



TURKEY IN HORIZON 2020

ALTUN/HORIZ/TR2012/0740.14-2/SER/005



Intellectual Property & Horizon 2020:
Write a Better Proposal, Manage a Successful

Writing a strong IPR section in H2020 proposals

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Horizon 2020 Actions & Importance of IPR




H2020 Actions	Target / Aim
RIA: Research & Innovation	Research projects / clearly defined challenges // new knowledge or new technology
IA: Innovation	Closer-to-the-market activities: e.g. prototyping, testing, demonstrating, piloting, scaling-up etc. // new or improved products or services
CSA: Coordination and Support	Coordination and networking of research and innovation projects, programmes and policies // Consolidate, organise knowledge
SME Instrument / FTI: Fast Track to Innovation	Highly innovative SMEs growth potential. // Lump sums for feasibility studies, Realisation: demonstration, prototyping, testing, application development. // Large Scale Pilot (FTI) for ready to market

Why IP is important for H2020 proposals?

'Impact': Dissemination and Exploitation of Results: DRAFT 'PEDR' in PROPOSAL

- Path to **deliver innovations to market** (IA).
- For **full range of users**: research, commercial, investment, social, environmental, policy making, setting standards, skills and educational training.
- Innovation: Comprehensive, tailored** to technical, market, organisational.
- Business plan** (where relevant)
- How you manage research data generated / collected during the project?**
 - What types of data ?
 - What standards ?
 - How will data be exploited / shared / made accessible for verification and re-use?
 - If data cannot be made available, why?
 - How will this data be curated and preserved?
- Appropriate CA to manage ownership / access to knowledge (IPR, data etc.).

IP in H2020 SME Instrument

IMPACT: Intellectual Property, knowledge protection and regulatory issues

- Explain key knowledge (IPR) items and who owns them.
- Refer to results of any **patent search** carried out.
- Results of "**Freedom to operate analysis**"?
- **Status and strategy for knowledge protection**. Any patents?
- **Regulatory / standard** requirements ?
- **Feasibility** assessment ?
- Are you seeing any **new market opportunity** through regulatory requirements?



What is innovation?

- *"a new idea, method, or device"*
<https://www.merriam-webster.com/dictionary/innovation>
- *"The process of translating an idea or invention into a good or service that creates value or for which customers will pay."*
<http://www.businessdictionary.com/definition/innovation.html>
- *"The successful conversion of new concepts and knowledge into new products, services, or processes that deliver **new customer value** in the marketplace."*
<http://asq.org/learn-about-quality/innovation/>



What is impact?

- "Measure of the tangible and intangible effects (consequences) of one thing's or entity's action or influence upon another."
<http://www.businessdictionary.com/definition/impact.html>
- "the demonstrable **contribution** that excellent research makes to society and the economy"
Research Councils UK (RCUK)
<http://www.esrc.ac.uk/research/impact-toolkit/what-is-impact/>

**INNOVATION MUST CREATE VALUE, MUST HAVE BENEFIT =>
IMPACT**



Why IP is important for H2020 proposals?

Projects must produce outputs/results

Results => benefits

Benefits = Impact

Impact must be maximised

IP can help us



Deconstructing a proposal

• Excellence

- What do you want to do?
- What's the **innovation**?
- What's the breakthrough?
- Can you prove it?

• Impact

- How are you going to change the world?

• Implementation

- Do you have a plan?



Excellence of your idea

Derived from the template: Your proposal must address a topic set out in the work programme, for this call for proposals. This section of your proposal will be assessed only to the extent that it is relevant to that topic.

• 1.1 Objectives

- Specific objectives, clear, measurable, realistic and achievable within the duration of the project. Consistent with expected exploitation and impact (section 2).


• 1.2 Relation to the work programme

- Relate to Work Programme topic, and explain how you address specific challenge and scope.

• 1.3 Concept and methodology, quality of the coordination and support measures

- Overall concept: main ideas, models or assumptions.
- National/international research and innovation activities similar, linked or related.
- Overall methodology.
- How gender analysis is taken into account (only if relevant).









Impact to the world

- 2.1 Expected Impacts

Please be specific, and provide only information that applies to the proposal and its objectives. Wherever possible, use quantified indicators and targets.




 - How you will contribute to the expected impacts (of WP);
 - Barriers/obstacles, framework conditions (regulation, standards), that may affect. (NO risk factors > section 3.2.)
- 2.2 Measures to maximize impact
 - a) Dissemination and Exploitation of Results
 - How will you achieve expected impact.
 - PEDR: Draft 'plan for the dissemination and exploitation of the project's results'. MANDATORY
 - BUSINESS PLAN. Where necessary.
 - Research DATA PLAN (research data generated and/or collected during the project).
 - Data Types to generate/collect? Standards?
 - Data to Exploited, shared, made accessible for verification and re-use?
 - Curated and preserved?
 - Costs for data curation and preservation be covered?
 - Strategy for knowledge management and protection. OPEN ACCESS.
 - b) Communication activities
 - Promoting the project and its findings during the period of the grant. Proportionate measures, clear objectives.








Implementation of your plans




- 3.1 Expected Impacts
 - Work plan – Work packages and deliverables
 - overall structure / timing of Work packages and components (Gantt chart)
 - Work description: work packages list, details, deliverables, relationships (Pert chart)
- 3.2 Management structure and procedures
 - Organisational structure and decision-making (inc. milestones); Complexity and scale;
 - Innovation management
 - Critical risks & mitigation actions
- 3.3 Consortium as a whole
 - Consortium match to objectives, expertise, complementation (value chain)
 - Industrial/commercial involvement for exploitation (if applicable)
 - Other countries and international organisations
- 3.4 Resources to be committed
 - Work package Tables
 - List of WPs
 - List of Deliverables
 - List of Milestones
 - Personnel effort



Impact Toolkit

Dissemination	Exploitation	Communication
(PEDR) Plan for exploitation and dissemination of project's results		Promotion during project
ALL users!	Deliver to market	All Audiences
Data, Standards	What happens after?	Engage community
Open Access		Engage Public




Demonstrate Excellence

1. Study the Work Programme and the CALL CAREFULLY!!
 - Challenge / Scope / Expected Impact / Priorities
<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/ds-08-2017.html>
2. Market? Users ? Stakeholders?
3. Technology. SOTA (State of the Art). Go BEYOND. Publications, Patent Search. Old and New IP?
4. Competition (Research & Industry): related projects, products
5. Landscape: Barriers and Enablers. Regulations, standards, gov policies, business environment, society, ethics, security, privacy, etc.
6. Identify Challenges / Map your approach

Prove significant Impact




1. Expected Impact (call) vs. proposed
2. Innovation Capacity:
how outputs can be used by others for new innovation.
3. Competitiveness & Growth BEYOND expected Impact
4. Plan for Exploitation & Dissemination Results (PEDR) MANDATORY
5. Knowledge Management
 - IP used by project = Access and usage of key IP BEFORE AND AFTER
 - IP generated = capture, disclosure, ownership, management of IP,
 - IP assessment = prior art, market opportunity,
 - IP protection = patents copyright, tools
 - IP Dissemination and exploitation

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Actions to maximize **Impact**

1. **Ensure awareness:** Do researcher/partners understand IP?
2. **Good Research Practice:** Solid Record keeping.
3. **Capture & Distribute results**
4. **Assess opportunities (market, innovation).** How to strengthen our IP?
5. **Disseminate**
 - o Target Audience? Needs? Benefits?
 - o Different IP toolkits
 - o Customised communication plans
 - o Exploitation Package






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Some suggestions

WP Challenge	Project Objectives	Implementation
Challenges of the WP and call	Objectives in relevance	Work Packages / Tasks / Deliverables

1. **State the problem:** Give data, statistics
2. **Quantify:** Give measurable objectives
3. **Identify Users:** use case studies or scenarios
4. **Identify Results / Position:** Give TRLs before and after.
5. **Use Visuals (a lot).** How to strengthen our IP?
6. **Stakeholders.** Give specific groups, users and roles



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Approach to writing the proposal

RESEARCH

↓

ANALYSE

↓

IDENTIFY CHALLENGES - SET OBJECTIVES

↓

RETHINKING CONCEPT

↓




PLAN

↓

WRITE / COLLABORATE

↓

REVIEW





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Teşekkür ederim!

Thank you!