



This project is co-financed by the
European Union and the Republic of Turkey

Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir



TURKEY_{in}
HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

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

Turkey in Horizon 2020 II

Accelerator (SME Instrument)

Project Writing Camp for SMEs, 10:00
– 12:00

4th September 2020



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



Philip Sowden (UK)

- Background in manufacturing
- SME programmes at regional, national & International levels
- Worked with EC for over 30 years
- SME Key Expert on two previous projects in Turkey
- Responsible for SME programmes in the present project

TinH2020 International Team of Experts



DR ALEKSANDER BAKOWSKI
TEAM LEADER
a.bakowski@idi.ie



ODYSSEAS SPYROGLU
LEGAL & FINANCIAL EXPERT
o.spyroglou@idi.ie



PHILIP SOWDEN
SME EXPERT
p.sowden@idi.ie



GRIGORIS CHATZIKOSTAS
TRAINING COORDINATOR
g.chatzicostas@idi.ie



YASEMIN EDA ERDAL
SME INSTRUMENT EXPERT
yerdal@idi.ie

Webinars 1, 2 & 3

- **Webinar 1** – introduction to EC, Horizon 2020 and Accelerator (SME Instrument)
 - **Webinar 2** – Closer look at Technology Readiness Levels and wider EC eligibility requirements
 - **Webinar 3** – Business Planning; purpose, process and expectations
-
- All recordings are available on our project web site:
www.turkeyinh2020.eu

Webinars 4&5

- Today's **Webinar 4** – Accelerator Financial Issues
- **Webinar 5** – 28th September – Question and Answer session for SMEs which will submit bids to Accelerator 7th October cut-off



TURKEYⁱⁿ **HORIZON 2020**

COOPERATION, INNOVATION, COMPETITIVENESS

Key Project Objectives

- Support Turkish participation in Horizon2020
- Strengthen capacity in Science, Technology and Innovation
- Facilitate integration of Turkish Research Area into European Research Area by increasing Horizon2020 participation
- Provide range of activities
- Runs 7th January 2019 to first quarter of 2022

Web site: <http://www.turkeyinh2020.eu/>

Project activities ...

Training Events



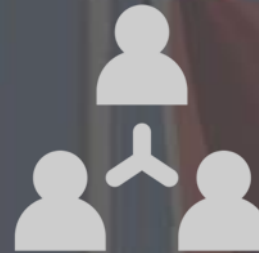
- Introductory
- Focus Groups
- IPR
- Access to Risk Finance
- Webinars
- Lobbying
- Project Writing Camps

Networking



- Brokerage Events
- International Study Visits
- Award Ceremonies
- Conferences
- Info Days

SME Support



- 1-to-1 Support
- Project Writing Training
- Pitching Workshop
- Feasibility Reports
- Investment Readiness

Tools



- Website
- Helpdesk
- Training Guides

Horizon 2020 and Horizon Europe Framework Programmes...



- **‘Horizon 2020’** will run up until 31st December 2020
- **‘Horizon Europe’** will then run for 6 years



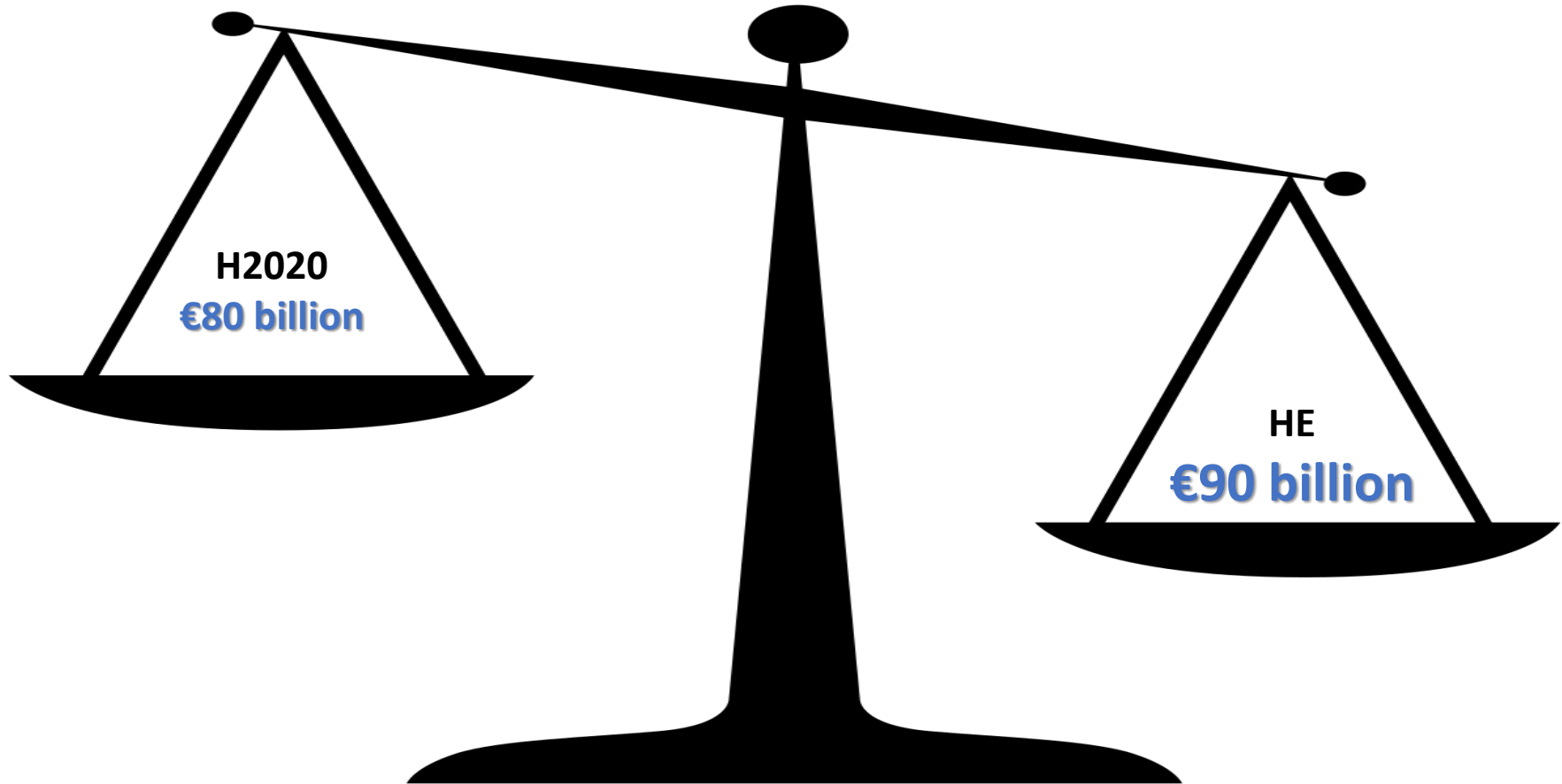
Why Participate in Horizon2020?

- Access to current and future technologies
- International collaborative partners such as in industry/academia
- New markets
- Upcoming standards and regulations
- Amplifies impact of national INVESTMENT



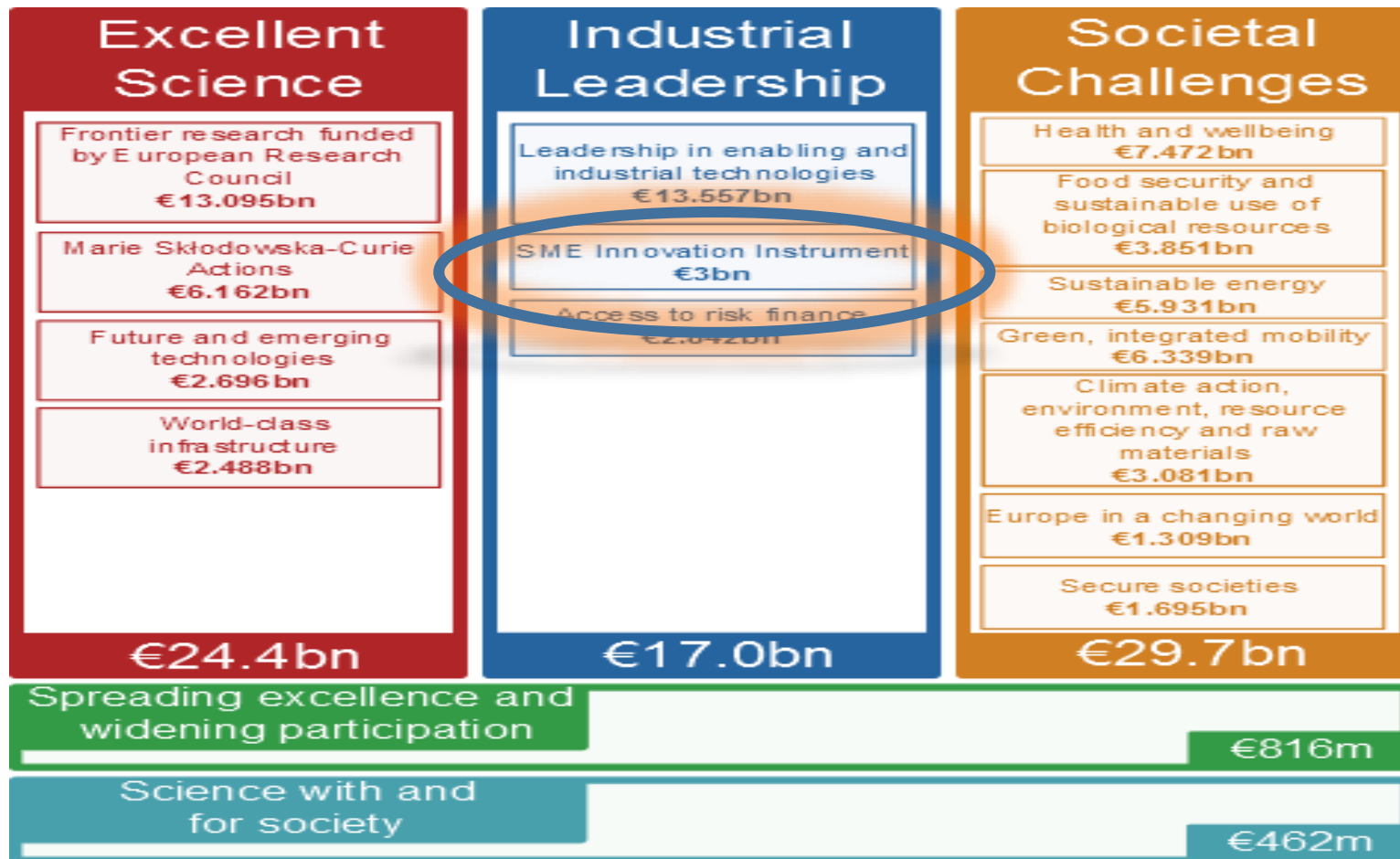
ECONOMIC AND SOCIAL IMPROVEMENT

...and of course the EC grant support!





Horizon 2020



Pillar 1

Excellent Science

European Research Council

Marie Skłodowska-Curie
Actions

Research Infrastructures

Pillar 2

Global Challenges and
European Industrial
Competitiveness

Clusters

- Health
- Culture, Creativity and Inclusive Society
- Civil Security for Society
- Digital, Industry and Space
- Climate, Energy and Mobility
- Food, Bioeconomy, Natural Resources, Agriculture and Environment

Joint Research Centre

Pillar 3

Innovative Europe

European Innovation Council

European innovation
ecosystems

European Institute of
Innovation
Technology

Widening Participation and Strengthening the European Research Area

Widening participation and spreading excellence

Reforming and Enhancing the European R&I system



Horizon 2020



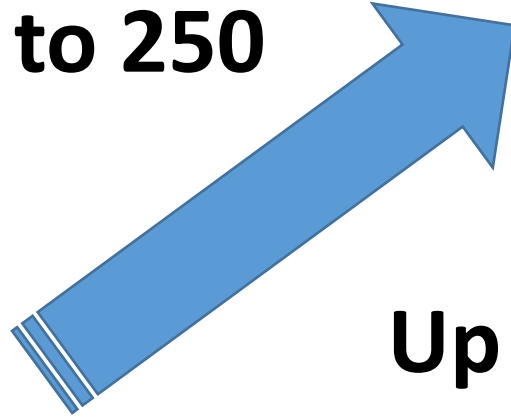
... will stimulate 1 Trillion Euros of public and private sector investment by 2030 ...

European Green Deal

- Stricter **emissions standards**
- Revamped **energy taxes**
- New **subsidies**
- **Environmental import tax**
- **€100 billion aid** for most affected regions
- **Greener farming**
- **Prevent loss of biodiversity**
- **Tougher air quality standards**
- Action on **water quality**
- **WILL MOBILISE RESEARCH AND STIMULATE INNOVATION**

Mainly aimed at SMEs...

1 to 250



Up to €50m turnover



SMEs are very important to Turkey



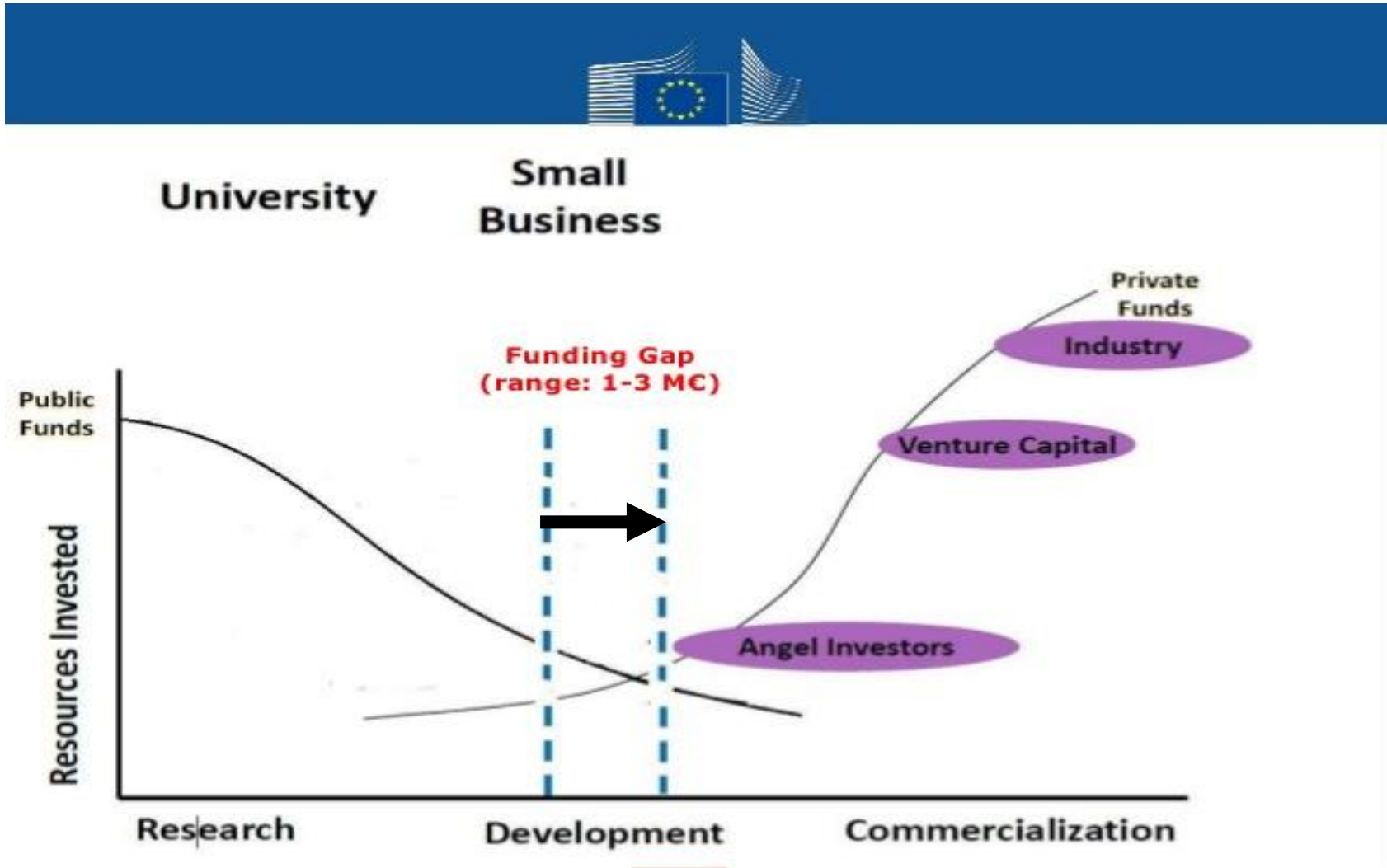
92% of Enterprises
78% of Employment
53% of GDP

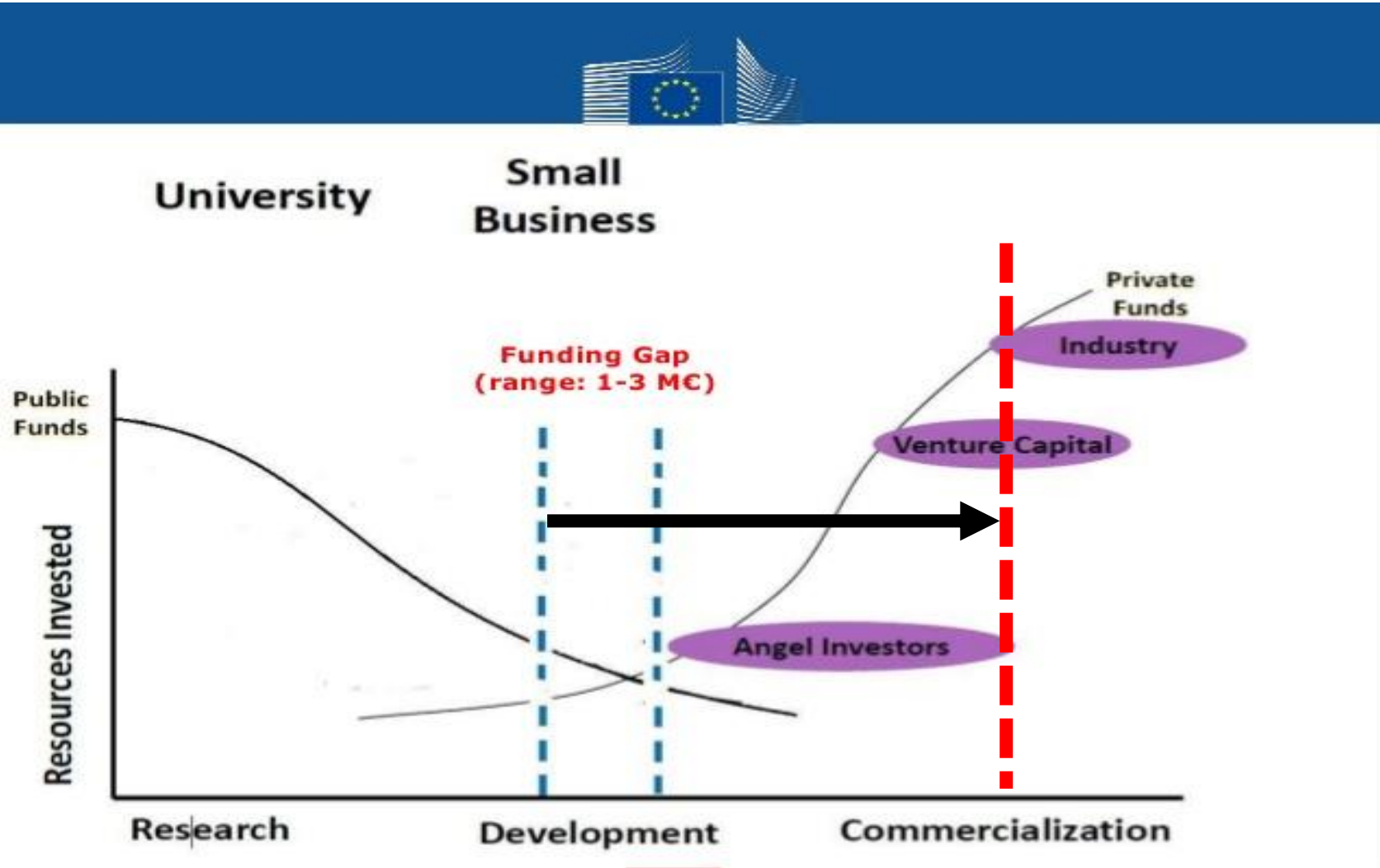
Accelerator (SME instrument)...

...what is its purpose?

Accelerator (SME instrument)...

...what is its purpose?





MEASURE YOUR TECHNOLOGY READINESS LEVELS - TRL

How technology ready is your service/product?



Technology Readiness Levels as adapted by the CloudWATCH2 project

Find out more about CloudWATCH2 TRL: http://bit.ly/TRL_MRL



www.cloudwatchhub.eu

CloudWATCH2 has received funding from the European Union's Horizon 2020 programme
DG CONNECT Software & Services, Cloud, Contract No. 644748

MEASURE YOUR TECHNOLOGY READINESS LEVELS - TRL

How technology ready is your service/product?



Find out more about CloudWATCH2 TRL: http://bit.ly/TRL_MRL

So, correct TRL is very important...

- Essential to correctly assess TRL
- Applicants agree to consider blended finance if project is suitable
- Investment subject to due diligence by EIC Fund and/or private sector

Major policy shifts compared to H2020...

- Focus on **COMMERCIAL** prospects
- Emphasis on **IMPACT**
- **NO** thematic areas
- **OPEN** calls
- More **private sector financing**
- **EC venture capital** introduced
- Supports SMEs needing '**One last push**' to market-readiness

What is the funding?...

- **Phase 1** ended 2019
- **(Phase 2)** grants **70%** up to **€2.5m** for **TRL 6, 7 & 8** projects
- **‘Blended Finance’** offered at **TRL 6, 7 & 8**
- Private sector/EC equity only at **TRL 9**
- **Phase 3** - coaching and mentoring
- **Last H2020 Accelerator cut-off = 7th October**

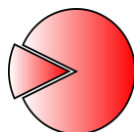
The SME Instrument so far...



5,730 Companies



€2.9bn. spend



5% - 8% success rate



See SME Instrument Accelerator Data Hub:

<https://sme.easme-web.eu>

What do the EC look for in an Accelerator project proposal?

Key criteria for Accelerator projects...

Product, service or business model is:

1. Cross-border
2. High growth
3. Disruptive
4. Close to market
5. Scalable
6. At the prototype stage

1. Cross-border

Relevant to Europe as a whole – innovation, job creation, expanding knowledge base and fit with European goals



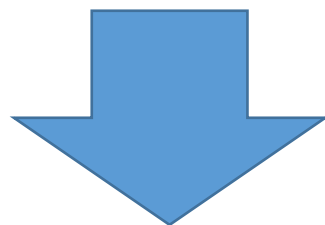
2. High Growth

Demonstrable growth (20% per year?) in jobs/turnover over 3 – 5 years. High growth potential of project also considered.



Four Related Criteria

- 3. Disruptive
- 4. Close to market
- 5. Scalable
- 6. At the prototype stage



At Technology Readiness Level - **TRL 6 - or above**

Degrees of Innovation

- **INCREMENTAL**

Small changes - influence market share and sales growth

- **STEP-CHANGE**

More significant changes - new technology; market lead

- **DISRUPTIVE (Criterion 3)**

Creates new markets and value by disrupting the existing ones

3 - Disruptive Innovation



Criterion 4 – ‘Close to Market’

TRL 6 - PROTOTYPE

TRL 7 - DEMONSTRABLE

TRL 8 - FIRST OF A KIND COMMERCIAL SYSTEM

TRL 9 - FULL COMMERCIAL SYSTEM

Criterion 5 – ‘Scalable’

Able to move from final prototype to mass sales through own production, licensing, joint venture, etc.

Criterion 6 – ‘Minimum - at the Prototype Stage’

Three Key Award Criteria...

EXCELLENCE: Potential beyond 'State of the Art'?

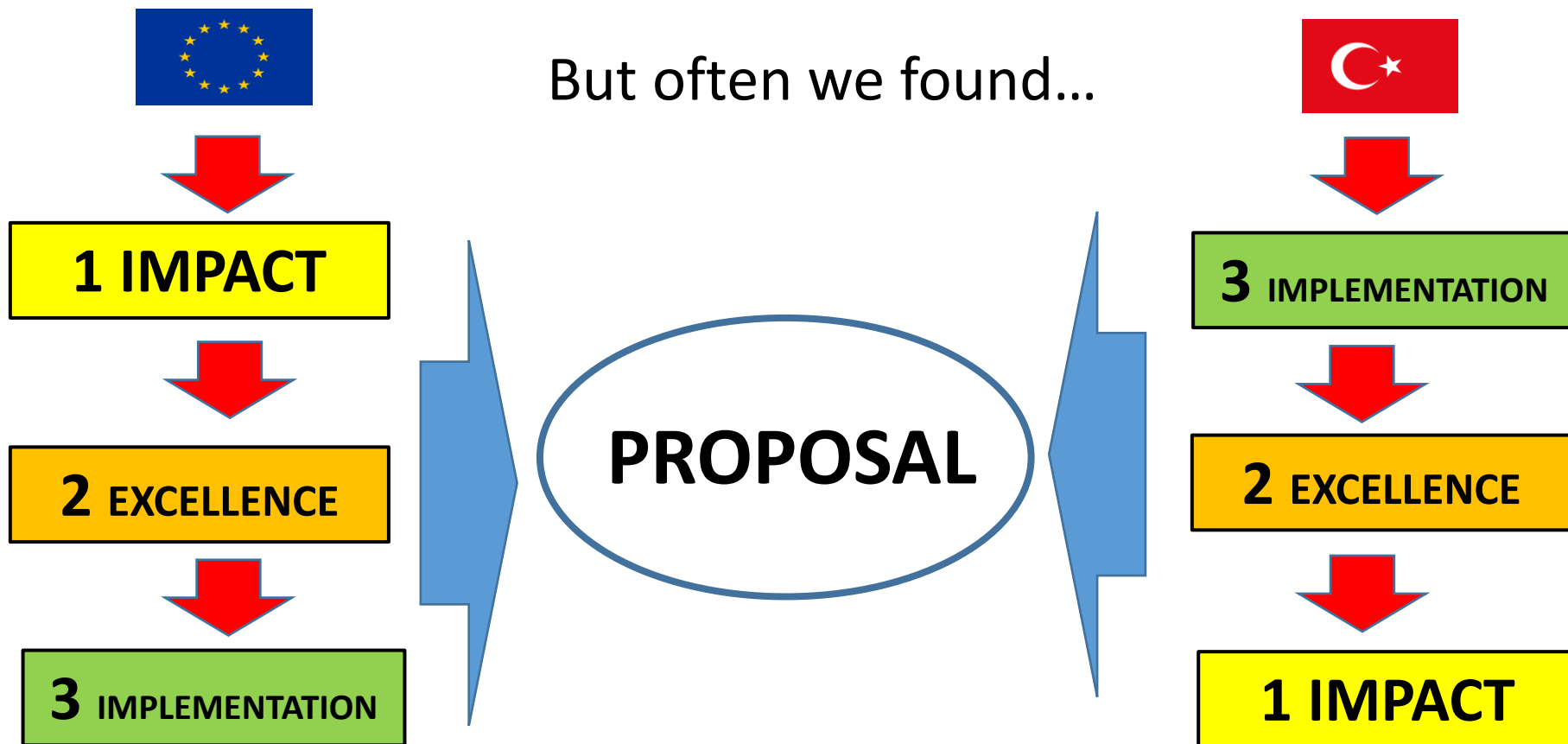
IMPACT: Meets needs of European and global markets?

IMPLEMENTATION: Excellent plan; team; strategic fit?

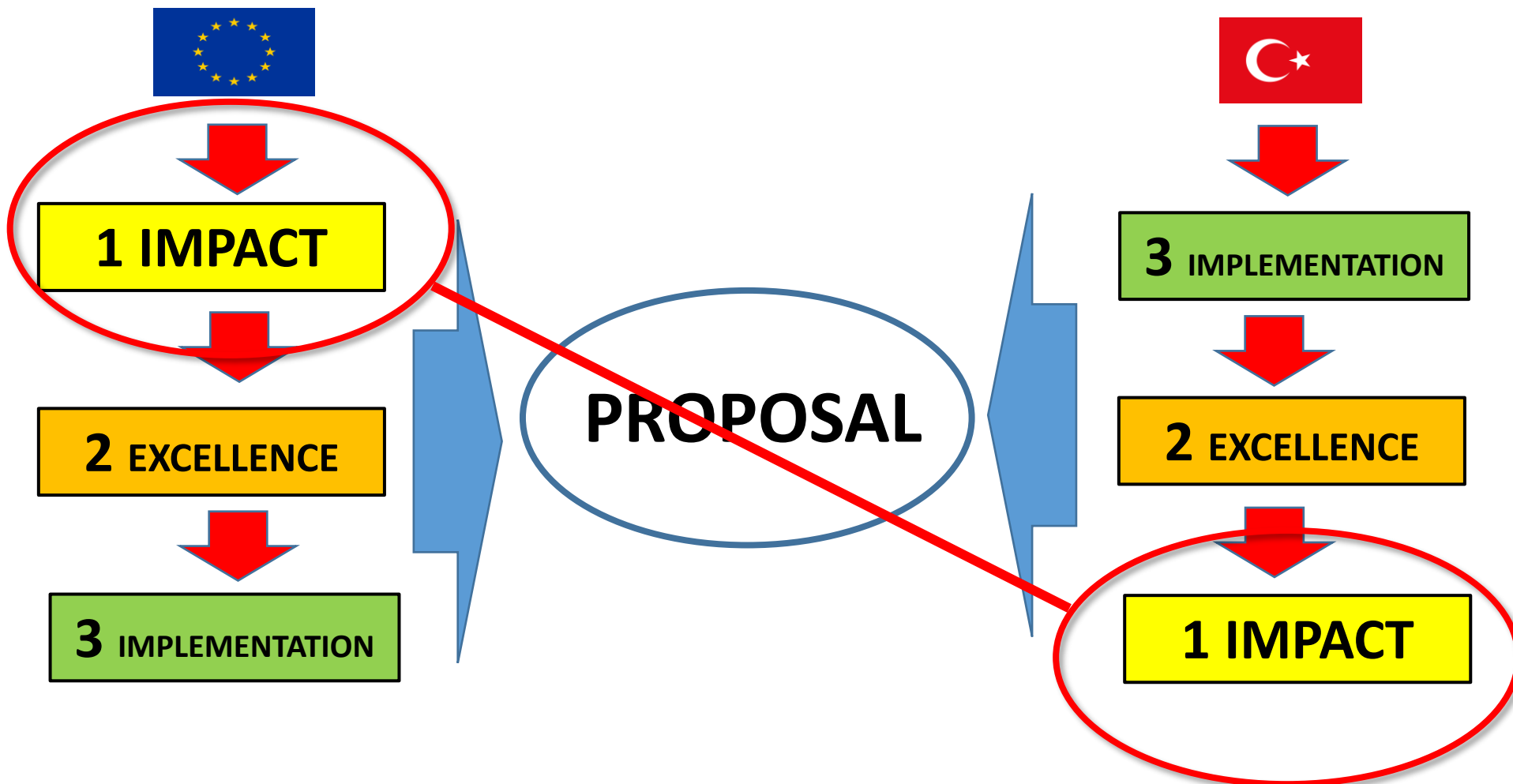
Presentations and recordings of Project Writing Training, Webinars and Accelerator Guide on our web site give more details of requirements...

What impresses the EC most?

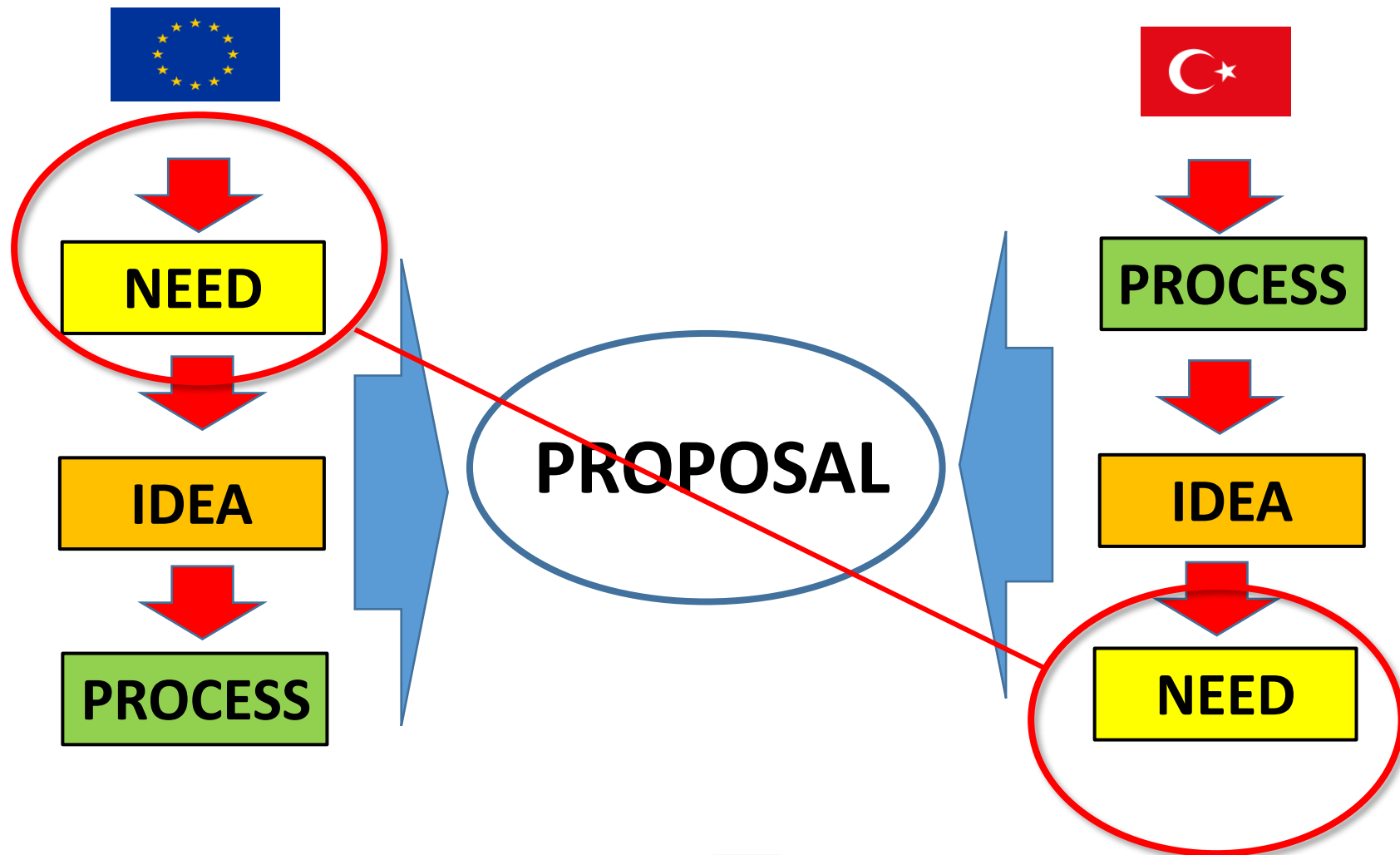
But often we found...



What impresses the EC most?



A problem of perception...



Key Conclusions

- Participation brings many benefits – not just finance
- Highly competitive situation
- Focus on **needs** before **solutions**
- Be more aware of markets and competitors
- Be realistic about true potential
- Training is needed to optimise chances of success

Contact:

Office Address

*Turkey in Horizon 2020 Project
And Sokak 8/12 Akasya Apt. 06680 Çankaya/Ankara*

06520 Çankaya/Ankara,Turkey

Tel: +90 312 467 61 40

<http://www.turkeyinh2020.eu/>

info@TurkeyinH2020.eu



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