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Technical Assistance for Turkey in Horizon 2020 Phase-II
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Turkey in Horizon 2020 II

Session 2

Writing Successful Proposals in H2020 Green Deal in Sustainable Chemistry

LC-GD-3-1-2020: Closing the industrial carbon cycle to combat climate change -Industrial feasibility of catalytic routes for sustainable alternatives to fossil resources

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Why Impact in H2020



“Maximizing the value added and impact of Horizon 2020, **ensuring effective use and dissemination of project results**. This should also support and enrich policy-making at national and EU level”

“R&I are crucial to boosting the growth and job creation that EU so desperately needs”

Commissioner Carlos Moedas

16 Feb 2015



Why Impact in H2020?



*"Our focus is on supporting the
best research ideas that
provide major business
opportunities"*

Commissioner Geoghegan-Quinn

30 Nov 2011

*"Europe needs... an integrated
approach from research and
innovation to market
deployment."*

EU Council Conclusions

24/25 October 2013



a) IMPACT CRITERIA

'Excellence' criterion:

- *innovation potential*

'Impact' criterion



- innovation capacity, market opportunities, competitiveness and growth, address ... the environment, or bring other important benefits for society;

'Quality & efficiency of the implementation'

- *innovation management*

a) IMPACT CRITERIA

- ... enhance **innovation capacity**, create **new market opportunities**, strengthen **competitiveness and growth** of companies, address ... the **environment**, or bring other important benefits for **society**;

a) What the **Evaluator** expects to see

- Results vs impacts mentioned in work programme
- Other impacts, market, competitiveness and growth, climate change or environment and society
- Exploitation Plan
- Dissemination and communication plan

a) What the **Evaluator** expects to see

- Project effects
 - Any substantial impacts not mentioned in the work programme, that would enhance innovation capacity, create new market opportunities, strengthen competitiveness and growth of companies, address issues related to climate change or the environment, or bring other important benefits for society
- Who want the results? And why
- What is the IPR and Dissemination Plan?
- Market deployment strategy

b) Impact categories

- Scientific challenge
- Growing
- Job creation
- Environment
- Social
- EU policies
- KPIs ...
- Competitiveness

b) Impact key aspects

Thinking in future

Being ambitious

Quantify

b) Impact key aspects

Get more insight into the *TOPIC*

- Follow topic recommendations ..
 - Measurable
 - Medium term
- Create new business
 - Economic, social and env. sustainability
 - Business plan
 - Create new markets
 - Regulatory, policy or cultural factors
 - Cross-cutting Priorities: Clean Energy

[1] Masterplan for a Competitive Transformation of EU Energy-Intensive Industries Enable a Climate-neutral, Circular Economy by 2050. Report by the High-Level Group on Energy-intensive Industries, 2019

[2] Low carbon energy and feedstock for the European chemical industry, DECHEMA 2017. Industrial Value Chain - A Bridge Toward a Carbon Neutral Europe, VUB-IES 2018, Table 1, page 21:
https://www.ies.be/files/Industrial_Value_Chain_25sept_0.pdf

[3] https://ec.europa.eu/info/sites/info/files/communication-eu-industrial-strategy-march-2020_en.pdf

b) Impact key aspects

General overview

- Users types
- Customer needs
- Skills ...

- ESIF synergies

b) Impact key aspects ...a good Business plan...

- Business plan as a combination of dissemination and exploitation plan
 - Exploitable results and key applications
 - IPR and exploitation team
 - Market potential areas
 - Business model
 - Financial projections
 - Commercialization roadmaps

b) Business plan WHERE?

• Executive Summary	Abstract
• Opportunity	1. Excellence
• Promoting Team	3. Consortium
• Business Model	2.1 + 2.2 Impact
• Sector Analysis	2.1+2.2 Impact
• Implementation:	
– Commercial and Marketing Strategy	2.2 Impact
– Operational Plan	Work Plan/Tasks
– Capacities and Human Resources	3. Consortium
• Legal Structure	2.1+2.2+3.2
• Economic and Financial Analysis	2.1+2.2
• Risks Analysis	2.1+3.2

c) HOW TO DEVELOP IMPACT SECTION

Section 2.1 Expected impacts

- Expected impact listed in the work programme
- Innovation capacity: market picture
- Environmental and social impacts
- Barriers and obstacles (regulations standards)
- Increase business opportunities

C) HOW TO DEVELOP THE IMPACT SECTION

2.2 Measures to maximize impact

2.2.1 Dissemination and Exploitation of results

- List of exploitable results
- Business plan where relevant
- Management of research data generated – open data research
- Knowledge management and protection

2.2.2 Communication activities Communication activities

Conclusions

- Impact is not a independent part of the proposal
- H2020 means to optimize research results to reach the market and society
- Evaluation panels are more and more generals, so we should answer clearly about:
 - Expected results
 - Who want the results and why
 - Is there a plan?

E) Examples of winning / non-approved proposals

Example of a rejected proposal:

Call identifier

H2020-LC-SC3-2018-2019-2020

Topic: CE-SC3-NZE-2-2018: Conversion of captured CO₂

Acronym of the Proposal: RECO₂NVERSION

☐ Evaluation Summary Report (ESR)

Interpretation of the score:

 Associated with document Ref. Ares(2018)6419088 - 13/12/2018

- 0– The **proposal fails to address the criterion** or cannot be assessed due to missing or incomplete information.*
- 1– **Poor.** The criterion is inadequately addressed, or there are serious inherent weaknesses.*
- 2– **Fair.** The proposal broadly addresses the criterion, but there are significant weaknesses.*
- 3– **Good.** The proposal addresses the criterion well, but a number of shortcomings are present.*
- 4– **Very good.** The proposal addresses the criterion very well, but a small number of shortcomings are present.*
- 5– **Excellent.** The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.*

Example of a rejected proposal:

Score: 4.00 (Threshold: 3/5.00 , Weight: -)

The following aspects will be taken into account: The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the work programme under the relevant topic

*The extent to which the project outputs contribute to the expected impacts in the work programme is excellent. The developed processes will credibly validate new processing solutions for the conversion of captured CO₂ to useful products, including biofuels and other non-fossil fuel solutions. These solutions are credible and realistic for creating new markets for innovative industrial sectors and for contributing to the achievement of a Circular Economy. **The diversity of outputs produced by the proposed solutions maximises the impact of this solution on the economy. This is excellent.***

Any substantial impacts not mentioned in the work programme, that would enhance innovation capacity, create new market opportunities, strengthen competitiveness and growth of companies, address issues related to climate change or the environment, or bring other important benefits for society

There are no additional substantial impacts not mentioned in the work programme

Example of a rejected proposal:

Quality of the proposed measures to: exploit and disseminate the project results (including management of IPR), and to manage research data where relevant

-communicate the project activities to different target audiences

The quality of the exploitation measures is good. The production of an exploitation plan and activities, with allocation of exploitation management responsibilities, is clearly foreseen within the project. However, the proposal does not sufficiently address how the project outcomes will be exploited in order to create the desired impact, especially in view of the multi-partner nature of the project and the third country partners involved. This is a shortcoming.

The proposed IPR management is very good, with recognition of the need to protect background and foreground IP. However, the principles of ownership of foreground IP in this complex project are not sufficiently specified. This is a shortcoming.

Example of a approved proposal:

Call identifier SC3-RES-23-2019

Topic: Development of next generation biofuel and alternative renewable fuel technologies for aviation and shipping

Acronym of Proposal: BIOSFERA

Score: 5.00 (Threshold: 3/5.00 , Weight: -)

The following aspects will be taken into account:

The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the work programme under the relevant topic

Any substantial impacts not mentioned in the work programme, that would enhance innovation capacity, create new market opportunities, strengthen competitiveness and growth of companies, address issues related to climate change or the environment, or bring other important benefits for society. Quality of the proposed measures to:

- exploit and disseminate the project results (including management of IPR), and to manage research data where relevant
- communicate the project activities to different target audiences

The extent to which the project outputs contribute to the expected impacts in the work programme is excellent. The proposal claims to reduce costs, improve performance, and regarding the efficiency, environment, and society, are significant and convincingly demonstrated. This is excellent. For example, the claimed production cost reduction (minimum 26%) is significant and convincing. This is excellent. However, operational costs and plant availability are not adequately addressed in the business plan, which is an issue for plant profitability given the number of different technologies involved. This is a minor shortcoming. Significant societal impacts, such as the improvement of public health, creation of jobs and sustainable handling of biogenic waste are convincingly addressed, and the considerable decrease in the land use is substantiated by the use of biogenic biomass. This is excellent

Example of a approved proposal:

*. The reduction of GHG emissions is significant due to lower biomass transport impact, reduced emissions from by-products and reduced emissions from fermenters. In addition, the reductions in SOx emissions to the atmosphere are realistic due to the low S content in the biofuel. **This is excellent.** The impacts are substantiated with KPI and target values, and the progress is proven with comparative studies. **This is excellent.***

There are no additional substantial impacts not mentioned in the work programmed

The quality of the dissemination measures is excellent.** The dissemination plan is comprehensive and ambitious. Targets are clearly identified and a convincing range of activities to address them are defined. Plans for conference and fair presentations are appropriate. **Dissemination events, such as workshops and an international final dissemination, technical events and a high-level lobbying event will convincingly increase the dissemination of the results to relevant target audience and the exploitation of the results. This is excellent.** The cooperation with other initiatives, such as H2020 projects and EU Networks, to exchange information will significantly increase the dissemination of the results. **This is excellent.

*However, the publishing of scientific papers is only generally addressed without focusing on any specific topic or journal. **This is a minor shortcoming.***

The measures for communicating the project outcomes will credibly increase the awareness of the general public about their environmental impact and benefits, and will demonstrate the potential market improvements. This is excellent

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ANY QUESTIONS ?



Preparation of the proposal (I): IMPACT Section

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MANY THANKS FOR YOUR ATTENTION !



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