TURKEY in
HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

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

From idea to the Grant: How to benefit from EU funding?

General Training Webinar

Odysseas Spyroglou, KE2

Online, 29 Jan 2021

Photo by Christian Lue on Unsplash

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE
SECTORS
PROGRAMME

TÜBİTAK

What we will cover in this session
Session overview

#	MODULE	SESSIONS
1	Understanding EU Funding & Horizon Europe	• Types of funding: Grants, funds, funding schemes in EU (H2020, HE, National) • What is a project: Project vs. Operations. Aim, objectives, Work, Tasks, Time, budget (Costs, Categories, preparation) / Innovation. Disruption. Impact. • Understanding EU Programmes: Programmes, Calls, requirements, consortia, proposals • EC Political Priorities in respect to Horizon Europe
2	Horizon Europe Structure	• Pillars: Understanding the different pillars and their purpose and target stakeholders • Horizontal Areas: Widening, ERA etc. / Missions: core missions of European research / Partnerships • Types of Action: Types of action. Selection Criteria, Changes to H2020
3	From idea to the Grant: How to benefit from EU funding?	• **Learn the tools**: EU Funding Portal, CORDIS, Horizon Results Platform, Horizon Dashboard, EOSC Portal. Databases & Repositories: Open data, business data, statistics, research tools, LinkedIn, Int. • **Find your call**: Find a specific call and build your case, how to identify a call • Prepare organisation literature: **profile & portfolio**: Create your R&I Profile, make your offer, present a **concept** • **Approach potential partners**: Learn how to approach potential partners & consortia

Learn the Tools
The online platforms of EU funding

Find Programmes & Calls

- EU Funding & Tender Opportunities Portal ▶
- CORDIS, EU Research Results ▶
- Horizon Results Dashboard ▶
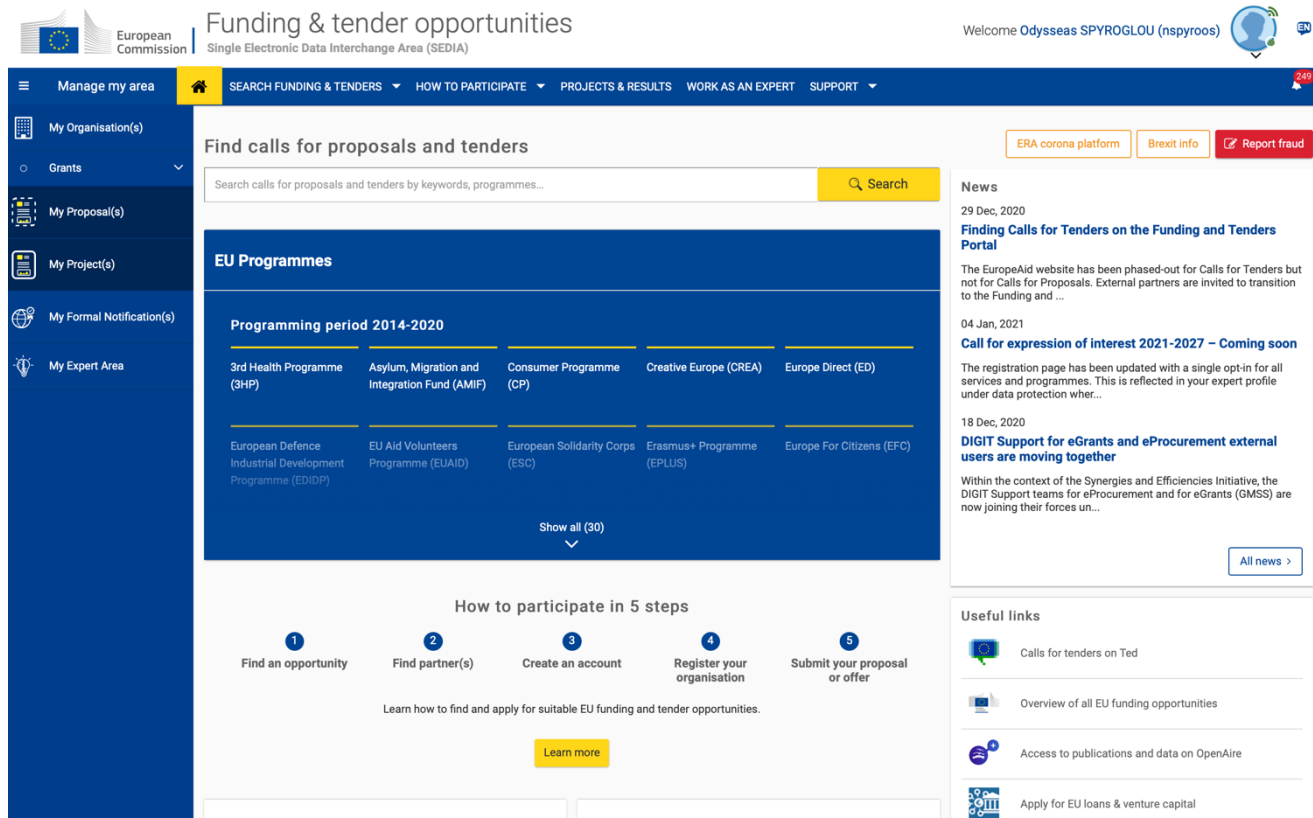- Financial Transparency System ▶

Find Partners

- Enterprise Europe Network ▶
- EU IP Helpdesk ▶
- Eurostat – Statistical Office of EU ▶
- EU Strategy & EC policies ▶

Build your case

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EU Funding & Tenders Portal

The entry point to EU funding

EU Funding & Tender Opportunities Portal ▶

- Search Opportunities

- Register as a participant

- Projects & Results 🔗

- Search Partners

- Work as an Expert

EU Funding & Tenders Portal
Accounts and Registrations

Before you can benefit:

- Create an Account

- Register your organisation

Detailed process in our TH2020 helpdesk ▶

EU Funding & Tenders Portal

Become an Expert

External experts assist in **evaluation** of **grant applications**, **projects** and **tenders**, and to provide opinions and advice in specific cases.

Horizon Projects & Results
Navigating to Projects and Results

Cordis
EU Research Results
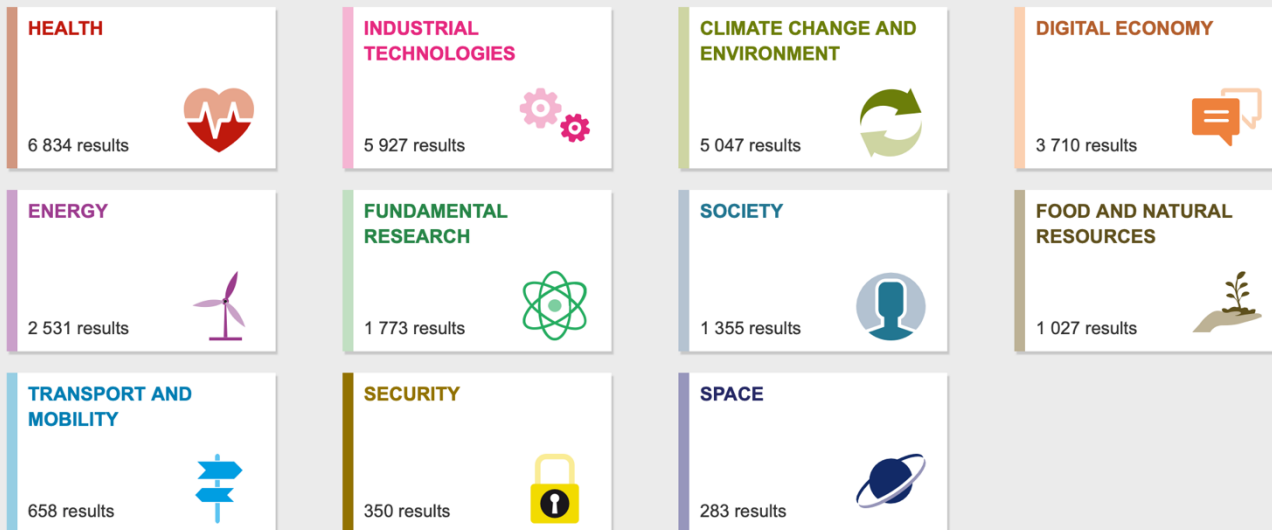

CORDIS, EU Research Results ▶

- Results & projects in simple language

- Result Packs organised by area

- Research*EU magazine

- News & Events

Cordis
EU Research Results

Browse by domain of application

CORDIS articles are classified by high-level domains that reflect where the research results could be applied, independently of their field of science

HEALTH 6 834 results	**INDUSTRIAL TECHNOLOGIES** 5 927 results	**CLIMATE CHANGE AND ENVIRONMENT** 5 047 results	**DIGITAL ECONOMY** 3 710 results
ENERGY 2 531 results	**FUNDAMENTAL RESEARCH** 1 773 results	**SOCIETY** 1 355 results	**FOOD AND NATURAL RESOURCES** 1 027 results
TRANSPORT AND MOBILITY 658 results	**SECURITY** 350 results	**SPACE** 283 results	

- Results organised by domain of application
- Keywords
- News, Events
- Project summaries, deliverables, publications, links

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Cordis

EU Research Results

- Powerful search & Filtering

- Factsheets of all related projects

- Export in CSV, XML

- Create a booklet and download it in pdf

Cordis
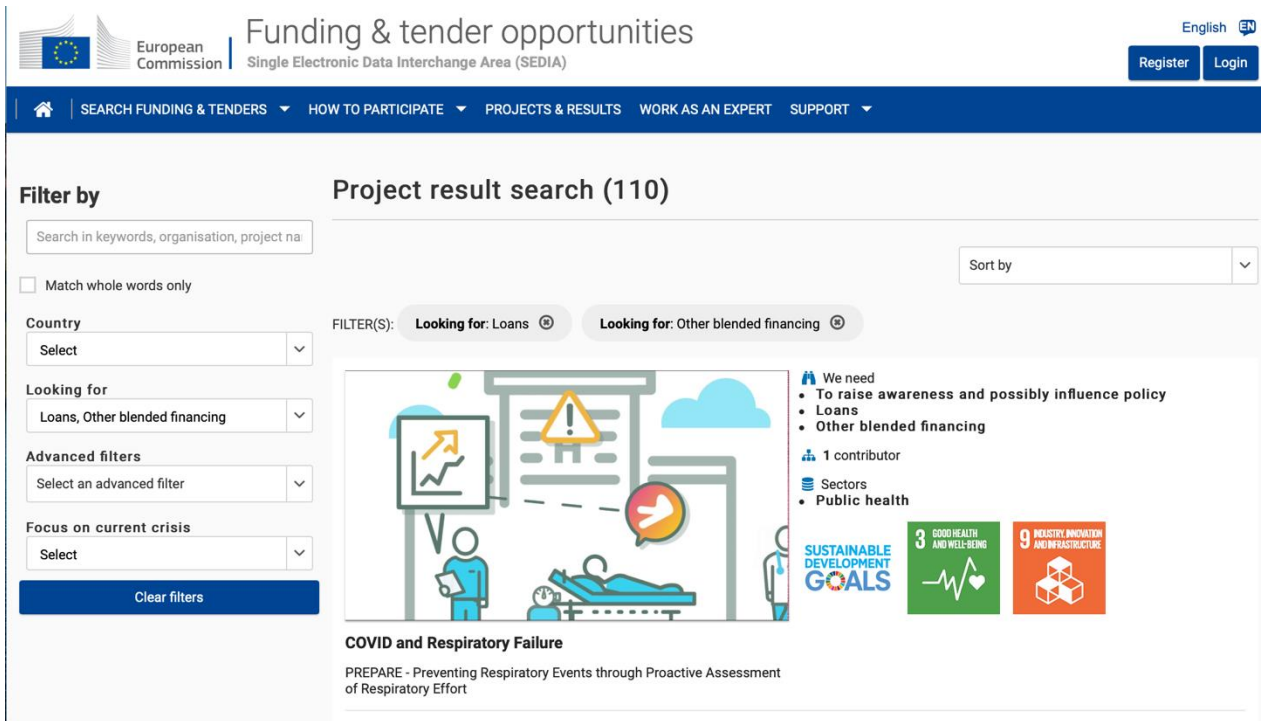
Cordis Datalab
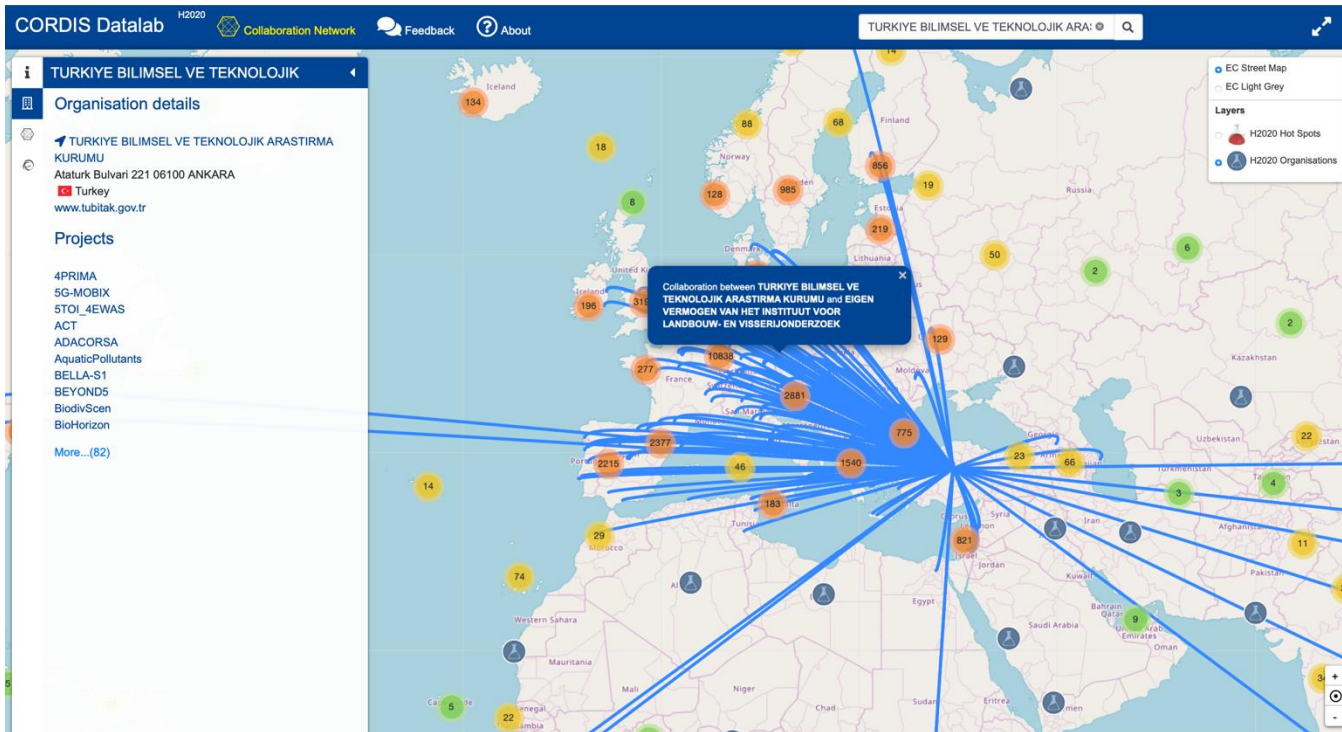
- Dynamic map of Collaboration networks

- Links to other organisations

- List of projects (H2020)

Horizon Results Platform

An organised database of project results

- Introduced in 2019

- Aims to make project results more accessible

- Integrate and consolidate EU funding tools

- Offers filters, advanced search

Horizon Results Platform

An organised database of project results

Detailed Profiles

- Contributors (organisations)

- Result type, description, business sector

- Needs

- Target Audience

- Contribution to SDG

- Link to project (CORDIS)

Horizon Dashboard
An organised database of project results
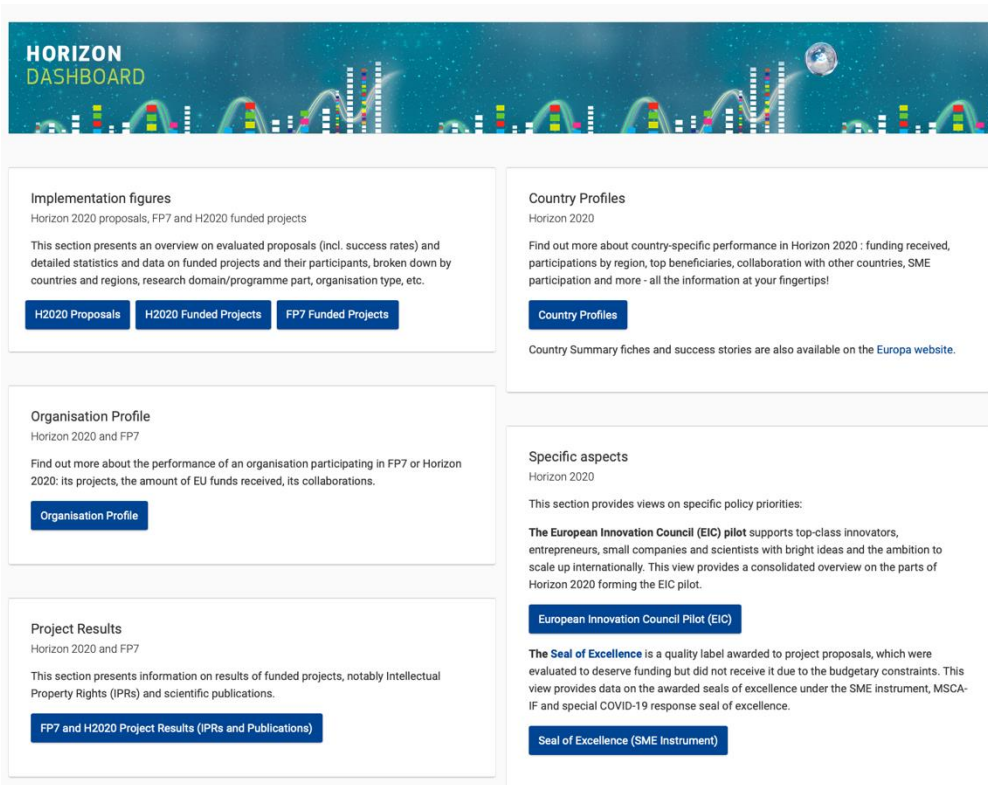
Dynamic Tools with a trove of information:

- FP7 Projects

- H2020 Proposals

- H2020 Projects

- Country & Organisation Profiles

- European Innovation Council (EIC)

Links to tutorials and Videos

Horizon Dashboard

H2020 Proposals Summary
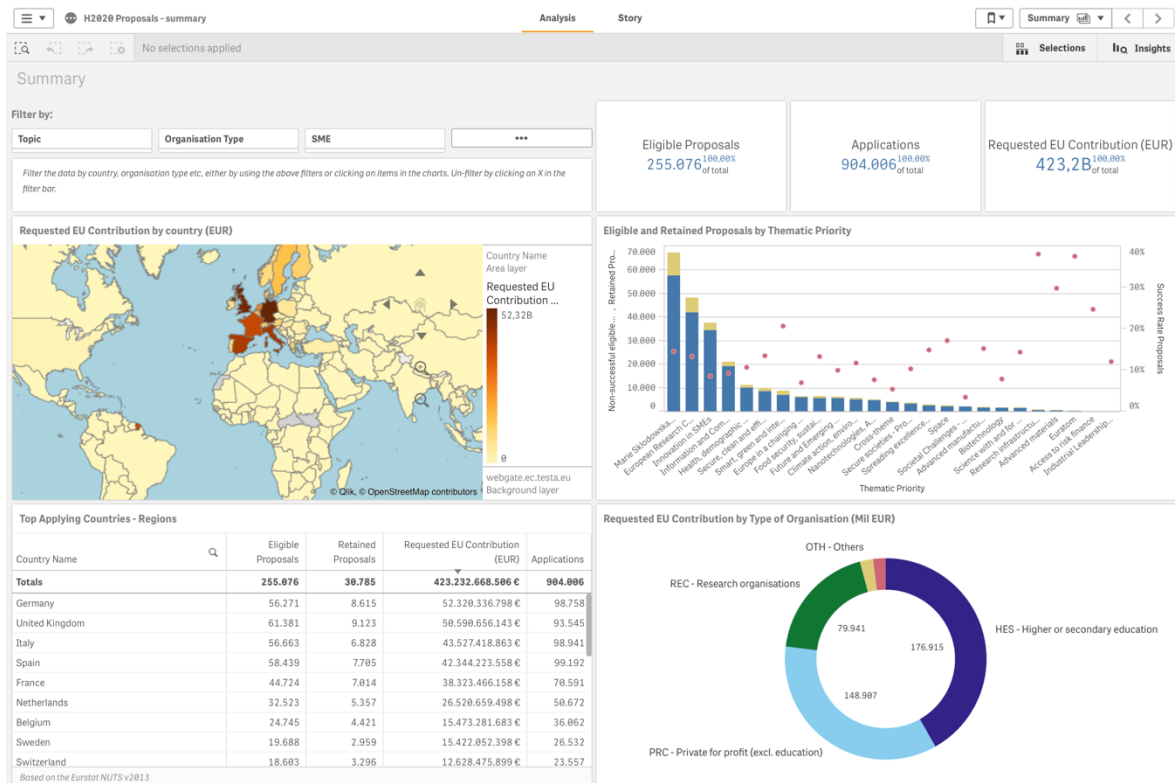
H2020 Proposals

- Filter by
  - Topic
  - Organisation Type
  - SME
  - Etc.

Horizon Dashboard
Country Profiles
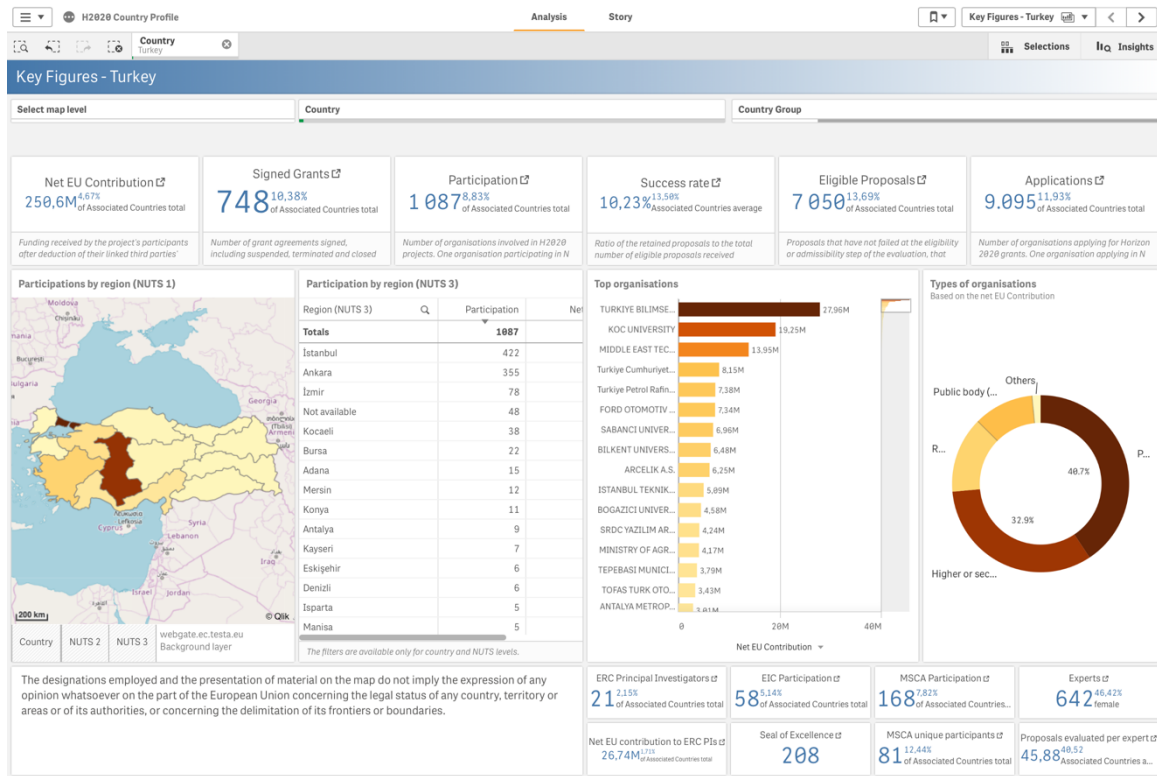
Country profiles

You can filter and organise by:

- Groups of countries
- Regional Level
- Free selection

Horizon Dashboard
IPR Applications per Programme & Type
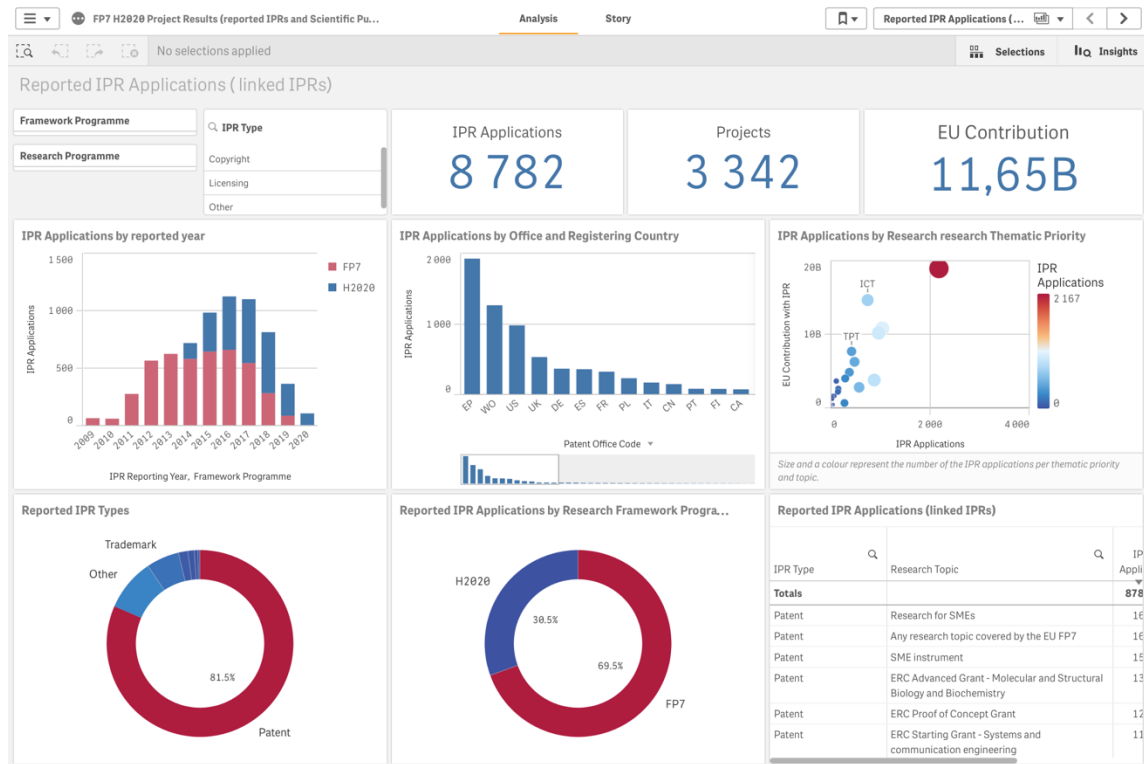
You can filter and organise by:

- Framework programme (FP7, H2020)

- Thematic Priority

- IPR Type (Patent, Copyright, Design, etc.)

https://webgate.ec.europa.eu/dashboard/sense/app/f586ea07-ebee-4054-9e0b-328be7de8e7f/sheet/d2f27d1a-6726-4055-8cb4-5b6897e80907/state/0

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This project is co-financed by the
European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir

Horizon Results Booster

Navigating to Projects and Results

Horizon Results
Booster

HORIZON
RESULTS
BOOSTER
An initiative of the European Commission

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Horizon Results Booster
Steering research towards strong societal impact, concretising the value of R&I activity for societal challenges

Receive expert support free of charge to disseminate effectively and/or boost exploitation potential of your research results.

READ MORE

Portfolio Dissemination & Exploitation Strategy

Read more »

Business Plan Development

Read more »

Go To Market

Read more »

>>> REQUEST SERVICES <<<

1. Help and guidance for:
   - creating **results portfolio** with other projects
   - **dissemination strategy**
   - **exploitation plan**
2. support to develop **business plan**
3. Assistance, coaching and mentoring for **go-to-market activi**ties.

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EASME Data Hubs
COSME Data Hub
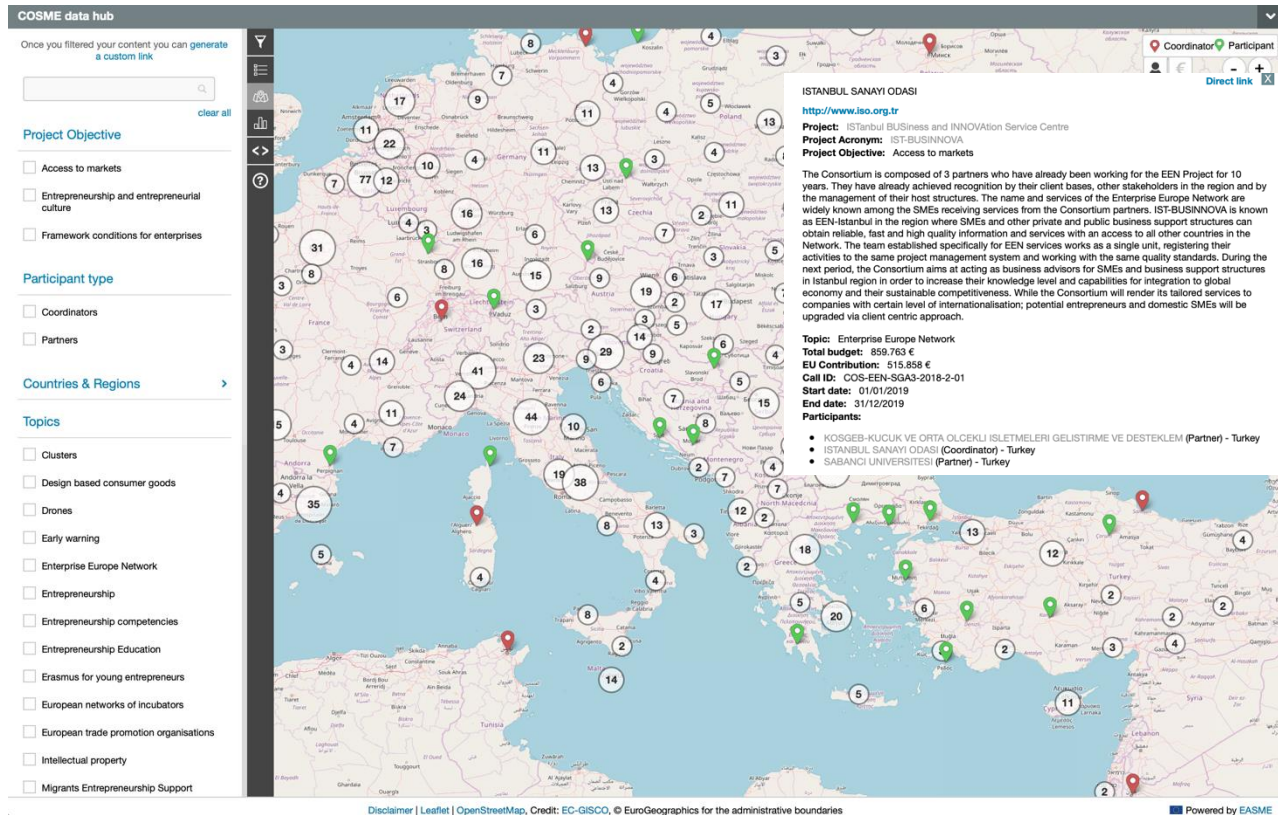
Executive Agency for SMEs:

- Bio-Based Industries Joint Undertaking
- COSME
- European Maritime and Fisheries Fund (EMFF)
- Horizon 2020 Energy Efficiency
- Horizon 2020 Societal Challenge 'Climate action, environment, resource efficiency & raw materials'
- EIC Accelerator
- EIC Fast Track to Innovation
- EIC Pathfinder Open
- Horizon 2020 Innosup
- Maritime

Financial Transparency System

Funding contributing to the EU policies

Search by

- Year

- Country

- Specific beneficiary

Get full report per programme

Access to Risk Finance
Funding contributing to the EU policies

https://europa.eu/youreurope/business/finance-funding/getting-funding/access-finance/search/en

Search for EIB and EIF support programmes through **financial intermediaries**

Data & Insights
Statistical Information for informed decisions

Do your research, find your data, build your proposal

- European IPR Helpdesk ▶

- EUIPO ▶

- Eurostat ▶

- EU Open Data Portal ▶, OECD ▶, UNData ▶

- European Open Science Cloud ▶

- Publications Office of the EU ▶

European IP Helpdesk
IP advise and support for SMEs

https://www.iprhelpdesk.eu
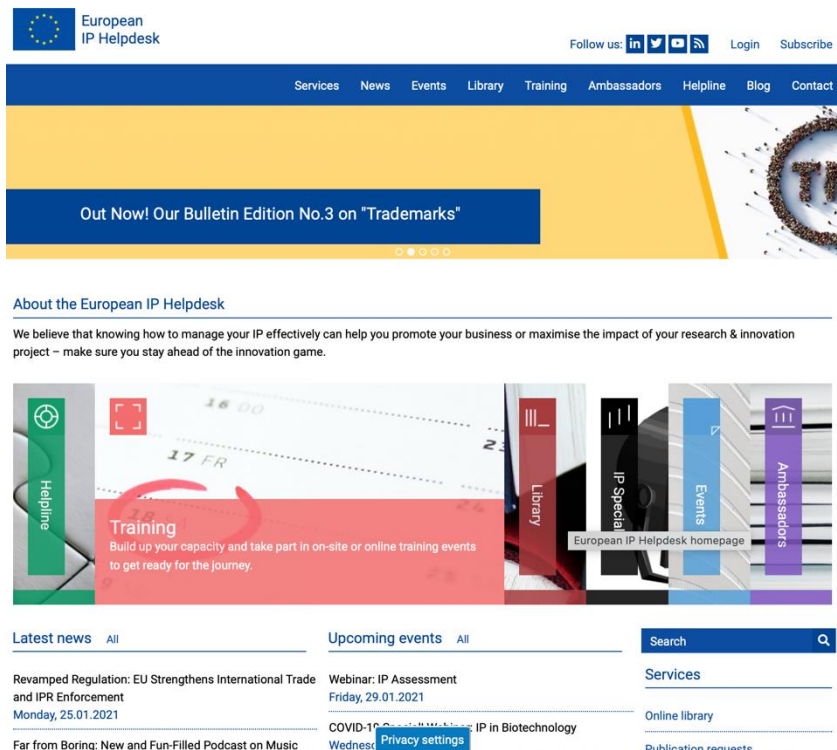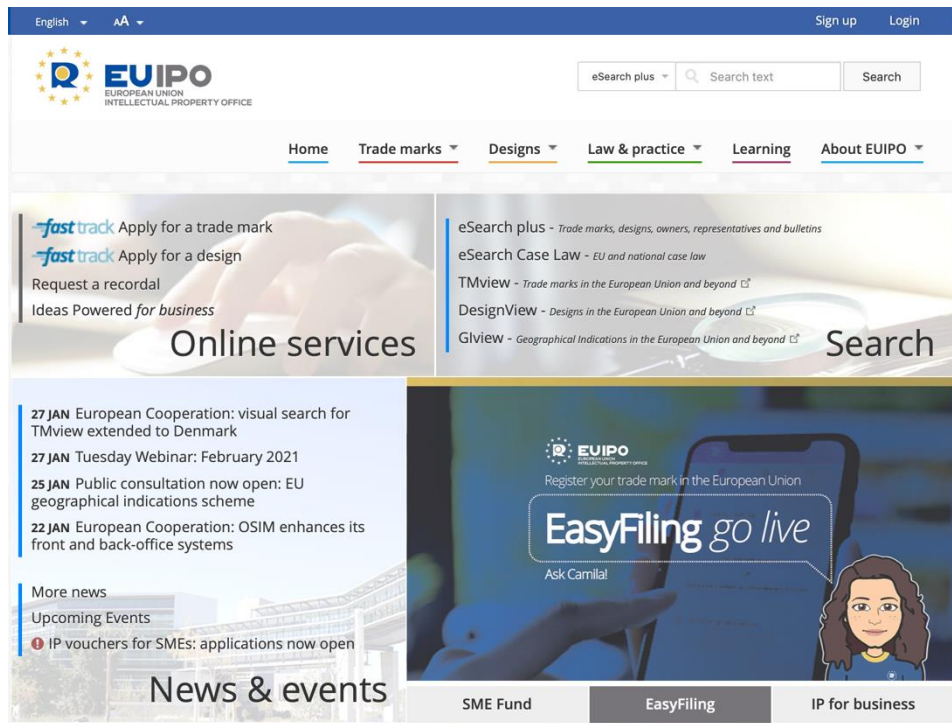
Services

- Training Events (Webinars)

- Library (Fact sheets, Templates, Case studies, Guides, etc.)

- EEN Ambassadors

- Helpline

EUIPO
European Union Intellectual Property Office

https://euipo.europa.eu

- ONLINE SERVICES for Registering IP (Trademarks, Designs)

- SEARCH IP Databases

- LEARNING (IP Learning portal)

- OBSERVATORY (Facts & Figures)

Eurostat
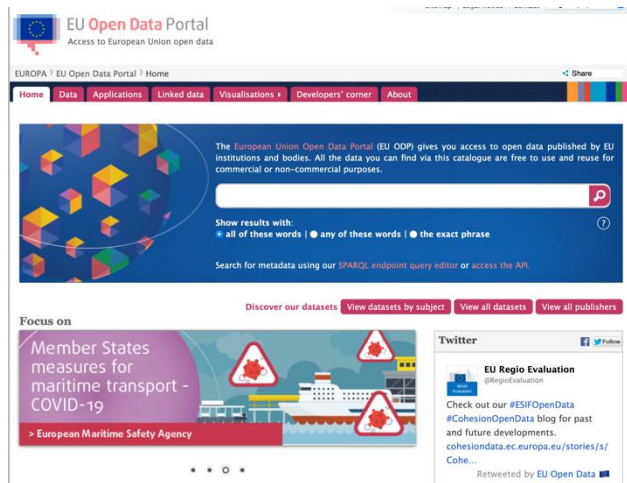
Statistical Information for informed decisions

- Statistical Data by theme
- Euro-Indicators
  - Sustainable Development
  - Circular Economy
- COVID-19
- Recovery Dashboard
- Economic Trends

Open Data
Open Data sets from EU, OECD, UN

https://data.europa.eu/euodp/en/home

https://data.oecd.org

https://data.un.org

European Open Science Cloud

Open Data sets from EU, OECD, UN

https://eosc-portal.eu/

- **1.7 m** researchers
- **70 m** professionals in science, technology, humanities and social sciences
- Virtual environment
- Open services for
  - Storage
  - Management
  - Analysis
  - re-use of research data
- **Across borders** and **scientific disciplines**
- Federating existing scientific data infrastructures

EU Publications
Publication office of the EU

- EUR-Lex
- EU Publications
- EU Who-is-Who
- EU Treaties
- Magazines
- Studies

https://op.europa.eu/en/home

Our Project's Helpdesk
TH2020II Helpdesk for Horizon Europe and H2020

https://helpdesk.turkeyinh2020.eu

- Training Material

- Presentations

- IPR & Legal Guide

- Archives of all trainings on H2020

Our website & more
TH2020II Website and YouTube Channel
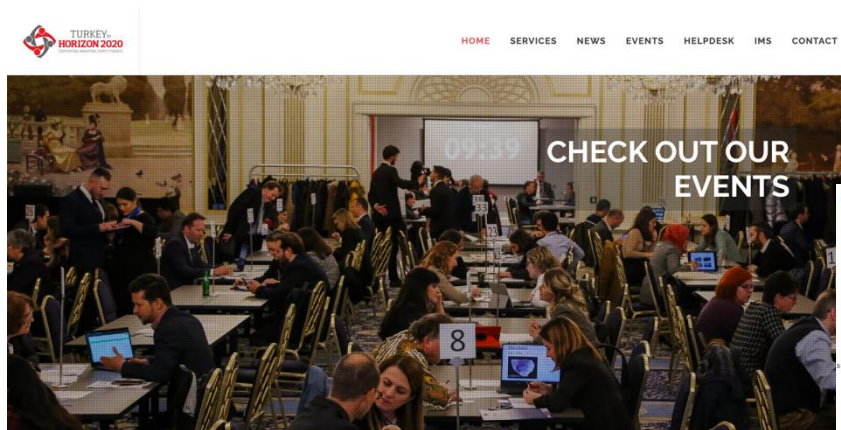
http://turkeyinh2020.eu

https://www.youtube.com/channel/UChVYioNzUki5RLdeYgxjBrw/videos
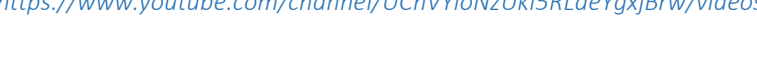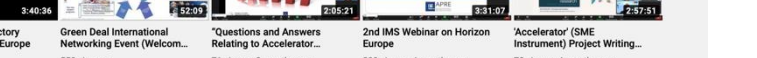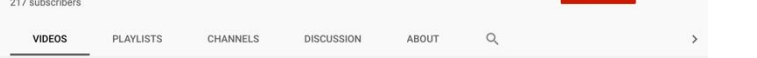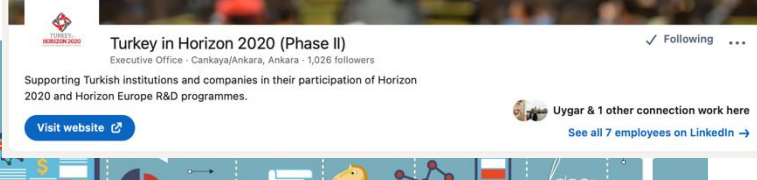
From idea to proposal
The process of getting a grant

Know your strengths & weaknesses

Set your thematic priorities

01 — DO YOUR RESEARCH
- Study Policies, Initiatives, Programmes
- Look for past projects & Results
- Learn the players

02 — FIND YOUR CALL
- Study Work Programmes
- Identify Priorities
- Analyse Calls
- Balance Options

03 — FORM YOUR CONCEPT/OFFER
- Create your research profile
- Create your offer
- Improve your online presence (Social Media, Web, etc.)

04 — SELL YOUR CONCEPT
- Have a Selling point
- Reach out to your network
- Build new connections
- Attend events (even virtual)

05 — JOIN A CONSORTIUM
- Build your team
- Talk to players
- Offer help
- Take action
- Join a consortium

- Website; Cordis; Linkedin

- "HE ready" Profile

- Research Team

- Networking

Linkedin: Showcase your Organisation

Improve your Linkedin Profiles
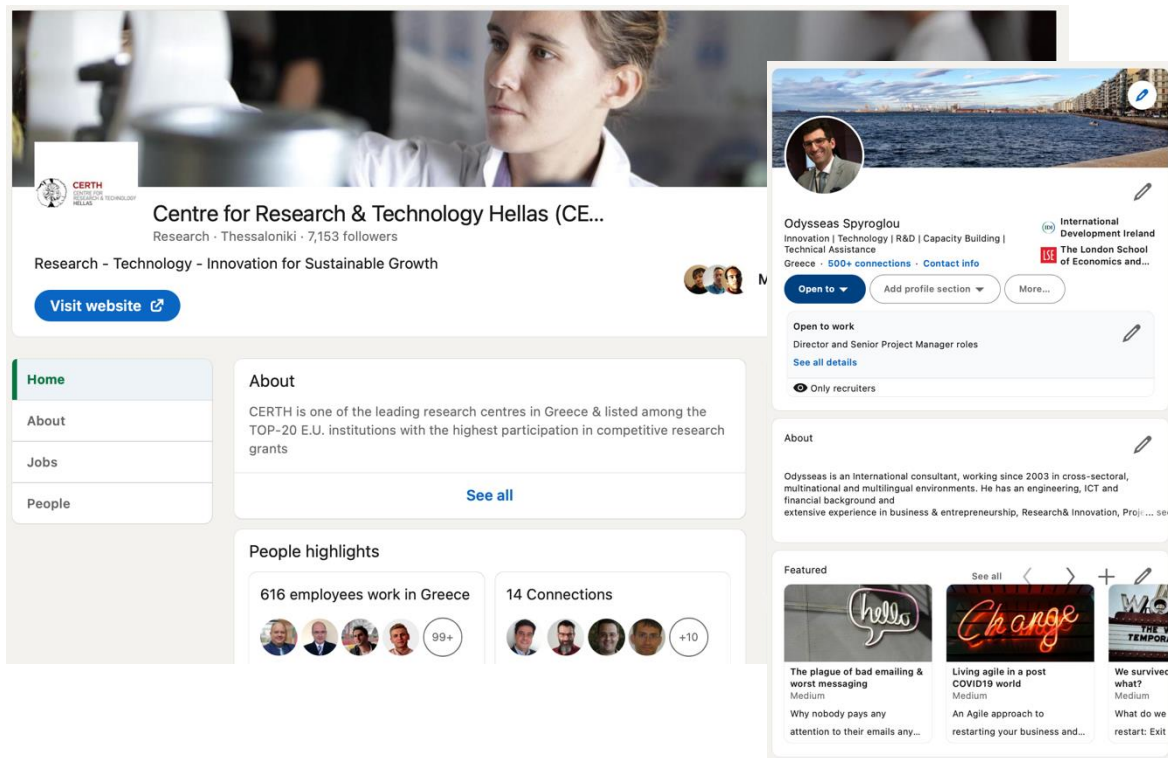
- Create a **company page**
- Add **projects** & **experiences**
- **Connect** with your team
- Build your **team's profiles**
  - *Golden Paragraph*
  - brief
  - Be consistent
  - Multiple levels of details
- **Update** frequently

What's a "Golden paragraph"?
Your personal "elevator pitch"

Mr. .... is the R&D Director of ACME. He is a Certified Project Manager (PMP ©) and an ISO Quality Auditor (ISO) with more than .... years of knowledge and experience in ICT integration projects and SW development. He holds a Diploma in .... from .... University (UK) and a M.Sc. in .... from ....University. He has worked for more than ..... years as a senior researcher in the field of................. dealing with technology enhanced .... The last 8 years he is specialising in project management of large ICT and R&D projects in multinational environments (FP7, INTERREG & MED Community Initiative, structural funds and other) having successfully coordinated more than R&D 25 projects.

Enhance your message
Publish, post, showcase

- Create visual presentations of your profile or your services

- Share your knowledge

Use it both to support your clients and promote your ideas in Research & Innovation

http://www.slideshare.net
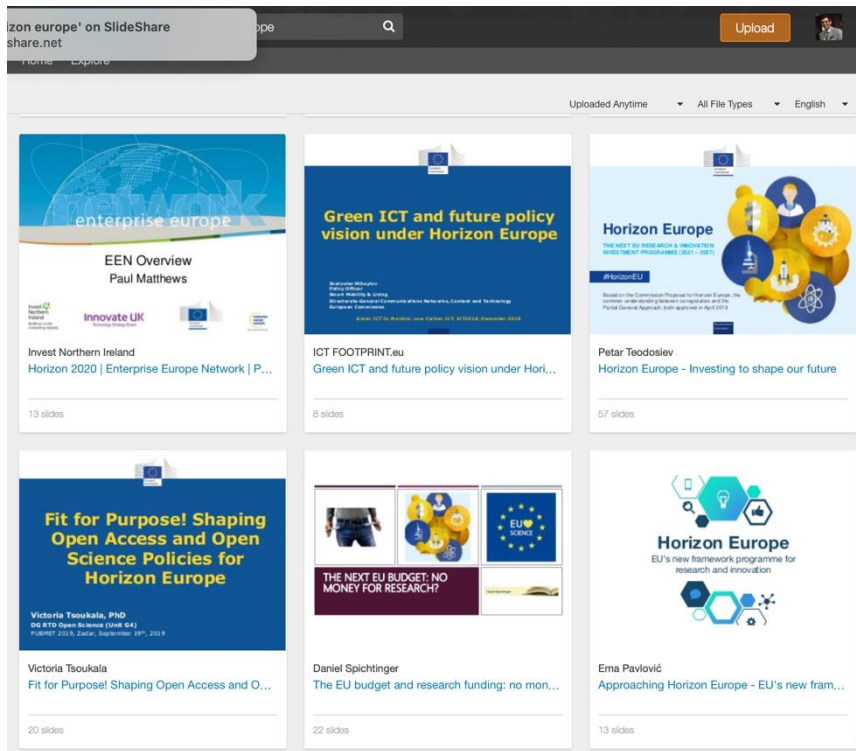
Present your Solution/tech Stack
Work on your technology proposition

The set of tech solutions, tools, platform, infrastructure you use to offer your services.

Use it prove that you have a strong and reliable infrastructure and you know what you do.

http://www.slideshare.net/meet.hak/facebook-technology-stack
http://techstacks.io
http://stackshare.io

Organisation Checklist
Online presence & documents

☐ Organisation Website

☐ Online Profiles (Cordis; Linkedin)

☐ Short Profile (HE compliant)

☐ Technology Stack (presentation)

☐ Updated Team Profiles

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Participant or Coordinator?

Photo by Daria Nepriakhina on Unsplash

Assess and Evaluate the call
From identifying a call to submitting a proposal

Eligibility

- Is the call for you?
- Are you eligible?
- Do you have a mandate?
- Do you need partners?

Relevance

- Do you have a solution?
- Do you address ALL challenges of call?

Capacity

- Can you write?
- Can you co-fund?
- Can you implement?

If answer to ALL above questions is YES -> PROCEED

Be a participant
Join a consortium as a partner

1. Identify your calls

2. Map your capabilities

3. Prepare your value proposition

4. Advertise your profile online

Map your capabilities
Present your competitive advantages

CALL TOPIC	CAPABILITY
Topic SEC-2013.1.6-1 Framework and tools for (semi-) automated exploitation of massive amounts of digital data for forensic purposes –Integration Project	We have valuable experience in data aggregation and dissemination and a Content Collection and Dissemination platform. See www.idi.com/…
Topic SEC-2013.1.6-2 Novel technologies and management solutions for protection of crowds – Integration Project	We can bring experience in microelectronics and sensors. We can bring as a partner our client HRT as end users.
Topic SEC-2013.2.1-1 Evidence based and integral security concepts for government asset protection – Capability Project	We can exploit its field knowledge for developing the IT Tools
Topic SEC-2013.2.1-2 Impact of extreme weather on critical infrastructure – Capability Project	Our company has worked in weather forecasting models and now casting services as part of project **WEATHERX**

Build your value proposition
Reach out to your network or outside of it

- **Linkedin message/inMail:**

- R&D Project Opportunity under Horizon 2020: DRS 1

- Dear …….,

- I took the liberty of contacting you because we are preparing a project proposal under http://ec.europa.eu/research/…..

- We are looking for a strong end user from the fire fighting domain. IDI is coordinating the project. IBM and University of ……. also participate in the core consortium. Our company (www.xxx.com) is coordinating the proposal preparation. You can see a short presentation of our activities here (www.slideshare.com/xxx)

- Of course if you are interested I'll be happy to elaborate.

- I believe it would be great if …….(your organisation) could participate.

- Looking forward to your feedback. You can reply directly to my email: xxxx @ xxx. xx

Build your online presence
Look for partnering opportunities / publish your offer

EEN: world's largest network for SMEs

http://een.ec.europa.eu

international network of National Contact Points for the Societal Challenge

https://www.net4society.eu/

International ICT (Information and Communication Technologies) National Contact Point (NCP) network

http://www.ideal-ist.eu

Be a Coordinator

Do you have what it needs to be a coordinator?

- Requires experience

- A lot more resources

- Ability to manage the project

- A clear strategy in every aspect

- Knowledge of Framework Programmes

- A strong network of partners

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

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Respond with a proposal for a project
From identifying a call to submitting a proposal

Prepare Concept

- Prepare the concept
- Describe your solution (to the call's challenge)
- What do you have?
- What do you need?
- Where can you find it?

Build Consortium

- Commit your organisation
- Build your team
- Build your consortium
- Agree common goals, objectives, plan
- Negotiate budget

Write Proposal

- Collaborative work
- Involve experts
- Share workload
- Set clear targets
- Review iteratively

Respond with a proposal for a project (II)

From challenge to deliverables

Challenge & Scope
- What is the calls challenge, what is your concept?

Strategic Objectives
- How do you address the challenges?

Specific Challenges
- Mapped against call requirements to achieve required impact

Work Packages
- Define WBS
- Assign Resources
- Time & Cost

Deliverables
- What are you going to deliver?
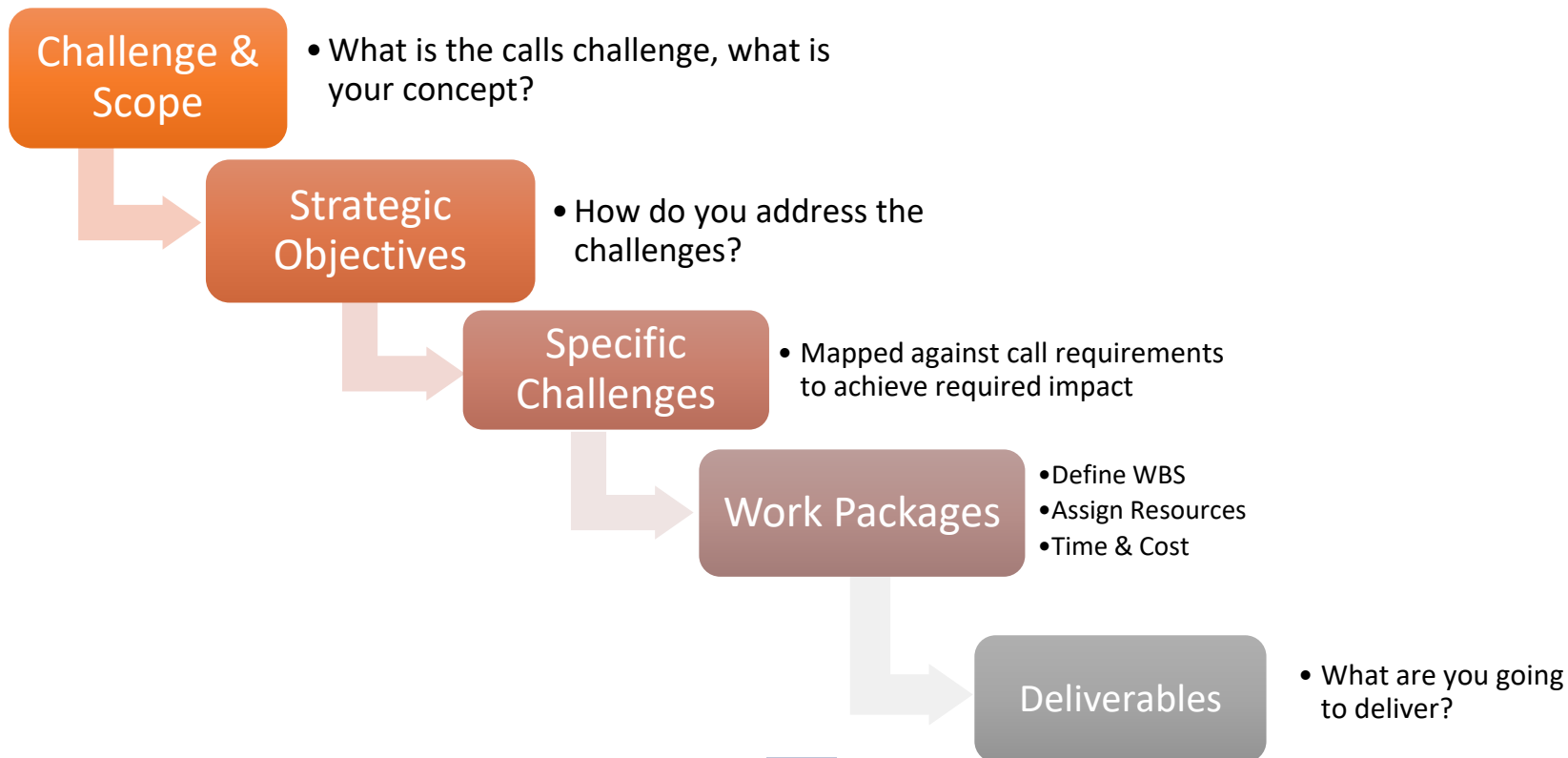
Start from your concept note
You must take the initiative

- Develop your idea

- Find the relevant call

- Prepare the concept note

- Find the core partners

- Expand the consortium

- Coordinate the preparation

- Submit the proposal

Photo by Med Badr Chemmaoui on Unsplash

A Concept Note
Example from H2020 Proposal

CALL	H2020-REFLECTIVE-6-2015 / Reflective societies: cultural heritage and European identities
CALL DATA	Publication date: 11-12-2013 / Deadline Date: 28-05-2015 17:00:00 (Brussels) Total Call Budget: €10,000,000 / Main Pillar :Societal Challenges
SOOPE	Europe has a vast cultural heritage (CH) available in scientific collections, archives, museums, libraries and cultural heritage sites. This can (should) be transformed into digital assets, integrate and reuse them in order to create value …
OBJECTIVE	Enhance analysis of Cultural Resources (CR) >> Improve understanding on EU identity >>Use CR to foster Innovation
	• Support and promote access to and reuse of digital cultural heritage resources • Enable new models & demonstrations of analysis, interpretation and understanding of CH • Bring Cultural Content to new audiences in novel ways
BUDGET	Contribution of 2-4 mil. (Projects may include limited research and development activities) Funding rate: 70% (except for non-profit legal entities, where a rate of 100% applies)

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A Concept Note
Example from H2020 Proposal

TITLE / ACRONYM	AmazeME: "Find a catchy & Descriptive title"
WHY ? (BACKGROUND)	• What problem you trying to address. Why bother? • Is it a European priority? Could it be solved at National level? • Is the solution already available? • Why now? What would happen if we did not do this now? • Why you? Are you the best people to do this work?
SOLUTION?	What is the proposed solution ?
HOW?	• How is it going to be achieved ? • What will be the outcomes? How are you going to validate them? • Expected results - what will come out of the project? • Who will use the results? • Why do they want to use the results? • How are you planning the transfer of results? • What will be changed? Post project situation
CONSORTIUM	COORDINATOR / PARTNERS (Name / Web Site / Role in the Project / Contacts)
PROPOSED BUDGET	Per Partner / Per WP / Per Task

Q&A

Time to ask your questions!

Teşekkür ederim!

Thank you!

Contact:

Office Address

Turkey in Horizon 2020 Project

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06520 Çankaya/Ankara,Turkey

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