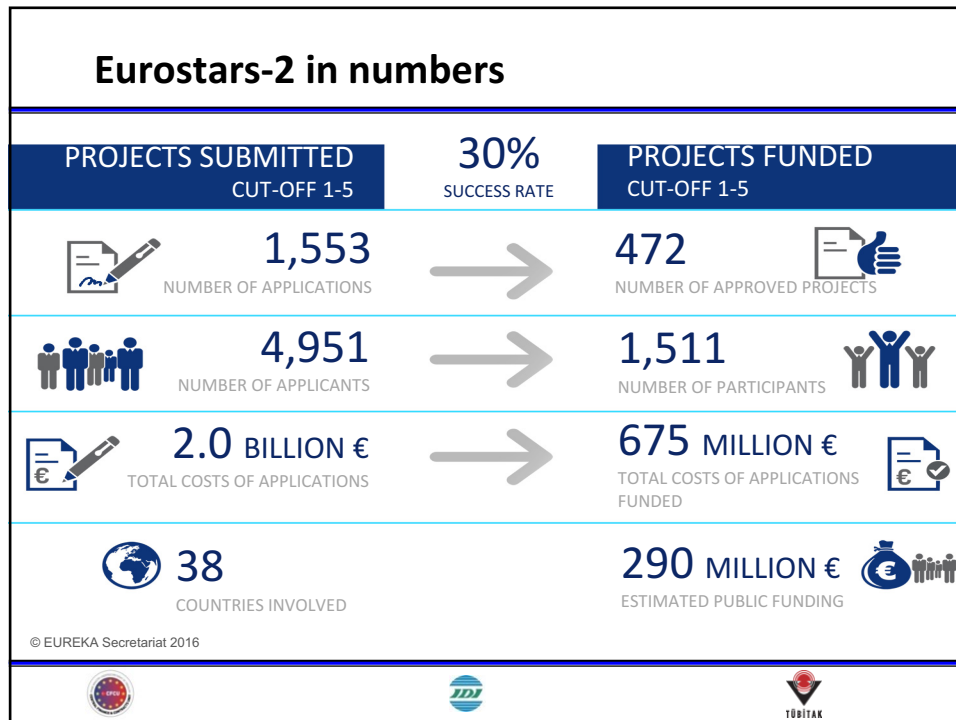
Austria	Greece	Poland
Bulgaria	Hungary	Portugal
Belgium	Iceland	Romania
Canada	Ireland	Slovak Republic
Croatia	Israel	Slovenia
Cyprus	Italy	South Africa
Czech Republic	Latvia	South Korea
Denmark	Lithuania	Spain
Estonia	Luxembourg	Sweden
Finland	Malta	Switzerland
France	The Netherlands	Turkey
Germany	Norway	United Kingdom

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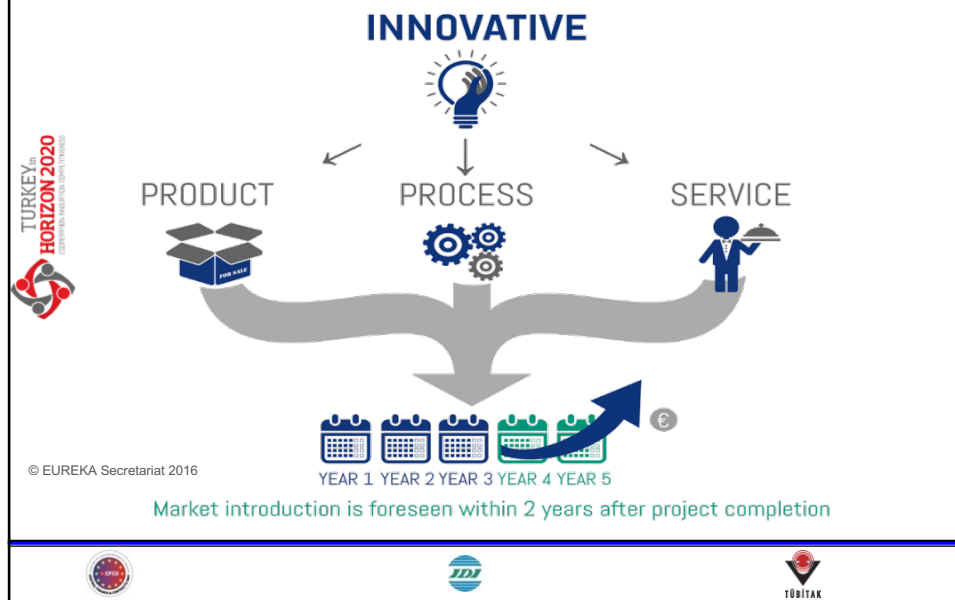


Eurostars under Horizon 2020

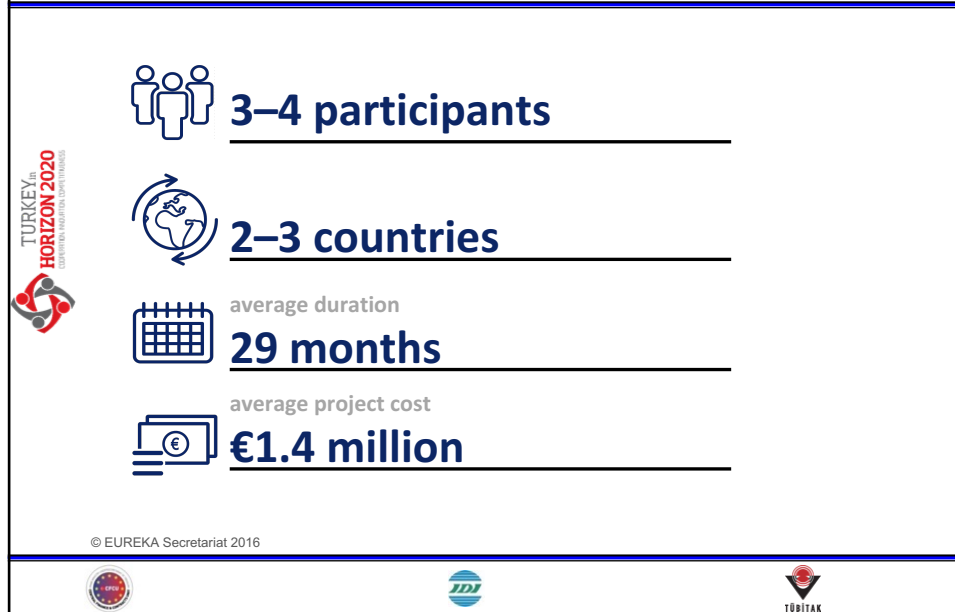




Market oriented

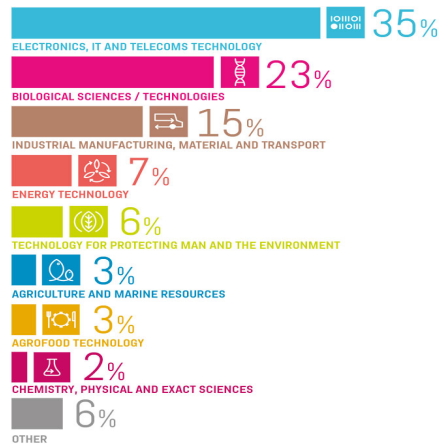


A typical Eurostars project

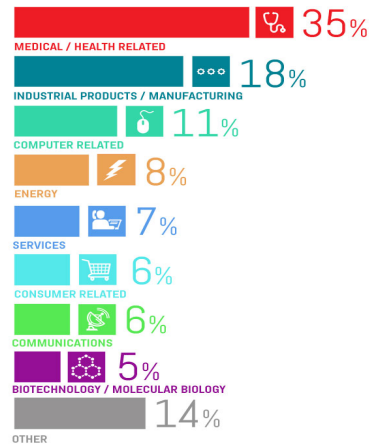


Bottom-up approach

TECHNOLOGICAL AREAS PROJECTS SUBMITTED



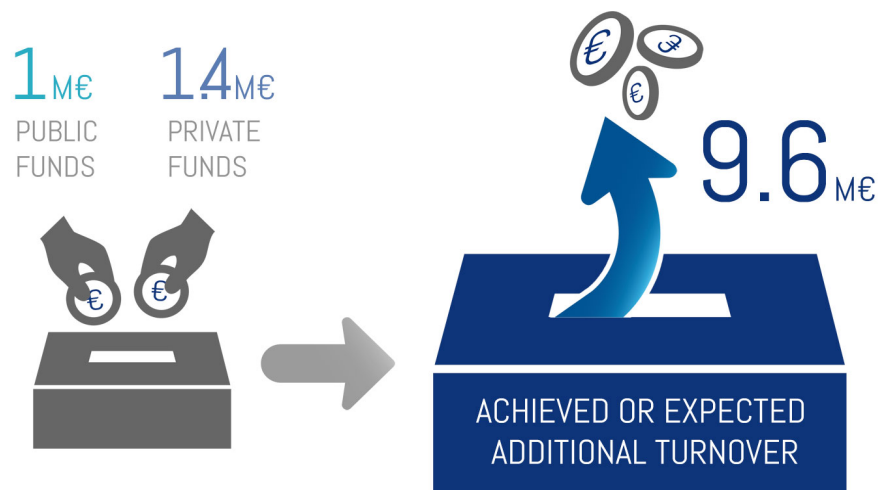
MARKET AREAS PROJECTS SUBMITTED



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Impact



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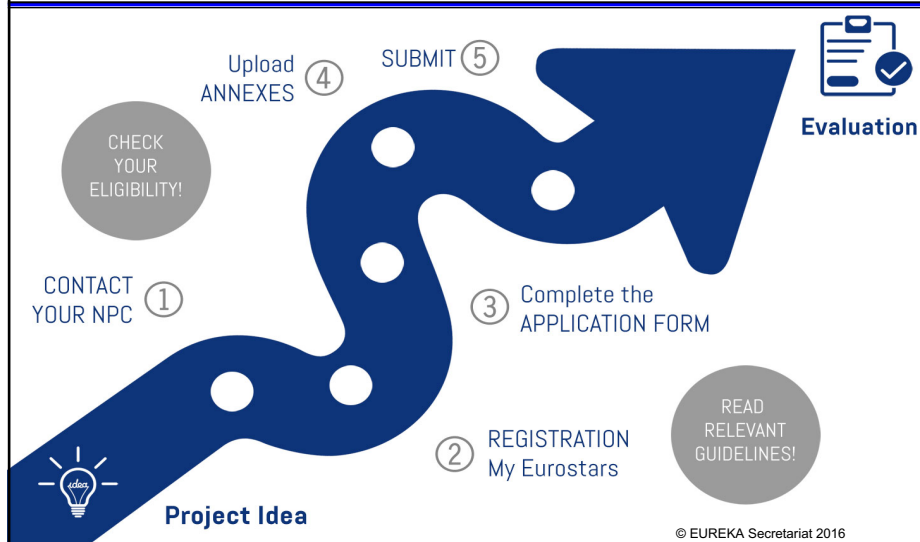


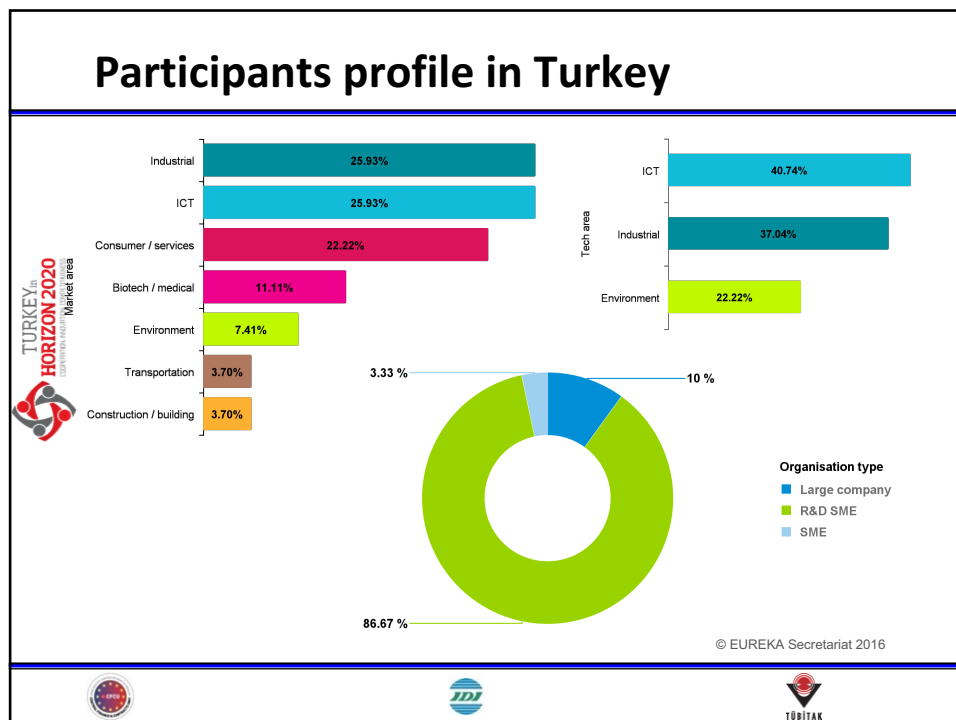
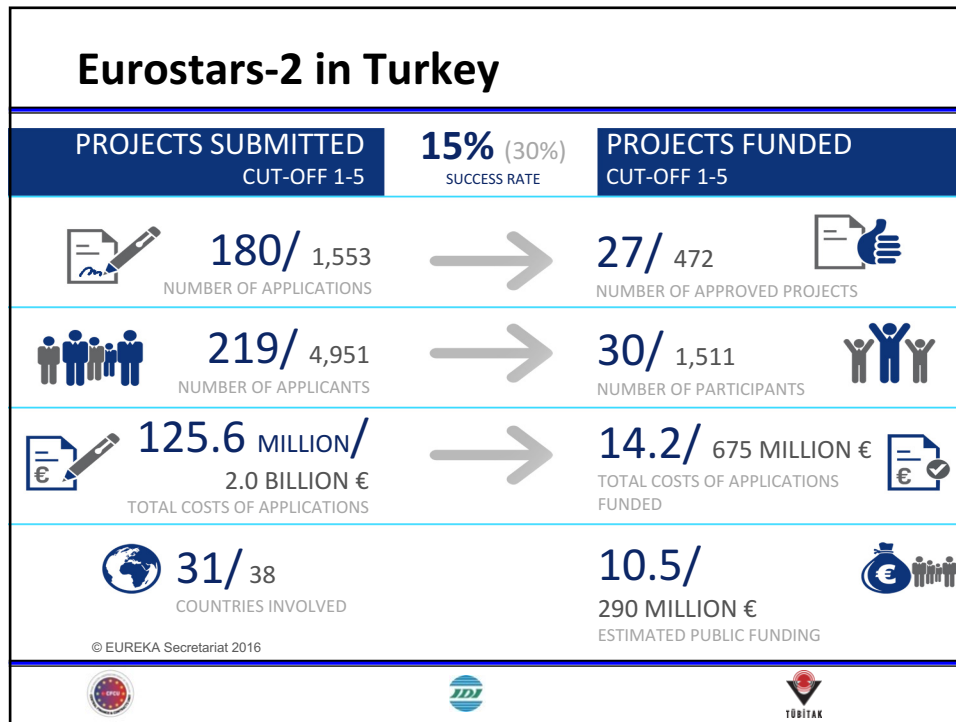
Why participate in Eurostars?

- You want to do something that is too big to do alone
- Requires collaboration across the value chain
- You have a solution for someone else
- You need access to someone else's science/technology
- Access skills you do not have
- Share risks
- Access new markets

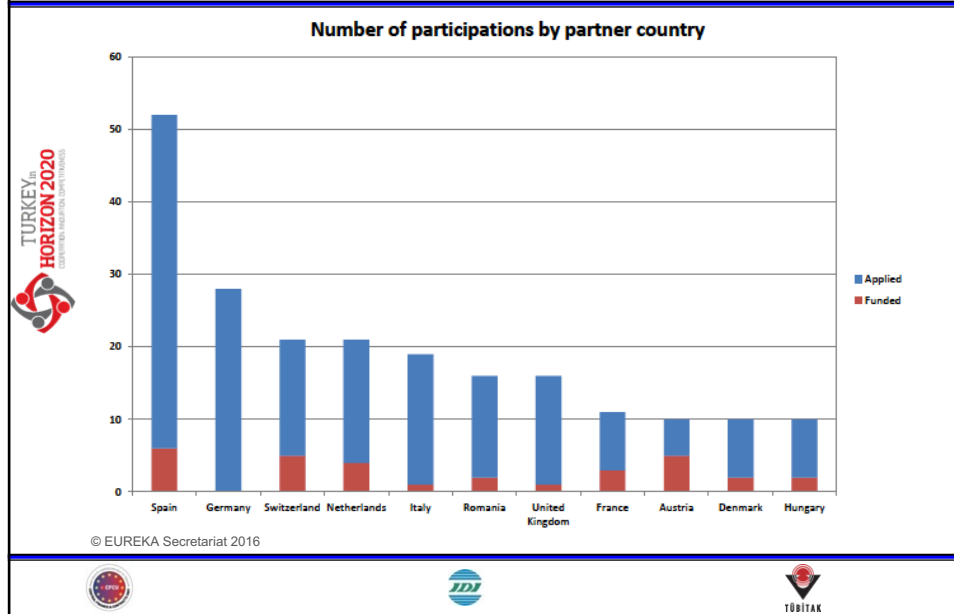


Application Process





Project Partners with Turkey



Eurostars in Turkey

Type of organisation	Funding % of eligible costs	Maximum Financial Support (in €)
SME	75%	N/A
LARGE COMPANY	60%	N/A
UNIVERSITY/RESEARCH ORGANISATION	0%	
OTHER	0%	

- Universities/R&D organisations cannot directly be funded by TÜBİTAK. Can participate with a Turkish company as subcontractor.
- Turkish companies must submit [1509 applications](#) just after and only if the Eurostars international evaluation is completed positively.
- <http://www.eureka.org.tr/>
- EUREKA NATIONAL OFFICE: Tübitak, Tunus Cad. No:80, Kavaklıdere 06100 ANKARA

The next 2017 cut-off deadline is 14th of September 2017

Content of the application

- **Project Pitch:** Overview of your project
- **Business case:** Why ? (how will it get to market, competition, IPR,...)
- **Project description:** What is it about?
- **Work packages:** How, by whom, .. ?
- **Participants:** Who are you? How is structured your consortium?
- **Project annexes**

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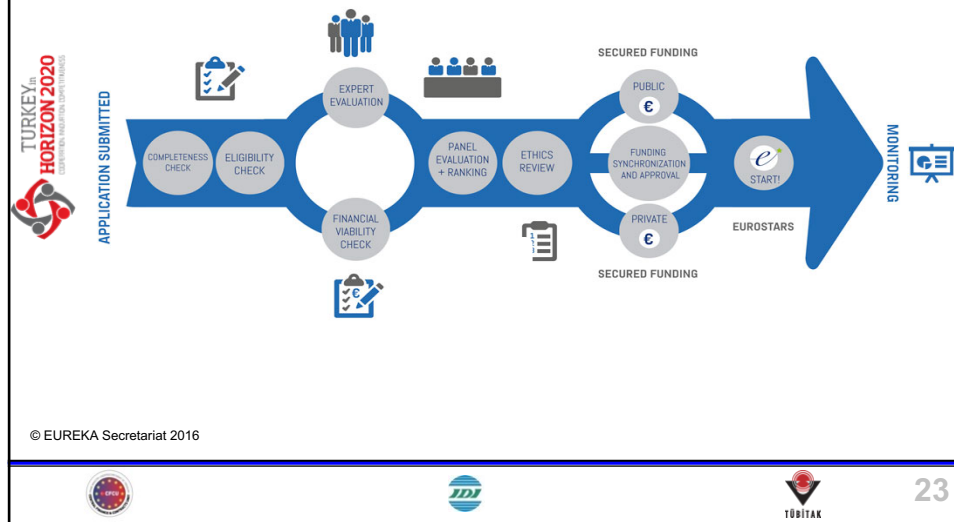
Application: To do list

1. **Check** if your organisation is **eligible** (Call your NCP)
2. Complete **all sections** of application form
3. Ensure that each organisation has **correct status**
4. Check **contact details** are correct
5. **Upload annexes**
6. Double-check content – proof read it
7. Check your application form is complete
8. Submit!

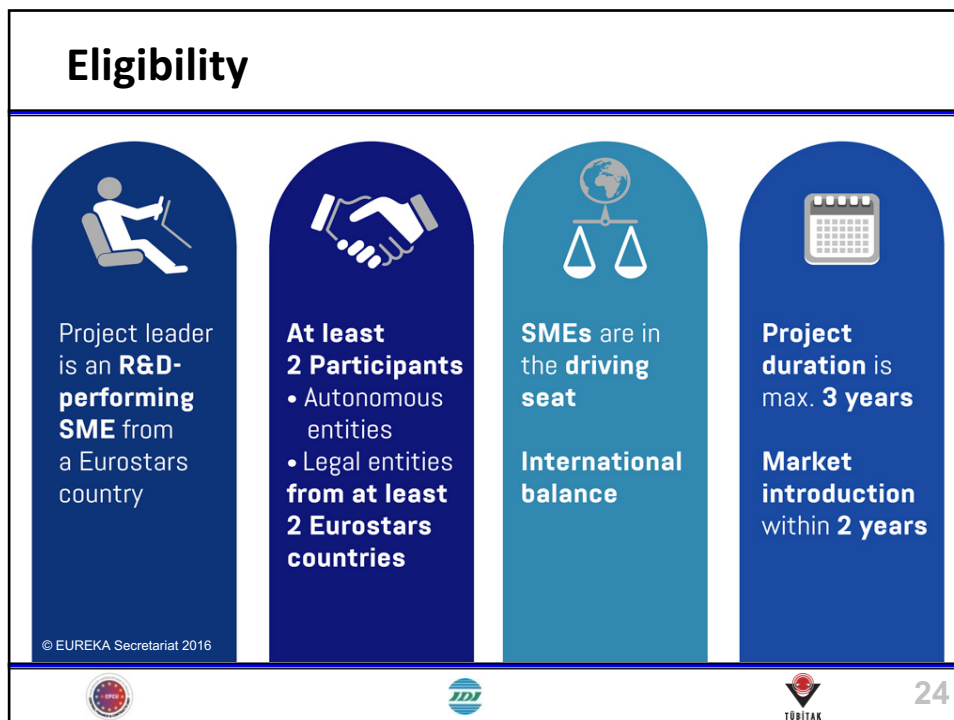


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Evaluation



Eligibility



Eligibility

- Project leader is an R&D-performing SME from a Eurostars Country
- At least 2 legal entities independent
- At least 2 different Eurostars countries (1 EUREKA country)
- Budget (excl. subcontracting) of R&D SME(s) in Eurostars countries > 50%
- No single entity > 75.00 % of project budget
- No country > 75.00 % of the total project budget
- Project duration < 36.0 months
- Market introduction within 24.0 m of project's completion
- Project has a civilian purpose
- All organisations are legal entities in the host country
- No convictions for fraudulent behavior, financial irregularities, illegal business practices
- None declared bankrupt or are in the process of being declared bankrupt



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Eligibility criteria

Consortium Leader is an R&D-performing SME

Company Category	Staff Headcount	Turnover	or	Balance Sheet Total
Medium-sized	<250	≤ € 50 m		≤ € 43 m
Small	<50	≤ € 10 m		≤ € 10 m
Micro	<10	≤ € 2 m		≤ € 2 m

According to EUREKA criteria, main factors determining whether a company is an R&D SME are:

SME Headcount (where X is the number of FTE)	Minimum number of FTEs dedicated to R&D	or	Minimum % of FTEs dedicated to R&D	or	Minimum % of Turnover dedicated to R&D
	whichever is fewer				
0 < X ≤ 100	5.0	or	10.00 %	or	10.00 %
100 < X < 250	10.0	or	10.00 %	or	10.00 %

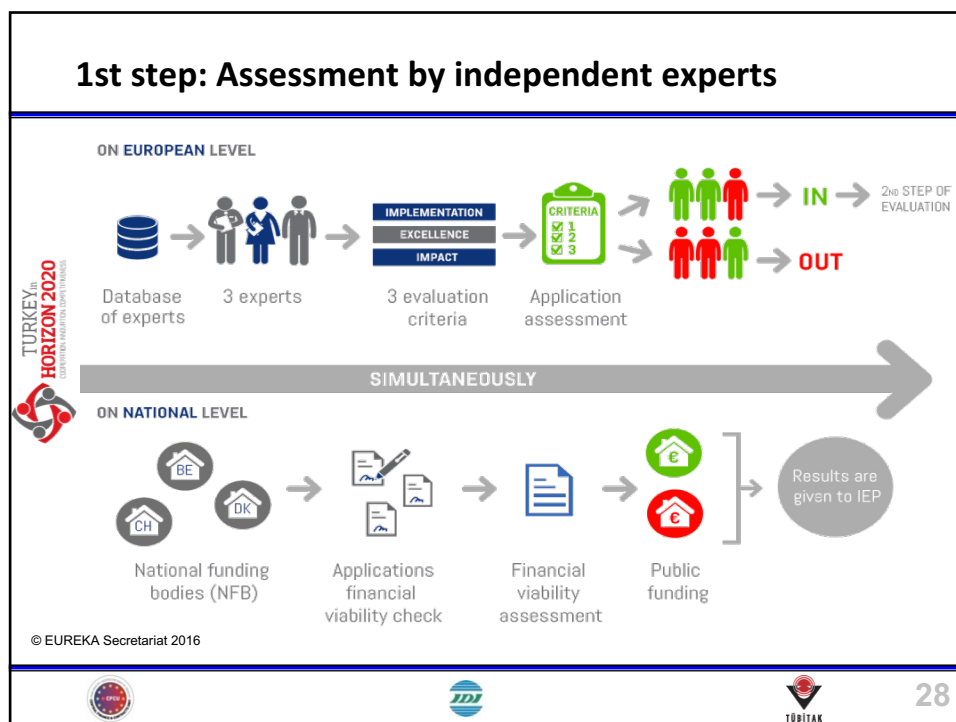
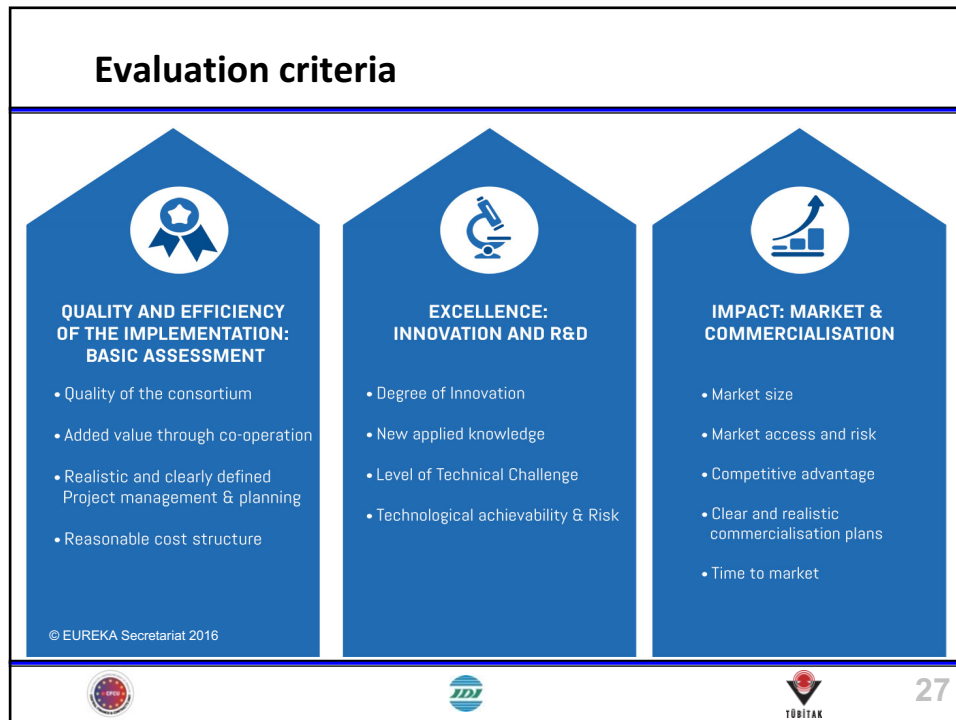
* FTE = Full time equivalent



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2nd step: Scoring and ranking by independent panel



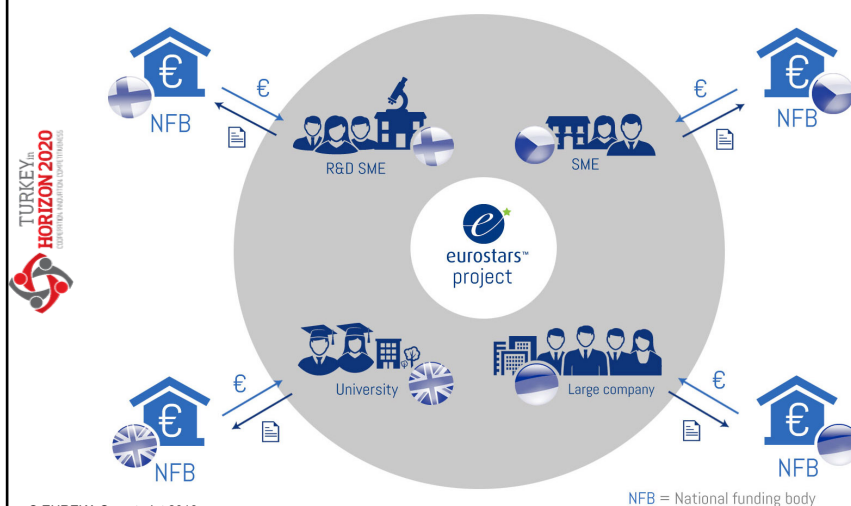
- Only projects rated **above the quality thresholds** are recommended for funding
- The funding of projects is following the ranking list until **national budget exhaustion**
- The funding of partners is based on **the national funding rules**

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Decentralized funding



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Ethics Review

Consideration for all Eurostars projects on the ranking list

Verifies the respect of ethical principles and legislation

Each project application must:

- ✓ Identify and describe any potential ethical issues
- ✓ Detail how they plan to address them



Human embryos & fetuses

Human beings

Human cells or tissues

Personal data

Animals

Non-EU countries

Environment, health & safety

Dual use

Misuse and security



Ethics Review

Ethics clearance

The project proposal does not raise ethics issues or the ethics issues have been properly addressed.

Conditional clearance

The ethics summary report will list 'ethics requirements' which become contractual obligations.

They may include:

- supplying further information/documents
- adjusting methodology so as to comply with ethical principles and relevant legislation
- an ethics check
- appointing an independent ethics advisor or ethics board (possibly with a task to report on compliance with ethics requirements)

No ethics clearance

When a project proposal shows major ethical flaws, it will not be given ethics clearance, meaning that the proposal is not eligible for funding and will be rejected.

VERY LIKELY

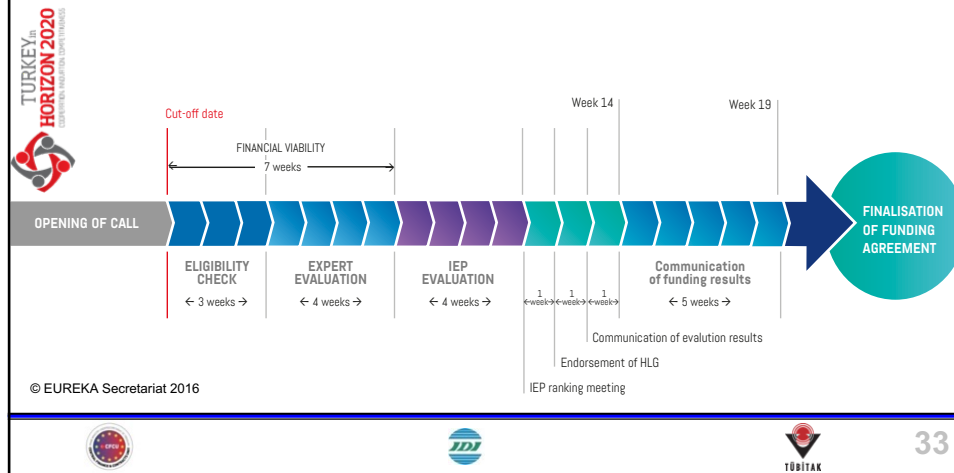
LESS LIKELY

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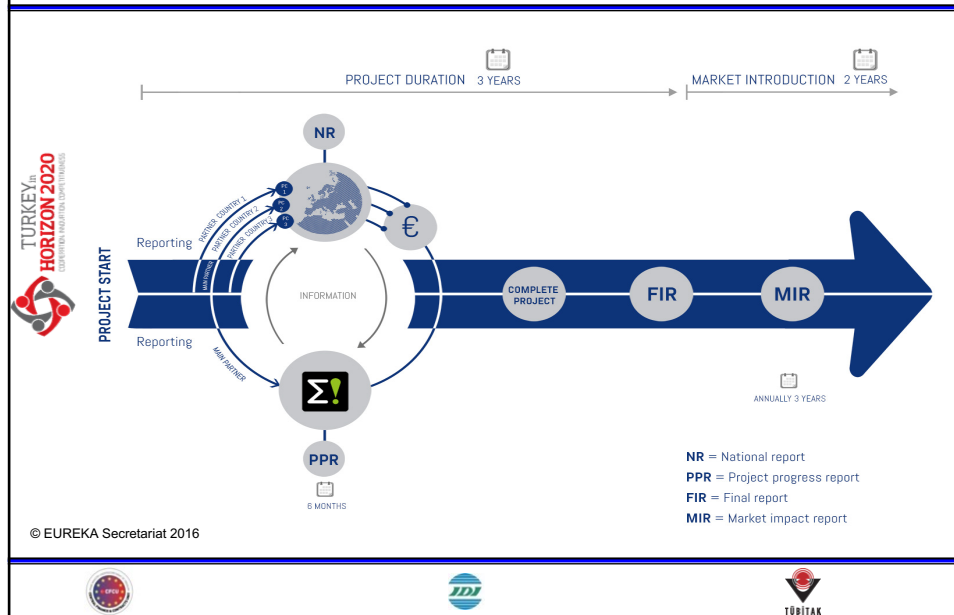


Timing

Time-to-contract is within 4 to 7 months



Monitoring process



Factors for Success 1

- **Invest Time** for preparation (partner search, project proposal, consortium agreement...)
- **Build up strong consortium:** complementarity and added value during and after the project
- **Show commitment:** prove management, scientific, technical skills + available financial resources for all
- **Demonstrate good financial health** and have considered all of your options.



Factors for Success 2

- Set clear, measurable and verifiable objective: KPIs, success indicators for **INNOVATION/ TECH/ COMMERCIAL / FINANCIAL** targets
- Why the project should be financed: Highlight RISKS, STRATEGIC CHARACTER in terms of expected commercial and financial impact.
Is it value for money? (Cost breakdown)
- Be technologically ambitious but realistic: Define methodology **in line** with partnership, budget and time limit
- DON'T FORGET marketing of results



Don't forget the market


- **PREPARE PLANS:** exploitation plans, commercialisation strategy.
- **STATE OF THE ART:** Analysis and comparison.
- **BARRIERS TO MARKET entry?** Competitive advantages?
- **Realistic market share?** Will you actually make ROI?
- **How to protect it – Good IPR analysis/strategies** are rare



Call planning



Cut-Off 1	Cut-Off 2	Cut-Off 3	Cut-Off 4	Cut-Off 5	Cut-Off 6
299 Applications 13 March 2014	356 Applications 11 September 2014	266 Applications 5 March 2015	333 Applications 17 September 2015	299 Applications 18 February 2016	376 Applications 15 September 2016
70 Approved Projects 89% Of shortlisted Projects 23% overall	90 Approved Projects 80% Of shortlisted Projects 25% overall	96 Approved Projects 90% Of shortlisted Projects 37% overall	113 Approved Projects 100% Of shortlisted Projects 34% overall	103 Approved projects 73% Of shortlisted projects 34% overall	Current call ? Approved Projects



Cut-Off 7
02/03/2017
20:00 BRU

Cut-Off 8
14/09/2017
20:00 BRU

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**TURKEYⁱⁿ
HORIZON 2020**
COOPERATION, INNOVATION, COMPETITIVENESS

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Teşekkür ederim!

Thank you!





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