
Strategies on getting into H2020

Step by step approach

Aleksander Bakowski

Strategy 1

If you have a project idea you could be one of the key partners by initiating a project proposal. For this it is advisable to get in touch with a trusted colleague from an EU Member State who has experience with the Framework Programme and the coordination of such projects. You could share your idea and write the proposal together.



Strategy 2



If you do not have a project idea but you have found call which is interesting and you feel that your expertise could be useful for potential project partners you could be one of the key partners by identifying a trusted colleagues from EU Member States experienced with the Framework Programme and offer your expertise related to that particular call. Your partners can share their ideas with you and write the proposal together.

Strategy 3

I will develop my profile, explaining my expertise and interest in particular calls and will distribute in through partner search tools, Linked-in, social media and will wait for invitation.



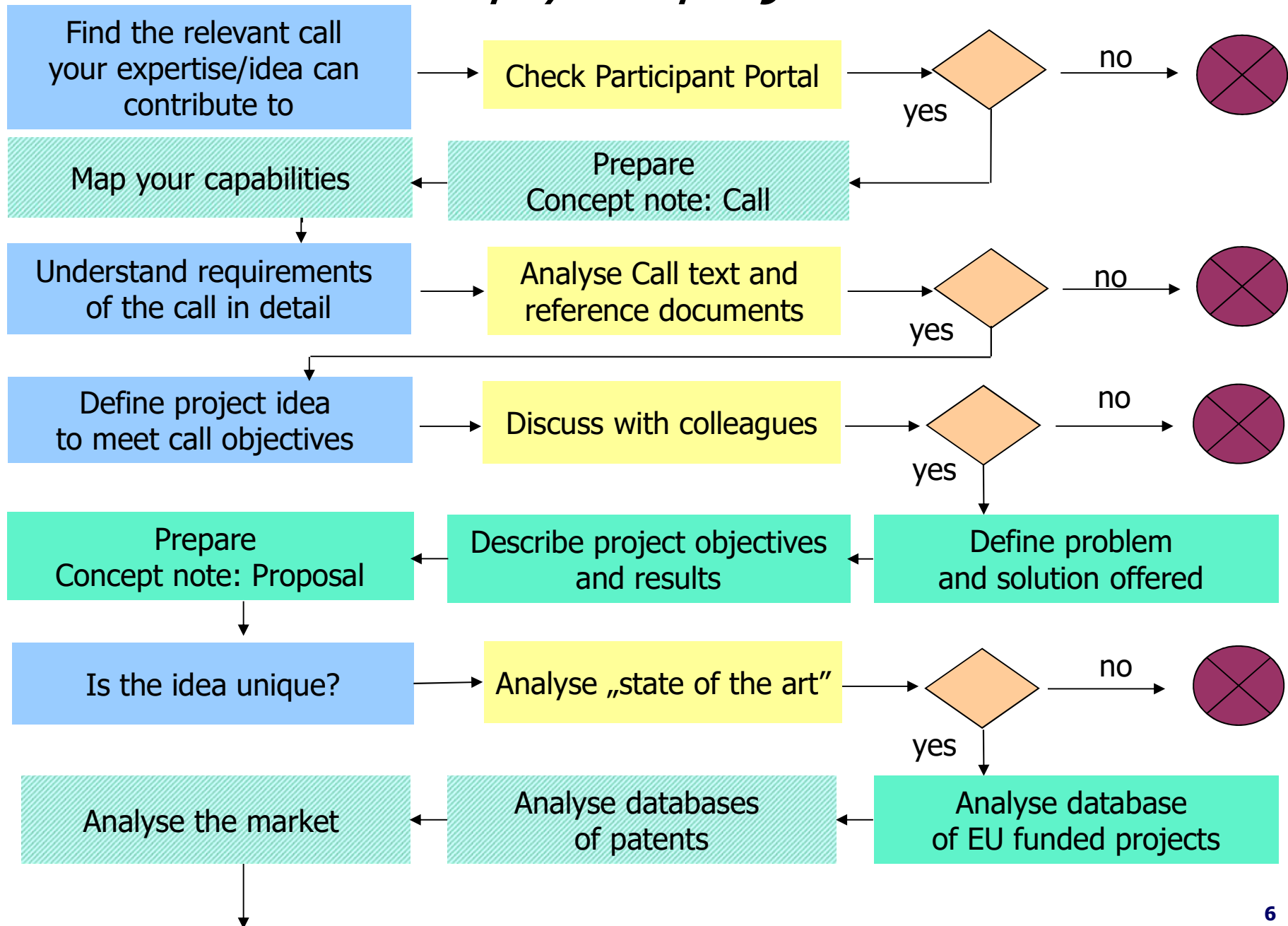
Step-by step approach

There is a number of steps which should be done before starting to set up common project proposal.

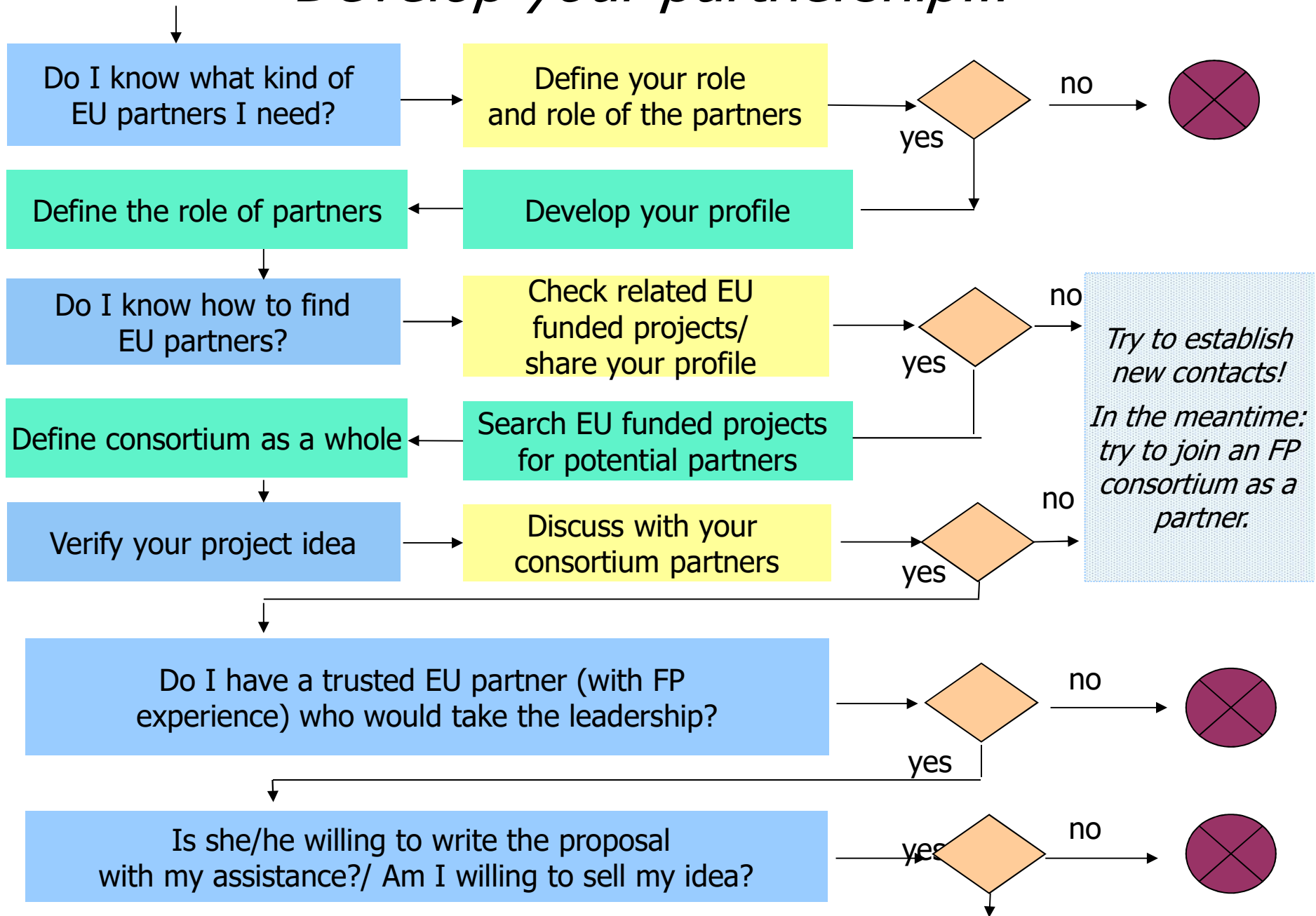
If these steps are performed correctly at the end you will have quite a lot of information and materials to use and/or transfer into to the proposal form.



Develop your project idea...



Develop your partnership...



Develop your proposal...

Set up your common project proposal!

8

Elaborate project workplan

Define Work Packages and prepare PEART Diagram

Define Milestones and Deliverables

Elaborate Gantt Chart

Elaborate management structure and procedures

Management structure and responsibilities

Decision making procedures

Communication channels

Calculate the total project budget

Personnel costs

Travel costs

Other direct costs

Indirect costs

Describe the impact

Integrate! Verify! Submit!

Integration of proposal: Wrap-up Session

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Develop you project idea

1. Identify calls your expertise can contribute to the objectives
2. Prepare concept note (call)
3. Map your capabilities
4. Prepare project concept note
5. Check state-of-the-art and define novelty

Finding the right call

Find a relevant call/topic which fits to your specific expertise.

- Prepare Call Concept Note

Understanding call text in terms of your contribution to the call objectives.

- Analyse scope of the call (specific challenge, scope, impact).
- Map your expertise in the field related to project objectives.



H2020 Concept Note: Call

CALL

Societal Challenges: Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy.
H2020-SFS-2014/2015 Sustainable Food Security

TOPIC

SFS-20-2015: Sustainable food chains through public policies: the cases of the EU quality policy and of public sector food procurements

CALL DATA

Publication date: 11-12-2013 / Deadline Date: 03-02-2015 17:00:00 (Brussels)
2nd Stage Deadline: 11-06-2015 17:00:00 (Brussels)

SCOPE

Proposals should investigate the impact of both the quality policy and public sector food procurement policies (including "school schemes") on the overall sustainability of rural territories and their role in fostering the provision of public goods as well as the impact of public food procurement on balanced nutrition. They should extend to short food supply chains which are impacted by both types of policies and assess their impact on the rural economy. Proposals should investigate the contribution and impact of the quality policy to the various objectives of the agricultural and rural development policies ranging from social and territorial cohesion to consumer confidence. Costs related to the policy and possible routes to improve its delivery should be researched. Proposals should cover a large array of PDOs and PGIs, organic products (including agriculture and aquaculture products), and short food supply chains based on regional sourcing. On food procurement policies, proposals should review existing practices, identify constraints to their development, investigate how communities of practice and partnerships involving a broad range of stakeholders can be utilised and shed light on its impact on territorial development. A large review of existing schemes should allow elaborating good practices, decision tools and recommendations for scaling up. Relevant data on short food supply chains should be gathered, which should allow the assessment of their contribution to the agricultural and rural economy. Relevant knowledge platforms should be set up.

H2020 Concept Note: Call



OBJECTIVE

- provide insight into the effects of the EU quality policy and public sector food procurement policies on sustainability and on the promotion of a healthy diet
- allow to better design and implement these policies and to foster their delivery to the overall sustainability of agriculture and the rural economy
- clarify how these approaches, through the creation of new quality markets, can foster the development of local food chains.

Type of action

Research and innovation actions

BUDGET

Total Budget: €7,000,000 EU Contribution per project: €7,000,000

Funding rate: 70% (except for non-profit legal entities, where a rate of 100% applies)

Map your Capabilities

CALL TOPIC	CAPABILITY
SFS-20-2015: Sustainable food chains through public policies: the cases of the EU quality policy and of public sector food procurements	<p>ECOZEPT has valuable experience in market research and marketing consulting in the matter of sustainable agro-food markets. A main weight lies on the research and development of market intelligence systems and marketing approaches for the niche markets in the agro-food business (organic products, regional products, typical products etc.). ECOZEPT is part of an active network of similar agencies, governmental institutions, the agro-food industry (foremost SME).</p> <p>Our services related to the call include:</p> <ul style="list-style-type: none">• Market research and market intelligence• Marketing conception for regional and sustainable initiatives• Policy advice and evaluation

Define project idea for the call

Define the problem and solution you are going to offer as well as concept to reach the results.

- Define overall project objectives and purposes
- Identify results you are going to achieve
- Quantify the results and define verifiable indicators
- Identify end-users
- General concept how to meet the objectives and reach the results



Prepare proposal Concept Note

H2020 Concept Note: Proposal



TITLE / ACRONYM	<i>Find a catchy & Descriptive title</i> O04
WHY ? (BACKGROUND)	<ul style="list-style-type: none"> • What problem you trying to address. Why bother? O05 • Is it a European priority? Could it be solved at National level? O06 • Is the solution already available? O07 • Why you? Who are the best people to do this work? O08
OBJECTIVES	What are your project overall objectives which correspond to call objectives? O19
SOLUTION?	What is the proposed solution ? O09
HOW?	<p>How is it going to be achieved ? O10</p> <ul style="list-style-type: none"> • Expected results - what will come out of the project? O12 • Who will use the results? O13 • Why do they want to use the results? O14 • How are you planning the transfer of results? O15 • What will be changed? Post project situation O16
CONSORTIUM	COORDINATOR / PARTNERS (Name / Web Site / Role in the Project / Contacts) O17
PROPOSED BUDGET	Per Partner / Per WP / Per Task O18

- 04** Strength2Food
Strengthening European Food Chain Sustainability by Quality and Procurement Policy
Olek; 2016-08-25
- 05** Definition of the problem and needs analysis.
Both EU quality policy and PSFP have witnessed recent reforms. The Quality Package (Regulation (EU) No. 1151/2012) seeks to improve and promote the operation of schemes to protect geographical indications (GIs) for agri-food products. The Regulation details the rationale for establishing/promoting GIs as a means to generate a fair return for farmers and producers for the qualities of particular goods and enable consumers to make better-informed purchasing choices through effective labelling. The diversity and quality of EU agricultural and fisheries production is seen as one of its main strengths in both domestic and international markets. Supporting GIs is thus regarded as consistent with Europe 2020 policy priorities for 'sustainable and inclusive growth', which seek to achieve competitive, high employment economies delivering social and territorial cohesion. However, performance of the FQS (e.g. PDO, PGI, TSG, organic) and individual GIs has been very variable (IPTs, 2006; London Economics, 2008). While some GIs support significant value-added production, with substantial benefits to producers, consumers and wider economies, many others have failed to become economically sustainable. Performance of GIs has been generally disappointing in the New Member States of Central and Eastern Europe (Gorton et al. 2014), where overall, rural economies are more dependent on agriculture and incomes are lower. Research on how GIs can be harnessed to positively affect rural development, particularly in disadvantaged rural areas, is thus vital.
The European Parliament agreed revised rules on public procurement in 2014, introducing new provisions allowing for environmental, social considerations and innovation to be taken into account in awarding public contracts. The new public procurement directive (2014/24/EU) has several implications for PSFP. Specifically, it alters policy by introducing the most economically advantageous tender (MEAT) criterion (Article 67). This specifies that the most economically advantageous tender 'shall be identified on the basis of the price or cost, using a cost-effectiveness approach, such as lifecycle costing (...) and may include the best price-quality ratio, which shall be assessed on the basis of criteria, including qualitative, environmental and/or social aspects'. The intention of this reform was to go beyond the lowest price approach, potentially generating opportunities to stimulate new quality food markets. However, while it is not allowed to exclude cost from the award decision, there is no similar restriction on excluding quality considerations. Member States may, however, decide to forbid the use of lowest-price award, or to limit its use for certain categories of contract or authority. Research is now needed to evaluate how MEAT is being applied in practice and could be improved/more effectively applied in the future and Strength2Food will address this.
Olek; 2016-08-26
- 06** Topic is responding to problem related to EU policy (see Call Text).
" Research should involve relevant categories of stakeholders and cover an appropriate number of EU Member States, Associated Countries and Third countries".
Olek; 2016-08-26
- 07** Twenty-six FP7 KBBE projects cover aspects of the work planned for Strength2Food. Deliverables from these projects have been taken into account in planning our detailed WP activities. In particular, FOODLINKS WPs 3 and 4 targeted short producer to consumer food chains and re-valuing PSFP, respectively. Two Strength2Food partners are in the on-going FP7 GLAMUR project which seeks to understand how to increase food chain sustainability. Our WP on recommendations for policy makers and practitioners will build on examples of best practice from the FP7 TRANSPARENT_FOOD project. Several FP7 projects targeted aspects of nutrition, such as EATWELL, HABEAT and especially I.FAMILY, which focuses on eating behaviour in European children. Recent JRC research on SFSC in the EU (Kneafsey et al. 2013) provides a key benchmark upon which Strength2Food will build. Kneafsey et al. (2013) conclude there has been insufficient research to generate baseline economic data,

Slajd 16 (kontynuacja)

and further work is required to evaluate social and economic impacts, as well as their environmental contributions. Strength2Food will directly address this report's recommendations. To avoid duplication of effort, our project will also take account of the JRC (2014) research on school food policies across the EU28. An earlier JRC SUSTAG action on FQS reviewed the extant literature and undertook research on selected FQS in terms of prices achieved and consumer quality perceptions (IPTs, 2006). DIVERSIFOOD and SUSFANS are two relevant H2020 projects (local chains, healthy eating, food policy and suitable metrics). We have planned funding for representatives of these and other relevant H2020 projects to attend Strength2Food meetings to ensure synergy between projects. Tables 1.2 (p12) and 1.3 (p14) below summarise the key ways in which Strength2Food will transcend previous research.

Olek; 2016-08-26

- 08** The Strength2Food consortium can demonstrate research excellence appropriate to achieving the topic's Expected Impacts through the complementarity of research skills and researcher track records, through partners' abilities to publish their research in high impact international journals, and through the citations of their existing research publications. The academic partners bring together leading researchers from the fields of economics/agricultural economics, food quality schemes and organics, food marketing and branding, supply chain management, agricultural and procurement policy, public administration, rural development, nutrition, consumer science, sociology and other social sciences to form an appropriate multi-disciplinary consortium of researchers, interacting with our stakeholder partners to fulfil the project's objectives (see Table 3.5, p63 for more details). Thus, all 13 European academic partners and two of our Dedicated Communication partners have publications on topics relevant to the project in the top 25% of journals within a particular subject area and are widely cited (see section 2.1 and section 4.1 for more details). Furthermore, section 4.1 also demonstrates that they possess excellent track records in international collaborative research.

Olek; 2016-08-26

- 09** Considering three dimensions (nature of legal framework, area of production, market destination) there are different combinations of food supply chains with different potential economic, environmental and social effects where impacts include tangible and intangible goods, which may be public or private in nature. Strength2Food will measure these impacts and identify strategies for improving outcomes, particularly in disadvantaged rural areas.

The pan-European distribution of both research and stakeholder partners in our consortium and their local knowledge will allow us to cover adequately the wide spectrum and diversity of FQS products, SFSC and PSFP models currently in effect around Europe. It will enable us to understand failures and weaknesses in existing schemes/policies, and to identify, and also validate, common denominators for economic, environmental and social good practice and success. This new knowledge will be a valuable project deliverable that can be used in the future, thereby ensuring both impact and sustainability of the project's discoveries.

Trans-disciplinarity will be essential to achieve our ambitious objectives. We take a holistic approach in understanding the factors that determine the success or failure of FQS, SFSC and PSFP initiatives and their impacts. Thus, in addition to exploiting academic and formalized knowledge, our consortium integrates non-academic and non-formalised knowledge (12 stakeholder partners representing farmers, food manufacturers, an international retailer, a social enterprise and consultants, as well as policy-makers). The project incorporates academic expertise from a range of disciplines as detailed in section 1.3.4.1.

Olek; 2016-08-30

- 010** Strength2Food is divided into 10 WPs. Three WPs run throughout the project to ensure we deliver effective project management (WP1), provide the widest possible communication and knowledge exchange (WP2) and properly implement and evaluate a novel set of pilot actions (WP9), thereby ensuring maximum impact for the project. An initial research WP (WP3) presents the conceptual framework for the project ensuring consistency of approaches for studying across geographical regions, FQS, SFSC and PSFP policies. This WP will also establish a consistent set of methodologies and core and bespoke quantitative indicators to be used in subsequent research WPs (WP4-8). The latter WPs along with the

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dedicated WP on demonstration activities and pilot schemes (WP9) inform a final WP on developing recommendations for policy and good practice (WP10).

*WP2 will maximise the impact of the project's results through effective knowledge exchange and communication throughout the project with a wide range of relevant audiences.

Key methodologies: an online knowledge exchange platform (KEP) will be established to communicate, inform, create dialogue and promote the use of the project's results among the target groups.

*WP3 introduces the conceptual framework for the project, documents the current state-of-the-art and will finalise the methodological tools for the WPs devoted to the analysis of the impact of FQS, PSFP, SFSC, consumer research and pilot actions (W5-9).

Key methodologies: development of a conceptual and theoretical framework plus 4 pilot case studies of FQS, PSFP and SFSC (in France, Germany, Italy, Serbia and UK).

*WP4 will analyse farmers' current engagement in FQS and SFSC and their impacts on farm performance, as well as price transmission and trade patterns for FQS by analysing existing datasets to complement the primary research undertaken in WPs 5 to 9.

Key methodologies: econometric analysis of datasets at European (e.g. FADN, DOOR, Amadeus, ComExt-Eurostat FADN, DOOR and ComExt-Eurostat) and national levels. Research will uncover the farm-related and regional determinants of farmers' participation in FQS and SFSC.

*WP5 will assess the economic, environmental and social impacts of EU FQS for food chains and rural territories by implementing the analysis agreed in WP3.

Key methodologies: applying the common set of impact metrics, developed in WP3, to 30 case studies, to assess social, environmental and economic sustainability of different FQS. The cases covered are drawn from a mixture of developed, less developed and transitional regions.

*WP6 will assess the economic, environmental, nutritional and social impact of PSFP policies. It will focus on school meals as a key example of how different food procurement strategies may impact on nutrition, food supply chains and local economies.

Key methodologies: in 5 countries (Croatia, Greece, Italy, Serbia and UK) having contrasting approaches, the impacts of a mix of the PSFP models on nutrition and sustainability will be investigated.

*WP7 will improve our understanding of the impact of SFSC on producers and wider rural territories to be able to better stimulate further development.

Key methodologies: Research will cover 12 case studies in six European countries (France, Hungary, Italy, Norway, Poland and UK), with a mix of more, transitional and less developed regions.

*WP8 focuses on consumer perspectives: their knowledge, perception, confidence and valuation of EU/national/regional quality labels as well as food practices and purchase behaviour with respect to products promoted by those schemes across different consumer groups, food cultures and settings.

Key methodologies: quantitative and qualitative methods, including consumer surveys to quantify differences across seven European countries with contrasting levels of rural development and agri-food supply chains (France, Germany, Hungary, Italy, Norway, Serbia, UK) and consumer segments with respect to perceptions and to identify perceived barriers to buy products promoted by EU/national/regional quality labels.

*WP9 will demonstrate and validate the potential of policies and schemes to stimulate the development of new quality markets and local food chains and improve the nutritional benefits of PSFP, evaluating their likely sustainability.

Key methodologies: an action research framework bringing together academic and stakeholder partners to implement a set of 6 pilot actions in less developed and transition regions. This involves initiatives in Bosnia and Herzegovina, Croatia, Hungary, southern Italy, Poland, Slovenia Serbia and northeast England, which will put into practice lessons learnt from previous WPs.

*WP10 will develop recommendations for scaling up and prepare examples of best practice for policy makers and practitioners, to be

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disseminated as WP deliverables and communicated through WP2.

Key methodologies: a synthesis of findings of previous WPs, refining and verifying recommendations (applying the Policy Delphi technique) and the creation of technical support systems and decision-making tools.

Olek; 2016-08-30

O12

1. Assessment of economic, environmental and social impacts of food quality schemes
2. Assessment of the economic, environmental, nutritional and social impacts of PSFP
3. Assessment of the economic, environmental and social impacts of SFSC
4. Consumers' knowledge, confidence and valuation of quality labels (e.g. PGI, PDO, TSG, organic) and purchase behaviour
5. Nutritional, educational, socio-economic outcomes will be measured (comparing pilot versus matched non-pilot schools).
6. Nutritional, educational, socio-economic outcomes will be measured (comparing pilot versus matched non-pilot schools).
7. Evaluate outcomes of strategies to increase FQS sales and prevent fraud / falsification
8. Evaluate outcomes of fish SFSC initiative
9. Evaluate outcomes of pilot action to stimulate producer co-operation and regional branding
10. Evaluate outcomes of initiative to promote food fairs and farmers' markets

Olek; 2016-08-26

O13

Targeted users

1. Organic producers and support agencies
2. Regulatory agencies, regional development agencies
3. Public procurement agencies, food supply chain actors
4. DG Agriculture
5. Retailers, consumer organizations producers consortia
6. Agricultural co-operatives
7. Fishing community
8. Schools, education authorities

Olek; 2016-08-26

O14

Benefits for the users:

1. Understanding of determinants of impacts and how to improve sustainability
2. Tools for evaluating and scoring tenders
3. Effective policy and support measures
4. Pilot actions which can be upscaled

Olek; 2016-08-30

O15

Following:

1. Communication plan
2. Technology implementation plan

Olek; 2016-08-30

O16

Analyse Impact

Olek; 2016-08-26

Analyse state of the art

Explain why your concept and approach is unique and has advantage over existing ones → innovation potential. 011

Research the market

- Check what kind of solutions to the problem are already on the market

Browse patent databases

- Check what kind of solutions to the problem are already patented to avoid conflicting approach

Research the scientific journals

- Check what kind of research is carried out to find new solutions to the problem

Analyse related running or completed EU funded projects

- Search CORDIS database of projects
-

O11

Innovation potential.

Strength2Food will have considerable innovation potential by developing innovative strategies and educational resources, for supporting more sustainable food choices by consumers and provision by policy-makers. Specific aspects of innovation include:

- Holistic and comprehensive assessment of the economic, environmental, nutritional and social impacts of FQS, PSFP and SFSC initiatives;
- Adoption of cutting edge methodologies (e.g. hybrid forums, Integrated Choice and Latent Variable model, practice methodologies);
- Development of innovative decision-support tools for measuring the impacts of FQS, PSFP and SFSC;
- A comprehensive set of pilot actions will demonstrate and validate strategies for creating new quality markets in less developed and transitional areas. These are explained in greater detail as part of the description of WP9;
- Verification of strategies to stimulate sustainable rural economic development (through pilot actions and Policy Delphi exercise);
- Effective uptake of these strategies will be ensured and monitored by our comprehensive communication activities.

Olek; 2016-08-29

Develop your partnership

6. Define your role in a project
7. Identify potential partners
8. Find a leader (coordinator)
9. Create consortium as a whole
10. Verify project idea



Identify potential partners

Analyse WP for partners expertise, type of organizations to be involved, territorial coverage, roles to be played within consortium.



- Define your role in a project
 - Define roles of your partners
 - Search for partners
 - Define consortium as a whole
 - Verify original project concept together with your partners
-

Develop your Participant Profile

ACRONYM: Strentgh2Food // PIC No: 923125234

Organisation description

ECOZEPT is a German-French based private **market research** and **marketing consulting agency** that is engaged, since its foundation in 2000, in the matter of sustainable agro-food markets. A main weight lies on the research and development of market intelligence systems and marketing approaches for the niche markets in the agro-food business (**organic products, regional products, typical products** etc.). Partner of research and teaching institutions, ECOZEPT is part of an active network of similar agencies, governmental institutions, the agro-food industry (foremost SME) and extension services in Germany and France, but as well in other European countries.

Products/ Services

Our services include:

- Market research and market intelligence
- Marketing conception for regional and sustainable initiatives
- Consultancy in marketing: branding, distribution, communication
- Teaching and Training
- Policy advice and evaluation



Develop your Participant Profile

Role in the project (project specific)

We will support the **structuring and the development of organic and sustainable agro-food supply chains**. We will analyze and optimize the collaboration between the different levels of a supply chain, **from the agricultural production to the consumers in** different regional context .

We will perform market research of niche markets in the agro-food business .

We will coordinate development of marketing conception for regional and sustainable initiatives in agro food.

Short CVs of Key Personnel (3 – 4 people / 1 Paragraph each):

Dr. D Andrews.....

Dr. A. Bontemps....

Relevant experience and knowledge

Publications, products, services or achievements relevant to the call content (3-5):

D. Andrews, et. al. (2014) Journal of Marketing 78(6):120-142

A. Bontemps, et. al. (2013) European Review of European Economics 40(3): 413-439



Develop your Participant Profile

Relevant previous projects or activities:

Participation in projects within the EU research framework programs:

OrganicDataNetwork: The project “Data Network for better European organic market information” (OrganicDataNetwork) aims to increase the transparency of the European organic food market through better availability of market intelligence about the sector to meet the needs of policy makers and actors involved in organic markets.

QLIF (Quality of Low Input Food), 2006

SUS-CHAIN (Marketing Sustainable Agriculture: An analysis of the potential role of new food supply chains in sustainable rural development), 2002 - 2006

CIFAS (Study on Environmental Cross-compliance Indicators in the context of the Farm Advisory System), 2006

TYPIC (Typical Food Products in Europe: Consumer Preference and Objective Assessment), 2003 - 2005

IM-PACT (Socio-economic Impact of Multifunctionality on rural Development), 1999 - 2000.

Contact details:

Name:

E-mail:



Define roles of your partners

- Coordinator
- Research Partner (WP/Task Leader)
- Provider of technology
- Provider of pilot/testing facilities
- Communication/Dissemination Partner
- End user
- Stakeholder partner
- Third Party



Use CORDIS to search for EU projects and partners



- Search DB (Projects & Results; Reports)
- Partner Search (Partners)

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Community Research and Development Information Service

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Project tweets

ProGRESS
@ProgressRRI
Shandra Woworuntu: My life as a sex-trafficking victim
bbc.co.uk/news/magazine-...
3h

TEMI
@teachmysteries
Long live TEMI in Prague!
teachingmysteries.eu/en/long-live-t-...
7h

TEMI
@teachmysteries
Hello Matthew, I sent you a private message. Is everything ok now?
twitter.com/Mattmoy_2000/s...
Stay Tuned

CORDIS Archives

CORDIS is the European Commission's primary public repository and portal to disseminate information on all EU-funded research projects and their results in the broadest sense.

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Smart windows: A no-brainer for future buildings

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Create consortium as a whole

Title of Proposal: Strength2Food – Strengthening European Food Chain Sustainability by Quality and Procurement Policy

List of Participants

Participant Number	Participant organisation name	Country
Academic Research Partners		
1 (co-ord)	Newcastle University (UNEW)	UK
2 (deputy co-ord)	Università degli Studi di Parma (UniPR)	Italy
3	University of Edinburgh (UNED)	UK
4	Wageningen University (WU)	Netherlands
5	Aristotle University of Thessaloniki (AUTH)	Greece
6	INRA Dijon, UMR CESAER (INRA-D)	France
7	Ekonomski fakultet Univerziteta u Beogradu (BEL)	Serbia
8	Universität Bonn (UBO)	Germany
9	Statens Institutt for Forbruksforskning (SIFO)	Norway
10	Sveučilišta u Zagrebu (ZAG)	Croatia
11	CREDA-UPC-IRTA (CREDA)	Spain
12	Università degli Studi di Milano (UMIL)	Italy
13	Szkola Główna Gospodarstwa Wiejskiego (SGGW)	Poland
14	Kasetsart University (KU)	Thailand
15	University of Economics Ho Chi Minh City (UEHCM)	Vietnam
Dedicated Communication and Training Partners		
16	European Food Information Council (EUFIC) - Communication and impact	Belgium
17	Balkan Security Network (BSN) - Training, sustainability and research	Serbia
18	Top Class (TOPCL) - MOOC provider SME	Serbia
Stakeholder Partners		
19	Confederazione Nazionale Coldiretti (CNC) – Confederation of Farmers	Italy
20	ECO-SENSUS Research and Communication Nonprofit Ltd. (ECO-SEN) - Local food quality label and food research SME	Hungary
21	Główny Inspektorat Jakosci Handlowej Artykulow Rolno-Spozywczych (IJHAR) - Inspectorate for EU quality schemes	Poland
22	Food Nation (FOODNAT) - social enterprise SME	UK
23	Consiglio per la Ricerca e la sperimentazione in Agricoltura (CRA-INEA) - Council for Agricultural Research and Economics	Italy
24	Academia Barilla (BARILLA) - Nutrition and education	Italy
25	Ministry of Education, Science and Technological Development of the Republic of Serbia (MPN) - Ministry	Serbia
26	Konzum (KONZUM) - International grocery retailer	International
27	Municipality of Arilje (ARILJE) - Local authority	Serbia
28	Consorzio del Parmigiano Reggiano (CPR) – PDO Producer organisation	Italy
29	Ecozept (ECOZEPT) - Organic and food supply chain expertise SME	Germany
30	Impact Measurement Ltd (IMPMENT) - Impact of public sector procurement strategies expertise SME	UK



Develop your proposal

11. Elaborate project workplan
12. Elaborate management structure
13. Calculate overall costs of your project
14. Describe the impact
15. Integrate proposal, identify risks and verify its content



Project workplan

- List of WPs
- PERT diagram showing inter-relationships between WPs
- Description of each WP (objectives, tasks subtasks, allocation of person-months)
- List of deliverables
- List of milestones
- Gantt chart
- Risk management



Example: PERT chart

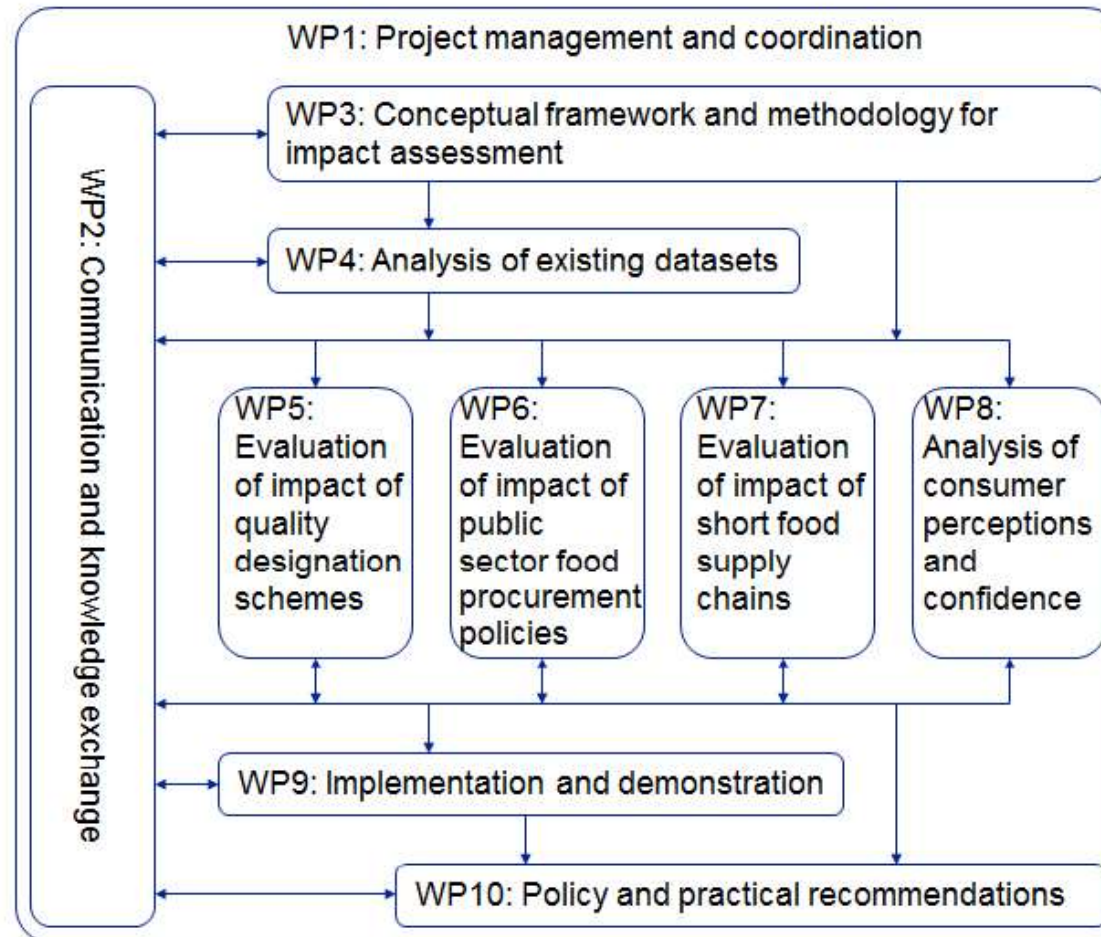
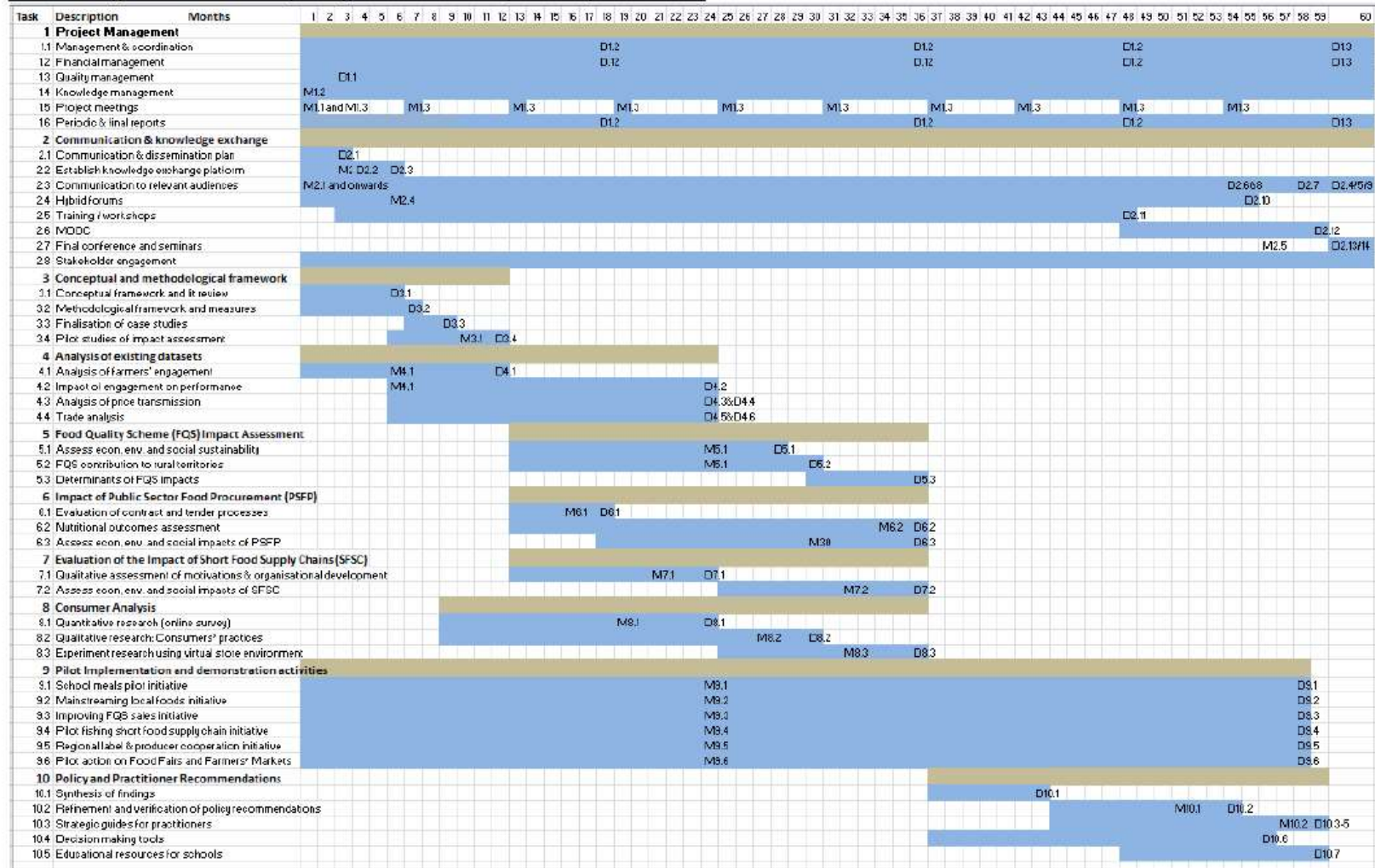


Figure 3.1. Flow diagram showing inter-relationships between Work Packages.

Gantt Chart

3.1.2 Timing of different work packages and their components (Gantt chart)



Management structure and procedures

Management structure should be appropriate to the type and size of the project

- Management bodies
- Composition and competencies of members
- Responsibilities
- Decision making procedures
- Ways of communication
- Number of face-to-face meetings
- Justification that the structure is appropriate



Management structure and procedures



1. The **Project Management Team (PMT)** will be based at Newcastle University and be responsible for the day-to-day coordination of the project. The team will consist of the project coordinator (**Dr. Matthew Gorton**), other senior Newcastle researchers (Carmen Hubbard and Jeremy Phillipson), a Project Manager (funded by the project and who will be in place in time for the kick-off meeting), the Project Finance Officer and deputy coordinator (**Prof. Filippo Arfini**), who will assist with the coordination of activities in southern and southeast Europe, and deputise for the coordinator if necessary in his absence at project meetings. A regionally-focused deputy coordinator of project activities is valuable given the number of partners based in these countries. The Coordinator, however, will be the focal point for all contact with the DG Research and act as an intermediary between the EC and the Consortium. Newcastle University has a long and successful track record in managing such projects and the project coordinator has over 20 years of experience in R&D management and acted as a principal investigator in 3 FP6/7 projects.

2. The **General Assembly (GA)** will be the ultimate decision-making body of the project and will meet annually. The General Assembly will be composed of one representative from each partner organisation and will be responsible for the strategic direction and overall governance of the project. It will be chaired by the project co-ordinator. The GA will be responsible for the overall direction of all activities and re-orientation where necessary along with revisions to the budget and measures relating to defaulting partners. To ensure an effective remit and given the object of ensuring the project's impact is maximised, the GA will:

- Analyse performance indicators, and all other relevant information provided by the Executive Board;
 - Take into account analysis on the evolution of the context in which the project is carried out, notably, scientific, legal, societal and economic aspects.
-

Management structure and procedures

3. The **Executive Board (EB)** will be responsible for effective implementation of, and adherence to, the Consortium Agreement; ensuring that all milestones and deliverables are achieved. Chaired by the Coordinator (Gorton), the EB comprises all other WP leaders (Sokolović, Giraud, Dries, Arfini, Tregear, Vittersø, Hartmann, Filipović, Mattas), as well as the head of the KMREC (Quarrie), Gender Action Officer (Brennan) and an industry-based results exploitation officer (Ciannavei), each of whom has a track record of collaborative research and innovation projects. The EB will interact through telephone skype conferences on at least a bi-monthly basis, and in person at least every 6 months at project meetings. The EB will prepare the decisions to be taken by the GA (e.g., concerning the description of work, budget and EC contribution allocation) and ensure that decisions are properly implemented. The EB will oversee the work of the project including quality control.



4. The **Stakeholder Advisory Board (SAB)** will ensure that the Strength2Food coordination team is kept informed of relevant developments external to the project and will provide a watching and advisory brief over the implementation strategies and activities of the project. The SAB will meet annually, and will serve as an advisory body - a discussion platform to consult in different aspects of the project, as well as a powerful dissemination channel. The SAB has 5 female and 4 male representatives. The SAB will be composed of relevant and influential stakeholders (see table 3.3 below). Specifically, the SAB will:

Management structure and procedures



5. **Gender Action Officer.** In keeping with the efforts to promote gender balance in EU research and effective consideration of gender issues, the project will appoint a Gender Action Officer (Dr. Mary Brennan, UNED). Dr Brennan is tasked with ensuring gender issues are effectively considered in the project's research. Her role also includes advising on issues of recruitment, retention and staff development in relation to best practice and legislation, offering career advice to female staff new to research and promoting local, national and international equalities initiatives and events. Dr. Brennan will sit on the project's EB and KMREC and is thus integrated into the project's main decision-making bodies.

6. **Knowledge Management and Research Ethics Committee (KMREC)** will oversee research ethics procedures and the publication of any knowledge generated by the project and implementation of those parts of the Consortium Agreement covering Intellectual Property (IP). It will consist of seven members (Quarrie [chair], Gorton [coordinator], Arfini [deputy coordinator], Brennan [gender action officer], Filipović [leader of WP on pilot implementation and demonstration activities], Ciannavei [results exploitation officer] and White [external research ethics advisor]. The remit of the KMREC is to:

- ensure that ethical guidelines are implemented across the project;
 - assist in identifying knowledge that could be subject to protection, use or dissemination, based on publications and activity reports issued by partners and WP leaders;
 - approve publications from the project, ensuring relevant partners have been consulted and agreed;
 - mediate in disputes between partners regarding publication of findings;
 - resolve any other conflicts related to intellectual property rights.
-

Resources to be committed



- Summary of staff effort (person/months)
 - Travel costs (number of meetings/visits, number of participants, length of each meeting/visit, travel costs, per diems, purpose of each visit/meeting)
 - Other direct costs (organization of meetings, workshops, conferences, promo materials and activities, etc.)
 - Depreciation of equipment used
 - Subcontracting
 - Indirect costs: 25% overhead on direct costs excluding subcontracting
-

Summary of staff effort



	WP1	WP2	WP3	WP4	WP5	WP6	WP7	WP8	WP9	WP10	Total Person/Months per Participant
UNEW	41.0	3.0	3.0				10.0	7.0	10.0	7.0	81.0
UniPR	6.0	3.0	12.0		21.0	10.0	11.0	7.0	6.0	7.0	83.0
UNED	2.0		3.0			30.0			1.0	2.0	38.0
WU		3.0		18.0	6.0						27.0
AUTH					6.0	9.0				24.0	39.0
INRA-D		3.0	28.6		19.0		10.0	7.0		2.0	69.6
BEL			3.0		6.0	10.0		9.0	24.0	7.0	59.0
UBO			3.0					20.0	2.0	2.0	27.0
SIFO		6.0	4.0		6.0		18.0	11.0	2.0	2.0	49.0
ZAG					6.0	50.0			12.0		68.0
CREDA				11.0	6.0						17.0
UMIL				11.0	6.0						17.0
SGGW		3.0			6.0		16.0		5.0		30.0
KU		1.0			6.0						7.0
UEHCM		1.0			6.0						7.0
EUFIG		35.4								6.0	41.4
BSN	10.0	9.0							10.0		29.0
TOPCL		18.0									18.0
CNC	2.0	10.0		1.0			4.0		5.0	2.0	24.0
ECO-SEN		3.0			6.0		10.0	7.0	9.0		35.0
IJHARS									12.0	2.0	14.0
FOODNAT									12.0		12.0
CRA-INEA				6.0							6.0
BARILLA						2.0			8.0	10.0	20.0
MPN						2.0			12.0		14.0
KONZUM								2.0	10.0		12.0
ARILJE			3.0						9.0		12.0
CPR			2.0		2.0				2.0	2.0	8.0
ECOZEPT			4.0		18.0	2.0					24.0
IMPMENT			3.0		6.0	2.0				5.0	16.0
Total Person/Months	61.0	98.4	68.6	47.0	132.0	117.0	79.0	70.0	151.0	80.0	904

Other Direct Costs



1/UNEW	Cost (€)	Justification
Travel	55000	15000 - Participation at annual project and Executive Board meetings, external conferences to present project results (2 people at 10 meetings) 40000 - travel and subsistence for invited experts to project meetings (other H2020 project co-ordinators, participants for learning workshops, high-level guest speakers, EIP representatives, specialist journalists and bloggers)
Other goods and services	30500	Audit (5000), UK Hybrid forums (4000), WP7 Fieldwork (6000), WP8 Qualitative Fieldwork (6000), WP9 Pilot implementation costs (1500), Gold open access costs (8000)
	18000	Subcontracting: hosting of 9 meetings (annual project meetings plus those of the Executive Board) at €2000 each
Total	103500	
2/UniPR	Cost (€)	Justification
Travel	15000	Participation at annual project and Executive Board meetings, external conferences to present project results (2 people at 10 meetings)
Other goods and services	50000	Audit (5000), Italy Hybrid forums (4000), WP3 Fieldwork (3000), WP5 Fieldwork (6000), WP6 Public procurement fieldwork and collection of school menu/food waste data (20000), WP7 Fieldwork (6000), WP8 Qualitative Fieldwork (6000)
Total	65000	
3/UNED	Cost (€)	Justification
Travel	15000	Participation at annual project and Executive Board meetings, external conferences to present project results (2 people at 10 meetings)
Other goods and services	26900	Audit (5400), WP6 Public procurement fieldwork and collection of school menu/food waste data, WP9 Pilot implementation costs (1500)
Total	41900	
5/AUTH	Cost (€)	Justification
Travel	15000	Participation at annual project and Executive Board meetings, external conferences to present project results (2 people at 10 meetings)
Other goods and services	31000	WP5 Fieldwork (6000), WP6 Public procurement fieldwork (20000), WP10 Policy Delphi costs (5000)
Total	46000	
7/BEL	Cost (€)	Justification
Travel	15000	Participation at annual project and Executive Board meetings, external conferences to present project results (2 people at 10 meetings)
Other goods and services	22700	WP3 Fieldwork (2000), WP5 Fieldwork (2800), WP6 Public procurement fieldwork and collection of school menu/food waste data (13600), WP8 Fieldwork (2800), WP9 Pilot implementation costs (1500)
Total	37700	
8/UBO	Cost (€)	Justification
Travel	15000	Participation at annual project and Executive Board meetings, external conferences to present project results (2 people at 10 meetings)
Other goods and services	110000	WP8 Qualitative Fieldwork (6000) Subcontracting in WP8 – 60000 Survey data collection by market research company in 7 countries, 50000 Virtual supermarket for Task 8.3
Total	131000	

Impact

Impact is call specific and proposal should fully cover „impact” expected by the call.

- Analyse different levels: organization (consortium partners) and EU level, other (regions, macroregion, country/ies) if relevant
- Analyse relevant target groups (policy makers, consumers, academics, SMEs, etc.)
- Analyse social, economic, environmental, technological and legal impacts
- Develop communication plan and measures to maximise the impact
- Analyse barriers to achieve expected impact



Table 2.1: PESTLE Analysis

Impact category	Potential impact
Political	Strength2Food will generate policy recommendations to improve the operation of quality policy (e.g. Reg (EU) No.1151/2012) and public procurement procedures to strengthen Europe's quality food sector. Policy recommendations will be verified via a WP10 Policy Delphi exercise and WP9 pilot implementation actions
Economic	Strength2Food will assess the current economic impact of FQS, PSFP and SFSC, understanding the drivers of improved performance and study how they can be upscaled .
Social	Strength2Food will assess the current social impact of FQS, PSFP and SFSC, including gender dimension, identifying success stories in promoting inclusion and territorial cohesion and considering the degree to which they can be replicated elsewhere.
Technological	Impacts include: new decision-making tools for impact analysis , educational app aimed at children, consideration of ways in which innovations in genetic testing can be adopted by regulatory agencies to prevent fraud / falsification in FQS, and evaluation of the effectiveness of a new smartphone app for promoting SFSCs .
Legal	The decision-making tools refined in the project and made available to others as part of Task 10.4 can become an integral part of the public procurement process with specific reference to the most economically advantageous tender (MEAT) criterion, by being able to assess and score the competing tenders with reference to their sustainability impacts.
Environmental	Environmental impacts of varying FQS, PSFP and SFSC are assessed with the objective of fostering sustainable, value added supply chains . Minimising food waste is a particular objective of research on school catering (Tasks 6.2 and 9.1).

Detailed information on project impact is given under the Impact sub-headings below.

Integration



Application Form (Table of Contents)	Developed forms (Workshops)
1 EXCELLENCE	
1.1 Objectives	Project Concept Note
1.2 Relation to the work programme	Project Concept Note
1.3 Concept and approach	Project Concept Note
1.4 Ambition	Novelty of your approach
2 IMPACT	
2.1 Expected impacts	Proposed project impact
2.2 Measures to maximize impact	Maximizing impact
a) Dissemination and exploitation of results	-
b) Communication activities	-
3 IMPLEMENTATION	
3.1 Work plan - Work packages, deliverables and milestones	
• Gantt chart or similar	Gantt chart
• Detailed work description, ie:	
- a description of each work package	-
- a list of work packages	List of WPs
- a list of major deliverables	-
• Pert diagram or similar	PERT diagram
3.2 Management structure and procedures	Management structure
3.3 Consortium as a whole	Role of partners
3.4 Resources to be committed	Calculate project budget
• Table of person/months	Calculate project budget
• Table showing 'other direct costs'	Calculate project budget
4 MEMBERS OF THE CONSORTIUM	
4.1 Participants (applicants)	Participant profile
4.2 Third parties involved in the project	-
5 ETHICS AND SECURITY	
5.1 Ethics	Ethics
5.2 Security	Security

Teşekkr ederim!

Thank you!



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