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

# Turkey in Horizon 2020 II

Cluster 6

Focus Group Training

Strategies for approaching consortia and participating in  
Cluster 6 proposals

*Grigoris Chatzikostas*



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# PERFORMANCE IN HORIZON EUROPE (H2020, FP7, FP6...)

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

*P = Performance*

*E = Effort*

*K = Knowledge*

*N = Network*



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# 5 STRATEGIES FOR PERFORMANCE IN HORIZON EUROPE

## 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



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# 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



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# 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



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# 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

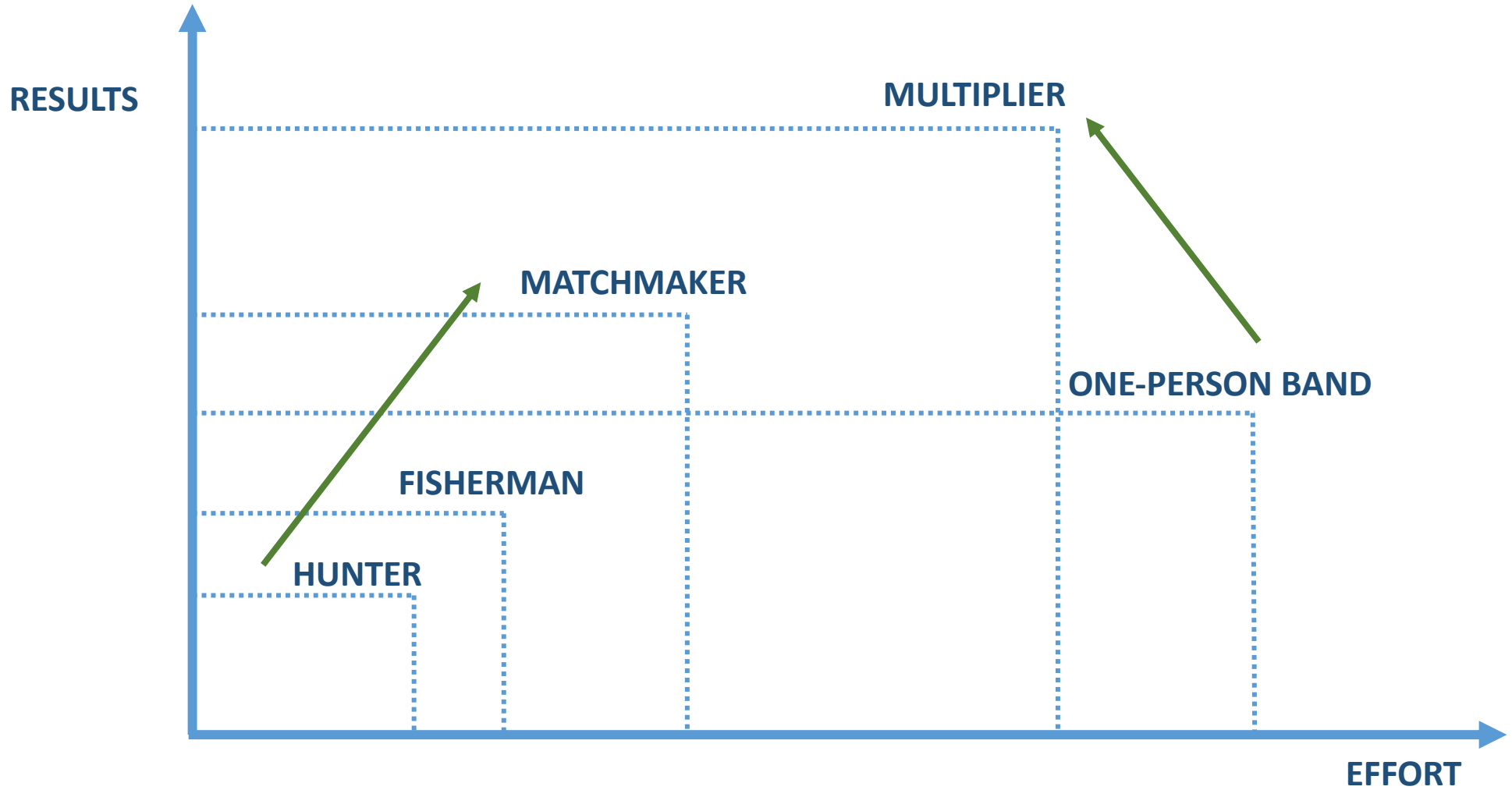


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# EFFORT vs RESULTS



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## ...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



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## TIPS AND TRICKS

- ☐ 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
  - Offer the possibility to engage additional useful partners
- ☐ How are you planning to convince them about your commitment?



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](mailto:info@TurkeyinH2020.eu)*







Teşekkür ederim!  
Thank you!



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