

“H2020 SME INSTRUMENT– Project Writing Camp”

Section 1 - Excellence

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1. Excellence



EXCELLENCE

Proposal abstract

- Make it **clear**, **logical** and **simple** for a new reader
- Prepare a **draft** early, since it is useful to show others, but revise it
- (Usually) start with a statement of what the project will do and include the **goal** and **key objectives**
- Use **words** to introduce paragraphs clearly (paragraph marks may disappear in the system)

Objectives

- Describe the **specific objectives** for the project
- Objectives should be **clear, measurable, realistic and achievable** within the duration of the project.
- Objectives should be **consistent** with the **expected exploitation** and **impact** of the project
- The overall objective of the project in terms of the vision - **Action Plan** for the project including details on the **long-term innovation strategy**
- The specific objectives of the actions to be undertaken during the scope of the project should also be well explained.

Objectives

Your objectives **MUST** be in line with call objectives!

- How will you verify that each objective has been met?
- What measures will be used?
- How does each objective relate to the call?

Make clear **classification** (if applicable)

- Long-term objectives
- Short-term objectives

Objectives

How will you verify that each objective has been met? What measures will be used?

Objective	Success Indicator	Related WP/ Timing

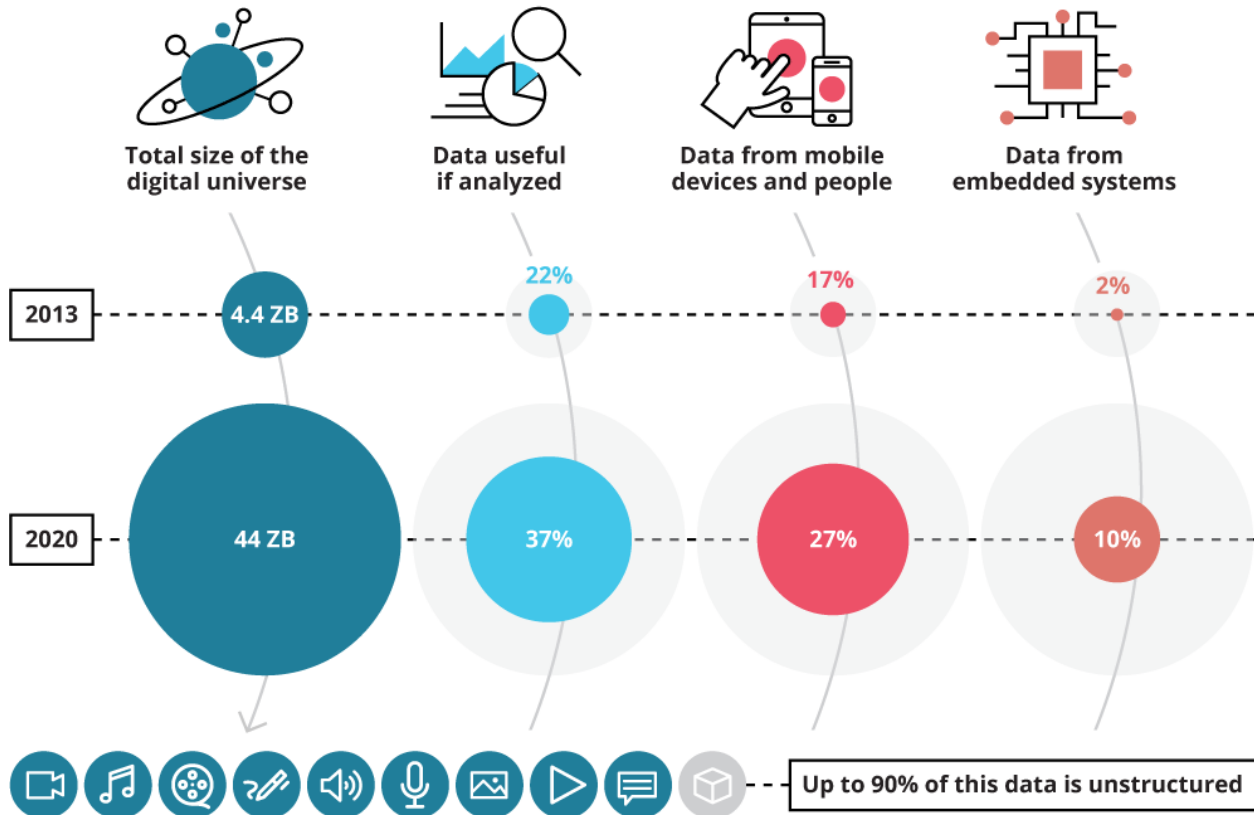
Objectives

- Define the problem you are trying to solve very well so start with Problem Statement
- Emphasize the cost of this problem for the EU
- Refer to the report and statistics of the EU on the issue and specify sources
- Objectives should be SMART (Specific, Measurable, Achievable, Realistic, Timely)

Identification of the Problem/ Need

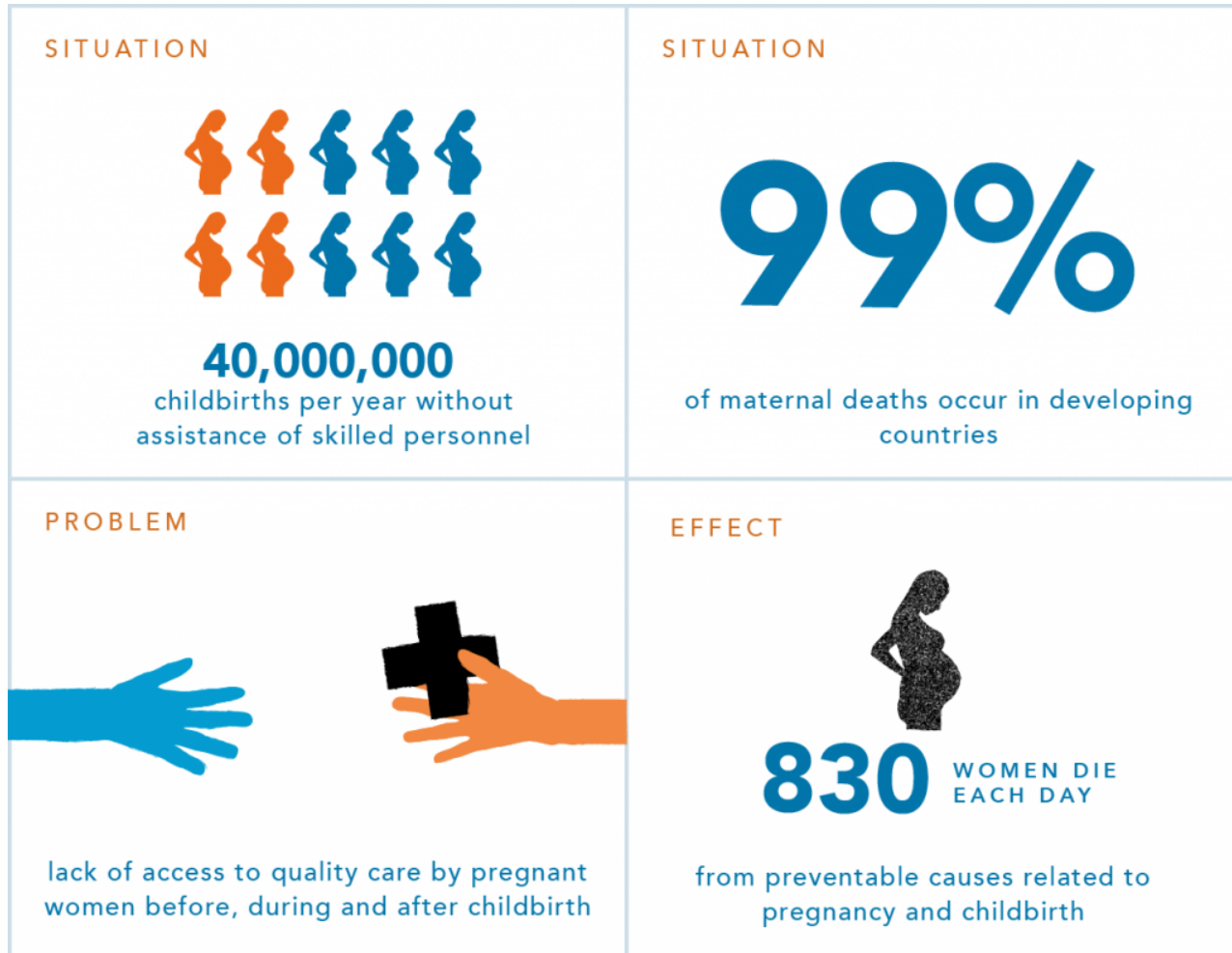
Figure 1. The expanding digital universe, 2013–2020

In 2020, the digital universe is expected to reach 44 zettabytes. One zettabyte is equal to one billion terabytes. Data valuable for enterprises, especially unstructured data from the Internet of Things and nontraditional sources, is projected to increase in absolute and relative sizes.



Sources: EMC Digital Universe with research and analysis by IDC, "The digital universe of opportunities: Rich data and the increasing value of the Internet of Things," April 2014; International Data Corporation, "IDC iView: Extracting value from chaos," 2011, www.emc.com/collateral/analyst-reports/idc-extracting-value-from-chaos-ar.pdf, accessed December 29, 2016.

Identification of the Problem/ Need



Relation to the Work programme

Indicate the **work programme topic** to which **your proposal relates**, and explain providing sufficient details, **how your proposal addresses** the specific challenge and scope of that topic, as set out in the work programme, both in the long term (Phase 2) and in the first year action (Phase 1)

Relation to the Work programme



SMEInst-09-2016-2017: Stimulating the innovation potential of SMEs for a low carbon and efficient energy system	Your Project Response
Reducing energy consumption and carbon footprint by smart and sustainable use (including energy-efficient products and services as well as ‘Smart Cities and Communities’)	..
Low-cost, low-carbon electricity supply (including renewable energy as well as carbon capture and storage and re-use),	..
Alternative fuels and mobile energy sources,	..



Relation to the Work programme



SMEInst-09-2016-2017: Stimulating the innovation potential of SMEs for a low carbon and efficient energy system	Your Project Response
A single, smart European electricity grid	..
New knowledge and technologies	..
Robust decision making and public engagement	..

Concept and methodology

- **Background information**

i.e. present the prior R&D and innovation related activities you have undertaken until TRL6

- **Overall novelty underpinning the project**

- **Main ideas, models or assumptions**

- **Describe and explain the overall methodology of the activities to be undertaken**

i.e. what are you planning to do and how you are going to do

Concept and methodology

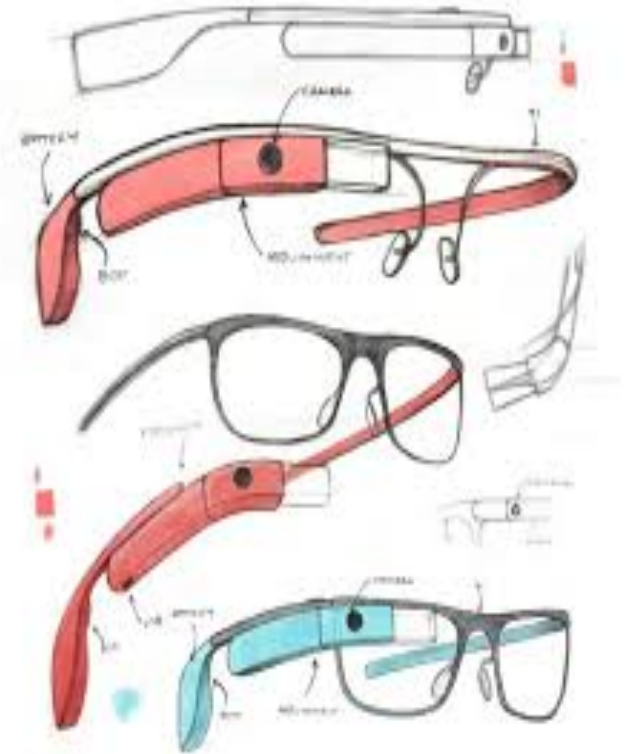
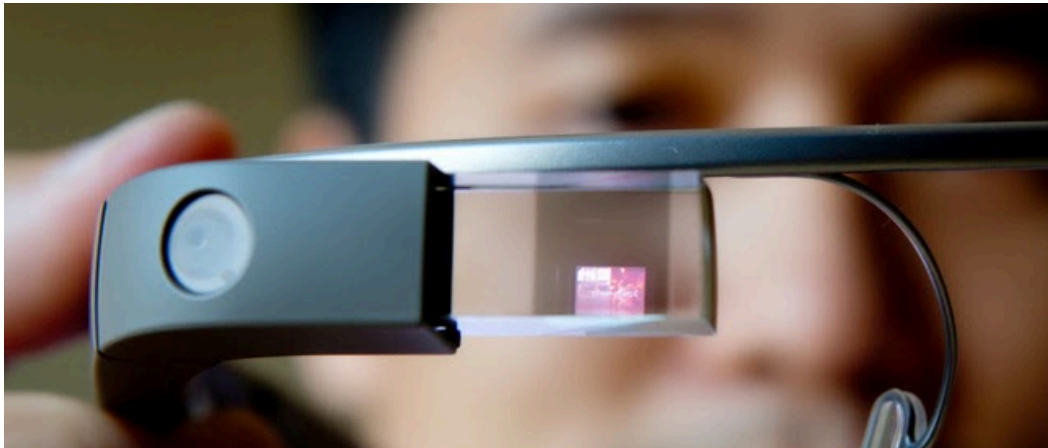
- **Sex and gender analysis**

i.e. describe how sex and/or gender analysis is taken into account in the project's content

Sex and gender refer to biological characteristics and social/cultural factors respectively. For guidance on methods of sex / gender analysis and the issues to be taken into account, please refer to

http://ec.europa.eu/research/swafs/gendered-innovations/index_en.cfm?pg=home

Use images related to the product



Ambition

- Which aspect of the product offers innovation?
- Explain the value added effect of the product according to the rivals. Compare with similar solutions/ rival products. (performance, price, ease of use, environmental effects)
- Explain the expected development in the next period. Why this product/ project should be supported?

Ambition

- Comparison with existing solutions must be technical, practical, commercial and impartial.
- Use references such as patents and articles to be credible
- You can put a chart comparing strengths and weaknesses with comparative technologies / solutions.
- Avoid using acronyms while describing the superior aspects of technology
- Do not describe the superior features of your product technologically. Use a simple language that explain how to make the user's life easier

Innovation

- **INCREMENTAL**

Small changes which influence market share; the progressive advance of a product

- **STEP-CHANGE**

More significant changes by adding new technology to give a major market lead

- **DISRUPTIVE**

Creates new markets and value networks by disrupting the existing ones

Innovation



Verify technological/practical/economic viability

- **TECHNOLOGICAL**

Working prototype developed; shown to be faster and produces higher quality results.

- **PRACTICAL**

Working prototype and field trials prove practical use

- **ECONOMIC**

Savings in processing time, replaces 3 separate machines, saves wastage

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Teşekkür ederiz!

Thank you!

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