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Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 II

INNOSUP-01-2018-2020: Cluster facilitated projects for new industrial
value chains

Focus Group Training

Strategies for approaching consortia and participating in INNOSUP-01
proposals

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PERFORMANCE IN HORIZON 2020

$$P = E * (K + N)$$

P = Performance

E = Effort

K = Knowledge

N = Network



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5 STRATEGIES FOR PERFORMANCE IN HORIZON 2020

Strategies for beginners:

1. The hunter
2. The fisherman
3. The one-person band

Advanced strategies:

4. The matchmaker
5. The multiplier



PLEASE NOTE:

- ✓ Reality is much more complicated, actors have individual strategies
- ✓ Strategies are **not mutually exclusive**
- ✓ You can be advanced in some Calls/ WPs but beginner in others, adjust!



THE HUNTER

- Pro-active (and sometimes aggressive) search for potential coordinators
- Mass mailing to previous coordinators/ partners of projects, sometimes without previously knowing them (cold calling)
- Just like in hunting, success depends on shooting accuracy
- Requires some efforts in preparation, but all in all it is a low cost, limited results method



DO: Follow a structured, targeted approach to maximize results



DON'T: Spam the world

THE FISHERMAN

- Participates in events, workshops etc aiming to understand the calls, network and meet potential coordinators
- Seizes opportunities to present his/her organization during events
- Success depends on persistency and personal skills
- Requires effort and travelling budget, but with time it may pay off



DO: Try to increase knowledge (K) and network (N), simultaneously



DON'T: Expect impressive results from the first few events



THE ONE-PERSON BAND

- Tries to put a proposal together, but lacks the experience and the supporting team
- Does everything: consortium building, proposal writing, budget negotiations, administrative work
- Success depends on effort, skills and (sometimes) luck
- Requires huge effort but accelerates skills, good strategy for ambitious juniors



DO: Select the Call carefully, ask for help from colleagues



DON'T: Burn out!



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THE MATCHMAKER

- Understands the Calls and has a broad network
- Brings value by bringing partners together or securing important actors
- Not main proposal writer, but contributes in writing and reviewing
- Fitting role for associations, public bodies and ecosystem facilitators



DO: Build long-lasting relationships, based on reciprocity



DON'T: Try to be in all proposals, particularly in competing ones



THE MULTIPLIER

- Advanced writing skills and broad network
- Carefully selects Calls with competitive advantage
- Invites other skillful proposal writers
- Multiplies opportunities through reciprocity
- Requires a strong supporting team, long-term commitment and strategic approach
- In the long-term, this strategy always brings very good results and builds solid know-how



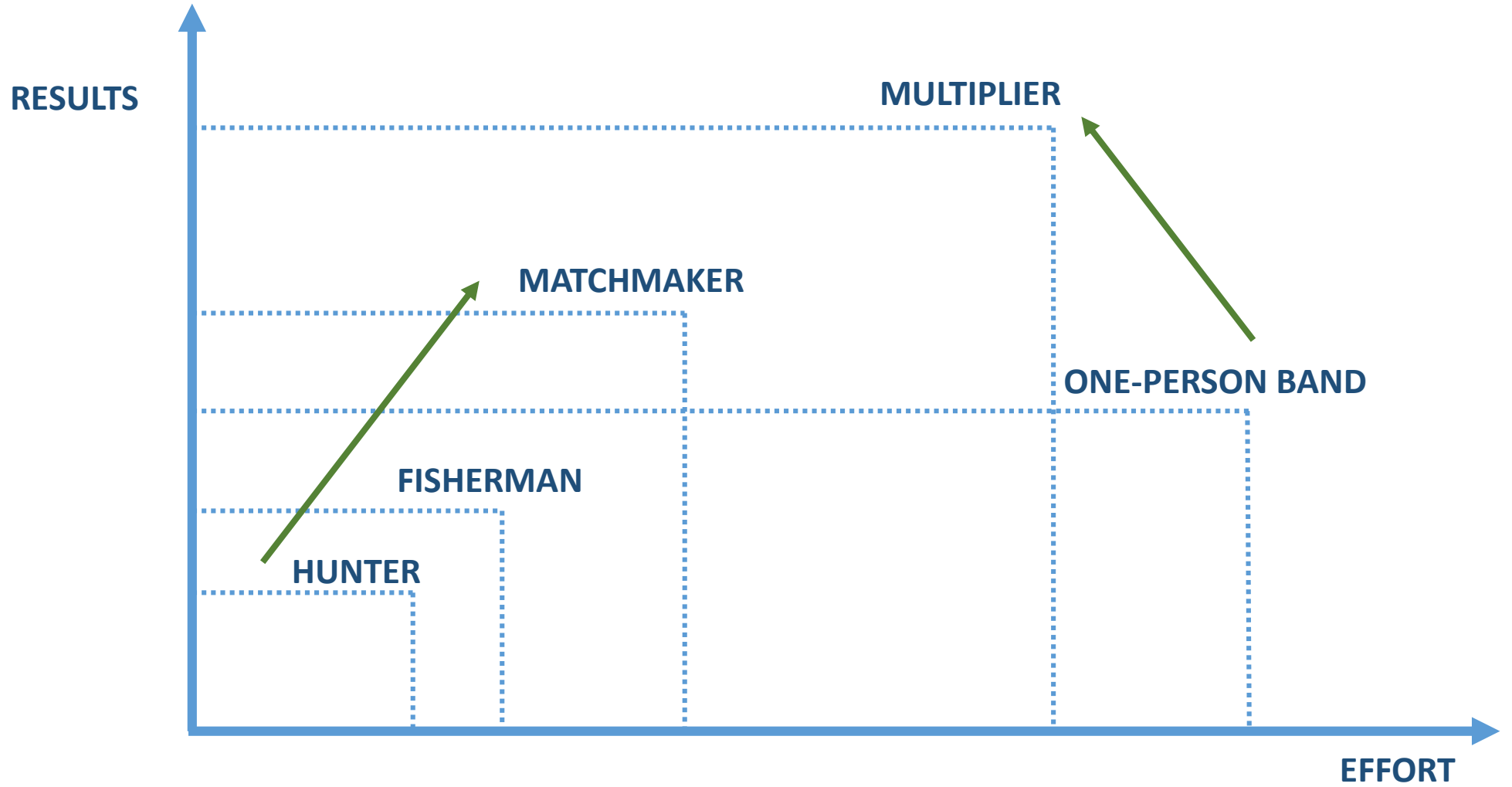
DO: Build a team and give ownership of results to many people, sustainability comes from developing people



DON'T: Loose focus in other activities, EU projects cannot/ should not be the only activity of an organization



EFFORT vs RESULTS



...AND ONE STRATEGY TO AVOID: THE FREE-RIDER

DON'T UNDERESTIMATE:

- ✓ The intellectual and emotional intelligence of people in EU projects ecosystem
- ✓ The collective memory of the network
- ✓ The need to deliver once the project is selected (EU projects are not lottery tickets)

APPRECIATE:

- ✓ The opportunities that more experienced organizations will offer you
- ✓ The work that people invest in preparing a proposal
- ✓ The knowledge that you will gain if you are a committed and contributing partner



MAIN AIMS OF PRACTICAL EXERCISE



1

To engage participants in identifying potential strong partners/ coordinators for an INNOSUP -01 proposal and requesting collaboration



2

To ensure that participants are involved in a topic relevant to their profile and interests



3

To familiarize participants with the fact that in order to participate in INNOSUP proposals they need to bring competitive advantages to the consortium



SETUP OF THE PRACTICAL EXERCISE

Scenario: "Enter the hunting season": You want to be a partner in competent INNOSUP consortia with good chances to be funded. You need to write an email to potential coordinators or core partners (usual suspects) to convince them that you are a relevant and committed partner



Preparation time 40 mins

Presentation time 2 mins



INSTRUCTIONS

- Study the call carefully
- Search for relevant partners among successful projects (4-6)
- Do some research to identify people/ contacts (Use LinkedIn)
- Prepare an email, describing:
 - Your competences, relevance and previous experience
 - Your competitive advantages
 - Your national/ regional funding strategies relevant to the Call
 - Your potential role in the project, based on key conceptual elements (LSDs, FSTP and other supporting services)
- Offer the possibility to engage additional useful partners
- How are you planning to convince them about your commitment?

PLEASE COME ON STAGE



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Teşekkür ederim!
Thank you!



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