

Next steps for Turkish actors interested in calls under this mission

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Slido Poll: Are you involved already in proposal under any Mission OCEAN call? Yes or Not yet

Course Structure

Practical Steps to exploit Mission Calls successfully

- **Module 1: Profile Intelligence:** Build your assets and add value to your profile
- **Module 2: Communication Intelligence:** Master techniques for engaging with identified potential actors

Module 1: Profile Intelligence

Build your assets and add value to your profile



Connections with the EC Policy Officers behind your targeted call

Asset 4

Infoday material

- Video presentations
- Slides
- Q&A sessions
- Names of presenters



Identify EC Officials related to the targeted call

1. Google [Horizon Europe infodays]
2. Check infoday agenda related to the call and underlying videos e.g. for OCEAN mission 18th January 2023
3. <https://research-innovation-community.ec.europa.eu/events/1nVczf9ihgPdOg3zyoLyuC/programme>
4. Record the **names** of the **presenters/answerers**, usually they are Policy Officers in our case here possibly in DF MARE responsible for OCEAN Mission–
 - Michaela Gigli
 - Marcin Sadowski
 - Edoardo Casarotto
 - Roberta Zobbi
 - Zoi Konstaninou
 - Claudia Pecoraro
5. Create their **email** address based on the notation: FirstName.LastName@ec.europa.eu or if Spanish/portoguese firstname.lastname-secondlastname@ec.europa.eu, e.g.
 - Michaela Gigli, Michaela.gigli@ec.europa.eu
6. Optionally, use Who is Who EC database [directory](#) for the phone number, position and address and search for the contact details of the presenter from the EC
7. If above fail, then ask your related National Contact Point of Horizon Europe for some help if possible

Apply the following actions for connecting with an EC policy officer!



- ✓ *Approach an EC officer always with a real compliment but only based on the following structure*
 - ✓ *Give a compliment on something actual, i.e. on the presentation given or the clear answers provided to Q&A session as such*
 - ✓ *I liked your presentation/the way you answered the questions/your profile and especially because ...*
 - ✓ *Then ask the following:*
 1. *Could I have just one minute of your time?*
 2. *This is our proposal idea, do you think it is relevant under this mission call? We have discussed it already with our NCP but some further direct feedback from your side would really be helpful*
 3. *What else would you suggest that we must consider?*

N.B. The above applies both in onsite/online communication also



Use the contact with an EC officer to your advantage, e.g. during your communication with key proposal initiators tell them that you are already in communication with the EC Officer (Mrs/Mr. ...)



Connections with
actors from base
projects related to
your targeted call

Asset 5

How to identify and connect with key actors in OCEAN Mission

- **Step 1:** Focus first but not exclusively on calls with IA actions that you are interested in, e.g.
 - HORIZON-MISS-2023-OCEAN-01-03: Atlantic and Arctic sea basin lighthouse – Addressing climate change and human activities threats to marine biodiversity.
 - Identify the related ongoing projects and activities that mentioned or not mentioned in the call, e.g.
 - All-Atlantic Ocean Research Alliance
 - HORIZON-MISS-2021-OCEAN-01-02;
 - HORIZON-MISS-2021-OCEAN-02-03 and HORIZON-MISS-2021-OCEAN-02-05),
 - EU programmes (Copernicus, EMODnet),
 - LIFE and national and regional programmes in the Atlantic/Arctic basins as well as the activities of the Sustainable Blue Economy Partnership
- **Step 2:** Use [F&T portal](#) and/or [Cordis](#), google to identify details of the projects (website, contact details)
- **Step 3:** Identify the project coordinator contact details and send an email to offer value, i.e. how to contribute to their running project (peer reviewer, contribution to their newsletter, member of their advisory board, join as an associate partner, etc)



Practical Showcase

HORIZON-MISS-2021-OCEAN-01-02 (e.g. [BLUE4ALL](#) via F&T)

img@horizon-miss.eu



Connections with related key players such as policy makers, End-users, big research and industry names

Asset 6

An attractive project should involve **key actors** in **key areas**

Key Actors

- **Policy Makers & Advisors:** to advance policies based on the project recommendations
- **End-users:** to advance the acceptance of the proposed solution by society
- **Industry players:** to advance the proposed solution into the market
- **Research Institutions/Universities:** pioneer in the research focus of your idea
- **Other actors (e.g. SMES):** successful in related areas

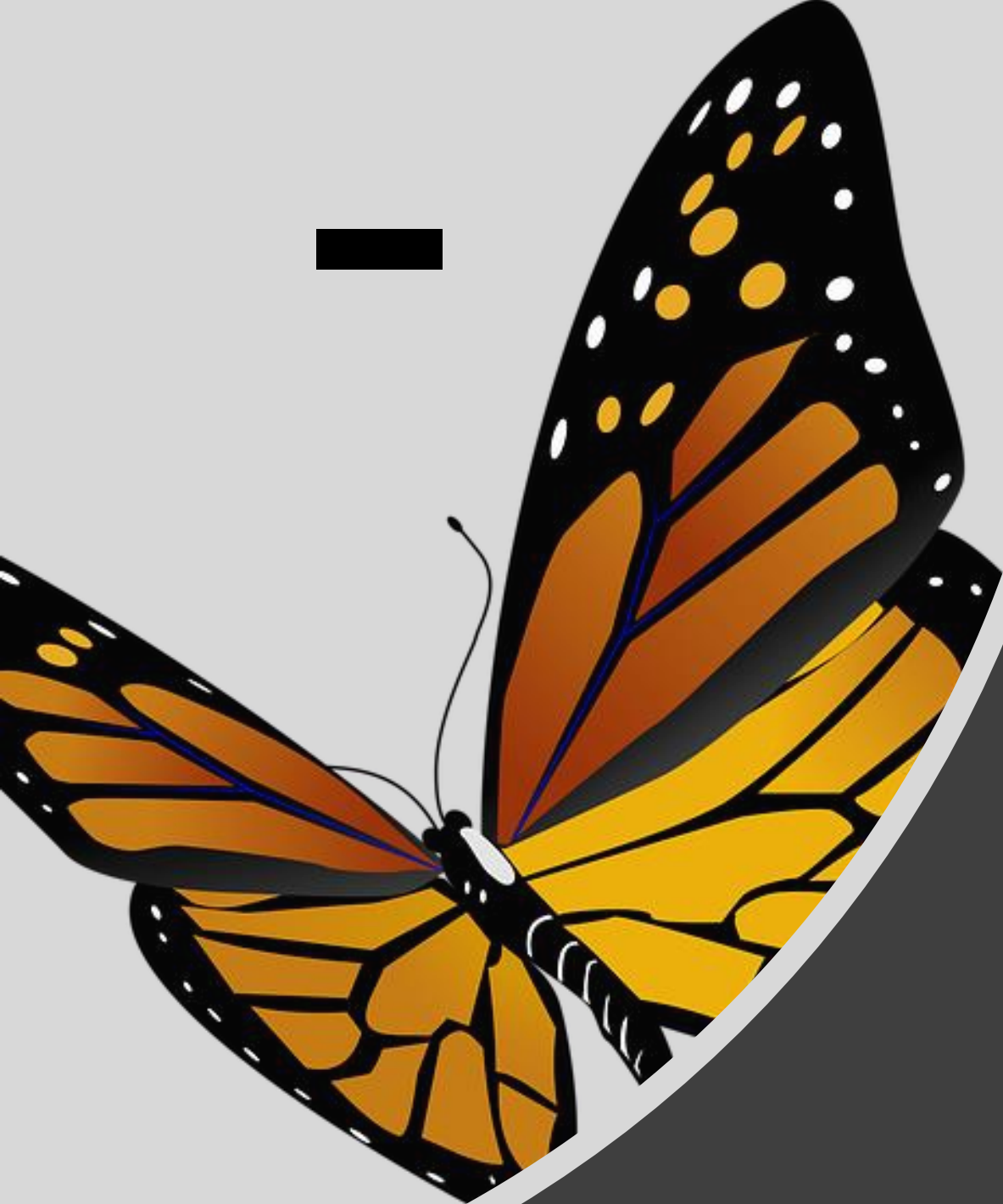


Ensure you can bring as associate partners any of the key actors

- Apply similar approach for other type of key actors
- Identify the contact details and use them as an asset in your communication with potential coordinators



High Value
contributions
in Proposal
writing



Ensure the following are applicable during the proposal writing phase

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- There is on board the full proposal development team
 - Coordinator (Proposal Leader)
 - The proposal writing team (Ensure expertise on both Excellence and Impact)
 - Administrative Assistant (Secretary)
 - External evaluator
- Have all administrative sections (PICs, completion of part A, collection of partners data) by an admin support person
- Assign who is responsible to write what
- Start first on giving the main ideas as bullet points in each section/sub-section of the proposal
- Ensure evaluation criteria are fully addressed
- Set an internal deadline to complete the full proposal around 2 weeks before the official deadline submission for time to get feedback on the overall quality
- Have your proposal externally evaluated and address feedback before submission
- Upload a draft version of your proposal 2 days before the submission deadline to check all data is validated!



- Never hesitate to commit/volunteer and be part of the proposal writing team
- Start with bullets for the main ideas and then elaborate further



Possibility to engage with no fee a high-calibre consultant/EC expert in evaluating the final draft of the proposal you are involved as part of the TH2020II programme
It can be arranged via your NCP and the TH2020II programme



Some Key Assets to build on

1. Connections with the EC Policy Officers behind your targeted call
2. Connections with Champions related to your targeted call
3. Connections with related key players such as policy makers, End-users, big research and industry names
4. High value contributions in the proposal writing
5. Possibility to engage for free a high-calibre consultant/EC expert in the proposal development

Module 2: Communication Intelligence

Master techniques for engaging with identified potential actors

How to contact identified key actors

e.g. for

joining as partner,

inviting them to your project

extending your network, etc.

Communication Approach



- Send an **email** as follows
 1. Start with an **honest compliment** (e.g. congratulate about their project and explain why)
 2. Elaborate on **your high interest and expertise** in their key research area
 3. Express your **offer** to get more involved in their project (if still running), e.g. as peer-reviewer, AB/stakeholders member, speaker in their event (NB. Give and shall receive 😊)
 4. Use any applicable assets you have built on. For example, highlight **any current discussions** with **policy makers**(EC, EP, national authorities) **and other key actors** (e.g. initiators of similar projects, EU partnerships, end-users) related to your research area (see Tips on assets 4, 5, 6)
 5. **Conclude** with your desire **to virtually meet** and have a discussion on any ideas for the targeted call
- Ensure you **get a response**. e.g. Follow-up over the phone (You never send an email to anyone if you are not determined to follow-up and should persist to get a response)

Email Example/template

Subject: **Collaboration Opportunity under Horizon Call topic: ...**

Dear,

I am Dr. and I decided to contact you based on your active involvement in **PROJECT NAME** because we are working in the same area with some [unique knowledge/ideas/solutions/ products, select whatever applicable] related to the following call under Mission x:
<http://ec.europa.eu/research/....>

We would like to discuss in a quick zoom meeting how we can add high value and jointly submit a successful proposal in this call. Please note the following points that we believe are essential for success in this competitive call.

[Apply tips for assets 1 to 5]

- [Example on asset 1]. We have investigated heavily the expectations from this call with the help also from the EC project Officer responsible for this call Mr./Mrs... and you can find our brief analysis attached
- [Example on asset 3]. Furthermore, we are already in communication with other related projects that their results can form an excellent starting point for a winning proposal under this call. Such projects are ...
- [Example on asset 3]In addition to our organisation we could also bring a very strong end user from the XXX domain as well as a policy maker (i.e. the ministry of ...) as direct or associate partner. With our participation proposal value chain as well as its geographical coverage could be significantly enhanced.
- [Example on asset 4&5] Our team (www.xxx.com) could provide top-notch support in the proposal preparation and also engage an experienced EC expert as external evaluator of the proposal final draft with no cost from your side.

I hope we will have the chance to work together and support you in the developmet of a successful proposal. Looking forward to your feedback. You can reply directly to my email: [xxxx @ xxx. xx](mailto:xxxx@xxx.xx) or mobile phone: +xx xxxxxxxxx

Best regards

[First Name]. [Position]

[Full Name]

Identify & engage with potential competitive consortia

Call Topic	Related previous projects as source of competitive consortia to engage with	Our Possible Contributions
HORIZON-MISS-2023-OCEAN-01-03 (IA)	Project1, Project 2, Project 3, ...	<ul style="list-style-type: none"> • We have valuable experience in • as well as in organising workshops at European Parliament and a • Dissemination platform. See XXX, • plus Assets 1-5
THORIZON-MISS-2023-OCEAN-01-07 (RIA)		<ul style="list-style-type: none"> • We have worked in ...; • plus Assets 1-5
HORIZON-MISS-2023-OCEAN-01-06 RIA
HORIZON-MISS-2023-OCEAN-01-06 IA		
HORIZON-MISS-2023-OCEAN-01-09 CSA		
HORIZON-MISS-2023-OCEAN-01-01 IA		
HORIZON-MISS-2023-OCEAN-01-04 IA		
HORIZON-MISS-2023-OCEAN-01-05 IA		
...		

For each project, you need to identify the contact details as shown already

Applied Knowledge is power

Knowledge is not power, applied knowledge is

Practice NOW with the proper support and apply what you learned in class and

1. Option 1: Identify and build your assets (1-5) and add value to the profile of your organization
2. Option 2: Identify calls of your interest that you can add value
3. Option 3: Identify potential initiators of proposals related to your targeted call
4. Option 4: Prepare an email for approaching each of the identified contacts

