

Technical Assistance for Turkey in Horizon 2020 Phase-II

EuropeAid/139098/IH/SER/TR

Horizon Europe: Building your organisation strategy and research profile

Horizon Europe Infodays 2021

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What we will cover here

The course and this module



Be part of a winning consortium

- Build your profile
- Show your strengths
- Approach potential partners and consortia
- Negotiate your part and your budget











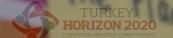
Your first time in EU Funding

A few facts:

- ✓ Most opportunities require collaboration
- ✓ You need experience in EU Funding to win EU Funding
- ✓ You cannot do it all alone
- You need to learn to walk before you learn to run







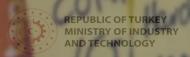


Coordinator or Participant?

The not so difficult dilemma

- Requires experience
- A lot more resources
- Ability to manage the project.
- A clear strategy in every aspect
- Excellent knowledge of Framework Programmes
- A strong network of partners

- Experience can be acquired
- Less resources
- Manage your organisation
- A strategy for you
- Knowledge of FPs useful not necessary
- Less commitment











A roadmap to participation

Create a Strategy













Commission Priorities for the next 4 years



- European Green Deal
 First Climate-neutral continent, resource efficient economy
- Europe fit for Digital Age
 Empower people with new generation of Technology

Economy that works for People

Attractive investment environment, quality jobs

Stronger Europe in the World

Champion multilateralism and rules-based order

- Promoting European way of Life
 Protection of rule of law, justice, core values
- New push for European Democracy
 Bigger say to European citizens, protect
 democracy

Recovery Plan for Europe: Next Gen EU











Study EU Policies & understand the challenges



- Strategic Plan 2021-24
- Strategic Plan Analysis
- Work Programme 2021-22
- Proposal Template
- Get familiar with Legal Documents (MGA, CA)



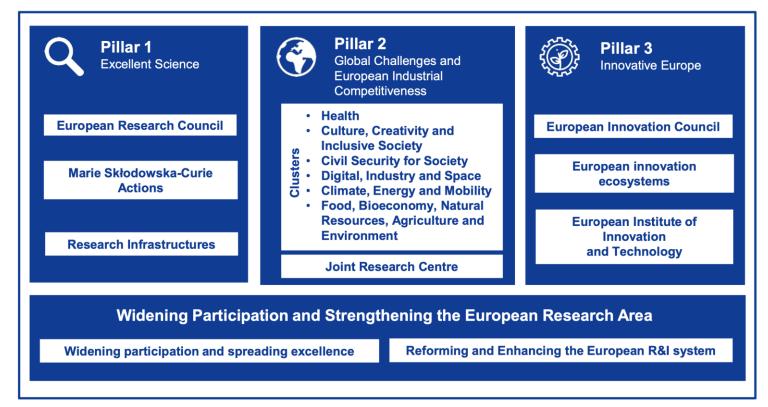








Structure of Horizon Europe





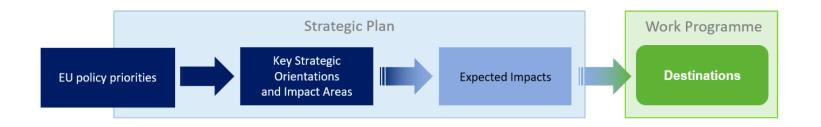








From EU priorities to Strategic Plan to Work Programme







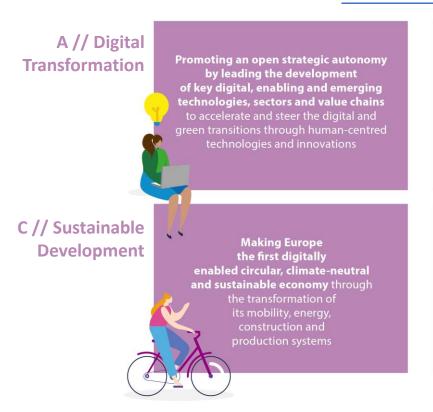








Horizon Europe Priorities















A sample: Orientation D - Resilient, Inclusive and Democratic European society

IMPACT AREAS

- A resilient EU prepared for emerging threats
- A secure, open and democratic EU society
- Good health and high-quality accessible healthcare
- Inclusive growth and new job opportunities



1/ Health	2/ Culture	3/ Security	4/ Digital	5/ Climate	6/ Food
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
Comminicable & non- communicable diseases. Fair access to high quality health care. Early threat detection, public emergencies.	Social, economic, gender, cultural inequalities. Inclusion, non- discrimination social protection, empowerment. Migrants, cultural heritage protection.	Free movement, integrity of Schengen Area. Civil Security. Border management, Disaster Risk, Maritime Security, Migration-Asylum.	Access to technologies and skills. Copernicus, Galileo/EGNOS emergency, security.	New way to involve & engage citizens in low-carbon transition. Sustainable economy.	Innovative governance models. Sustainability and resilience Enhanced, shared view of knoeledge.







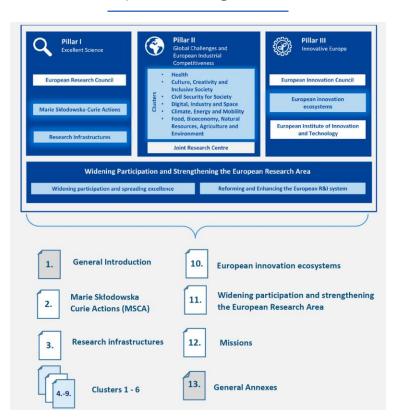




How Horizon Europe Work Programmes are structured

Work Programme 2021-22

- General Intro
- MSCA
- RI
- 6 Clusters
- EIC
- WIDENING



Documents:

- Strategic Plan 2021-24
- Work Programme 21-22
- Proposal Template
- Model Grant Agreement (MGA)











CHECKLIST



- ☐ Did you understand the challenges?
- Do you have any idea, service, product that could contribute to a solution?



Hernandez on Unsplash







Identify your strengths

- What do you do well?
- What separates you from competition?
- What are your strong assets?
- What can you offer that others cannot?







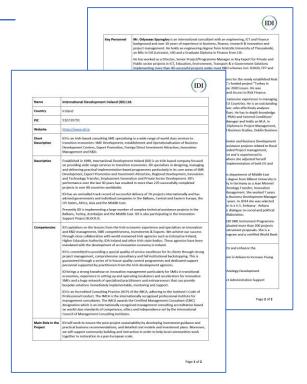






Prepare a profile

- 1. Name
- 2. Country
- 3. PIC
- Website
- 5. Short Description
- 6. Description (Activities)
- 7. Competencies
- 8. Main Role in the Project
- 9. Key Personnel (Golden Paragraphs)
- 10. Publications, Products, Services













What is a "Golden Paragraph"?

Your personal "elevator pitch":

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











Present your Solution/Tech Stack

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.









CHECKLIST

- ☐ Do you have a PIC?
- ☐ Do you have a R&I profile?
- ☐ Do you need a technology stack? Do you have one?
- ☐ Are you familiar with the tools?









Step 3: Assemble your team

Make sure you have the mandate



Compliance with the R&I agenda of your organization



Approval of hierarchy (official procedure might be needed)



Support from other colleagues and internal supporting structures (if any)

Make sure ON TIME you will have support from your organisation, BEFORE starting to look for opportunities and consortia. Protect your credibility in the network!











This project is co financed by the supplementation and the Republic of Turkey Bu project women Bright or Embryon Services

Create a core team to support you

You need people who:



Have comprehensive technical understanding



Are fluent and accurate in English



Have ability to **think** through detail and spot problems



Have great imagination and ability to see opportunities

Team can be inter-organisational.

Join forces with complementary partners in your country and abroad.









Find the calls that are relevant to you



Identify your call(s)

- Scan Work Programmes for relevant to your interests calls
- Study the call text
- Study new Proposal Template
- Study General Annexes of WP











What do you need to consider



Eligibility

- Is the call for you?
- Are you eligible?
- Is it worth it?
- Do you need partners?



Relevance

- Do you have a solution?
- Do you address any challenges of the call?



Capacity

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

If answer to ALL above questions is YES ->











Map what you can do

CALL TOPIC	CAPABILITY
HORIZON-CL4-2021-TWIN-TRANSITION-01-08: Data-driven Distributed Industrial Environments (IA)	We have valuable experience in data aggregation and dissemination and a Content Collection and Dissemination platform. See XXX
HORIZON-CL4-2021-TWIN-TRANSITION-01-10: Digital permits and compliance checks for buildings and infrastructure (IA)	We can bring experience in compliance & digital certifications from electrical product (white appliances industry).
FCT02-1.2021 (RIA) – Modern biometrics used in forensic science and law enforcement (CL3)	We have worked with collecting, storing, analysis, anonymizing biometric data in H2020 Projects (XXX, XXX)
HORIZON-CL2-HERITAGE-2021-01-03: New ways of participatory management and sustainable financing of museums and other cultural institutions	Our company has a data aggregation and sentiment analysis platform used by more than 10 museums











Check the budget of each call

HORIZON-CL2-HERITAGE-2021-01-03: New ways of participatory management and sustainable financing of museums and other cultural institutions

Expected EU contribution per project	The EU estimates that an EU contribution of between EUR 1.50 and 2.50 million(s) would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submission and selection of a proposal requesting different amounts.
Indicative Budget	The total indicative budget for the topic is EUR 7.00 million.
No of proposals to be funded	6 - 7 proposals









Step 5: Introduce your Organisation

(To whom?) Identify your potential partners



What kind of partners/consortia are you looking for?

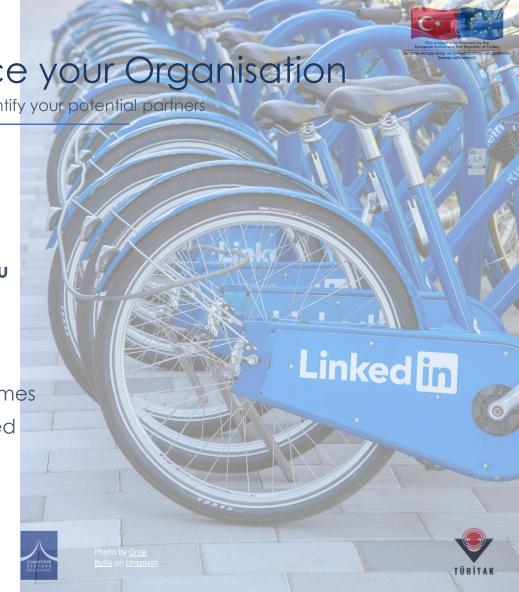
Successful, complementary organisations

Experienced in Framework Programmes

Working in an area of interest, related to a call you have identified

Extrovert and willing to collaborate







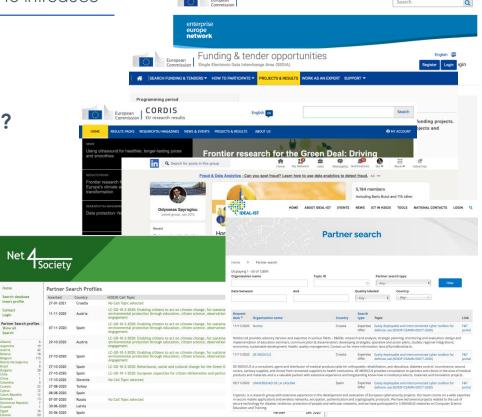


Step 5: Introduce your Organisation



Where should you look for such partners?

- Horizon Results Platforms
- Cordis
- Linkedin Groups
- EEN: European Enterprise Network
- Net4Society
- Ideal-IST















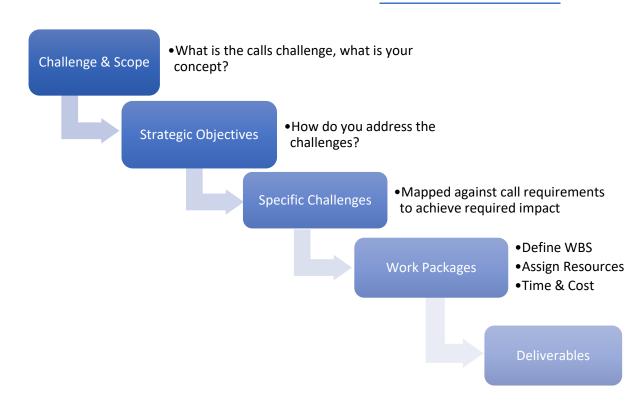






Step 6: Prepare your Concept

How to prepare a concept note





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

What are you going to deliver?











Step 6: Prepare your Concept

A concept note template for Horizon Europe (I)

CALL	HORIZON-CL2-HERITAGE-2021-01-06 Cultural and creative industries as a driver of innovation and competitiveness
CALL DATA	Publication date: April 2021 / Deadline Date: 15 Jun 2021 17:00:00 (Brussels)
	Total Call Budget: €7,000,000 / Cluster 2: Culture, Creativity and Inclusive Society
SCOPE	The cultural and creative industries (CCI) are an important source of growth and job creation in the European economyThe challenge is to understand how to realise the full potential of CCIs as a driver for innovation, create stronger links with other sectors and contribute to strengthening the European economy, society and its sustainability.
OBJECTIVE	Proposals should explore the innovation potential of the CCI, their role as drivers of innovation in other sectors and the potential for strengthening competitiveness.
	 Strengthening links between science and art Study new technologies, new business models, skills development, new distribution and/or promotion models identify policy measures for further strengthening the competitiveness and drawing benefit from the innovation potential of the sector in the EU and the international markets.
BUDGET	Contribution of 2.5-3.5 mil. Type of Action: Research and Innovation Action Funding rate: 100%











Step 6: Prepare your Concept

A concept note template for Horizon Europe (II)

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? Any exploitation/commercial plans? Will it make an impact? 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	









Step 7: Pitch your concept

How to present your offer

R&D Collaboration Opportunity under Horizon Europe:

- Dear,
- I took the liberty of contacting you because we are working on some ideas/solutions/ products related to the following calls under Cluster 2: http://ec.europa.eu/research/.....
- Our idea/solution/product is tested and could be...
- In addition to our organisation we could also bring a very strong end user from the XXX domain. Our institution (www.xxx.com) could support extensively in the proposal preparation. You can see a short presentation of our activities here (website, profile).
- Of course, if you are interested I'll be happy to elaborate.
- I hope we will have the chance to work together and prepare a successful proposal.
- Looking forward to your feedback. You can reply directly to my email: xxxx @ xxx. xx











Step 8: Join a consortium

Negotiate your participation



Sell your organisation

Competences, Capabilities, Knowledge, Solutions, Knowhow. Convince coordinator and partners that you will **add technical value**.



Bring your network

Bring a valuable partner to the consortium. A client, a partner, an end user, a public organisation necessary to the call.



Value chain and geographical coverage

Sell your position in the value chain and in Europe. You should complete the value chain and expand the geographical coverage.





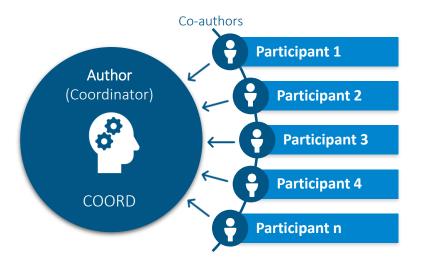






Step 9: Contribute Actively

Be a valuable participant



- 1. Be a valuable member of the team
- 2. Contribute as much as you can
- 3. Know what you can do/want to do
- 4. Take responsibility for tasks
- 5. Assign resources (person months)
- 6. Estimate Other Costs









Step 10: Negotiate Budget

This project is co-financed by the European Union and the Regulation of Turkey
Bu proje Avrupa Briffij ve Turkiye Cumhuriyet tarafnot finance delimektedir

Budget depends on contribution

- 1. Know the call budget
- 2. Have a rough idea of what you want to do
- 3. Ask what's the initial estimation.
- 4. Final budget after detailed resources allocation.



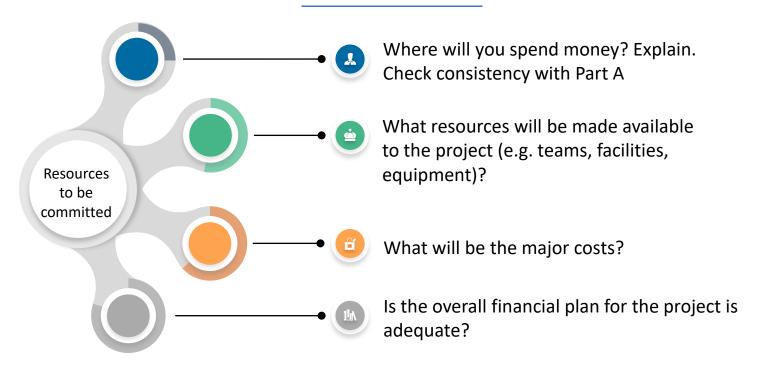






Step 10: Negotiate Budget

Identify Costs, Estimate resources













Step 10: Negotiate Budget

Understanding the costs categories

ELIGIBLE COSTS

DIRECT (Actual)

- A. Personnel costs (incl. employer's costs)
- B. Subcontracting
- C. Purchase
 (Travel, Equipment, other)
- D. Other

 (Fin Support, Internal invoices, Research
 Infrastructures, PCP, EU Partnership, Cofund, ERC,
 EIC)

INDIRECT (25% on all Direct Exp.

Subcontracting)

E. Overhead

INELIGIBLE COSTS

- Deductible VAT (Note: nondeductible/non identifiable VAT is eligible)
- Losses due to fluctuation of exchange rates
- Interest owed
- Provisions for future losses or debts









- Employee costs (or equivalent)
- Natural persons working under a direct contract
- Personnel seconded by a third party
- SME Owners: owners of SMEs not receiving a salary









- Always check specific rules
- Business Conditions
- Only small amount
 (<15-20% of the partner's
 budget)
- Avoid it if you can







C. Purchase Costs

Travel and Subsistence

Equipment (only Depreciation)

Other Goods, works and Services

- Transportation
 - Number of Trips
 - Destinations
 - Duration of travels
 - Number of people traveling
- Flat Subsistence

Allowance

 eligible if in line with beneficiary's usual practices on travel

- Always verify specific rules
- Depreciation (not full cost)
- According to National Legislation

- Short Consultancies
- Catering
- Printing services
- Etc.





Photo by <u>Jordan</u> <u>Harrison</u> on <u>Unsplash</u>







D. Other Costs

D. Other cost categories										
	L/D.2 Internally invoiced	to research infrastructures	D.4 Virtual access to	/D.5 PCP/PPI procurement costs/	D.6 European Partnership Cofund additional coordination and networking costs	/D.7 Euratom Cofund staff	D.8 ERC additional funding			

- D1. Financial Support to 3rd Parties
- D2. Internally invoiced Goods and Services
- D3. Transnational Access to Research Infrastructure
- D.4 Virtual Access to RI
- D.5 PCP/PPI procurement costs
- D.6 EU Partnership Cofund additional Coordination/ networking
- D.7 Euratom Cofund Staff
- D.8 ERC Additional Funding









Necessary for every functioning organisation

Connected to productive personnel

Utilities

Office costs

Communications

How to determine the %?

LAT 25% of ALL Direct costs (except ubcontracting)

hey do NOT have to be justified







How flexible are you?

- Actual costs may differ from estimated eligible costs.
- Budget Transfer between Beneficiaries or between budget categories without Amendment

If incurred costs < estimated, difference to another partner or budget category.

If significant change in planned work, amendment is needed











What is a person month?

One Person working for 3 months (Full time)

3 Persons working for 1 month (Full time)

=

6 Persons working for ½ month

ANY DURATION











Estimate your budget: Work Breakdown Structure (WBS)

	WP1	WP2	WP3	WP4	WP5	WP6	WP7	WP8	WP9	Total
COORD	17,0	3,0	26,0	0,0	2,0	0,0	8,0	0,0	2,0	58
PART 2	1,0	4,0	12,0	10,0	3,0	1,0	0,0	14,0	1,0	46
PART 3	2,0	2,0	0,0	0,0	0,0	0,0	32,0	0,0	6,0	42
PART 4	3,0	1,0	0,0	0,0	17,0	17,0	2,0	0,0	2,0	42
PART 5	1,0	0,0	0,0	3,0	10,5	9,0	5,0	0,0	5,5	34
PART 6	2,0	21,0	2,5	1,0	2,0	0,0	2,0	4,5	4,0	39
PART 7	1,0	0,0	2,0	0,0	0,0	0,0	0,0	0,0	12,0	15
PART 8	1,0	2,0	2,0	5,0	2,0	0,0	2,0	4,0	2,0	20
PART 9	2,0	0,0	6,0	18,0	0,0	0,0	2,0	2,0	2,0	32
Total	30,0	33,0	50,5	37,0	36,5	27,0	53,0	24,5	36,5	328











Estimate your budget: Average Person months

Profile	PM Cost	PM	Total
Director	8.000,00€	2	16.000,00€
Senior Researcher	5.000,00€	20	100.000,00€
Junior Researcher	2.500,00€	20	50.000,00€
		42	166.000,00€
	AVERA	3.950 €	

Average Person
Month Cost =
weighted mean
value of the
different profiles

Taken into account only for Proposal Phase. During Project Implementation you need actual costs.











Estimate your budget: Average Person months

			Estimated eligible costs							EU contribution to eligible costs						Total estimate d income	
			A. Personnel costs/€	B. Subcontracti ng costs/€	C. I	Purchase co	osts	D. Other cost categories	E. Indirect costs/€ (e) = 25% *	Total eligible costs	Funding rate	Maximum EU g contributio n to	Requested EU contributio n to	Income generated by the	Financial contributi	Own resource s	(s)=(n)
No	Participant name	Country	(a1)	(b)	C.1 Travel and subsiste nce/€	C.2 Equipm ent/€ (c2)	C.3 Other goods, works and services /€ (c3)	D.X [specific cost category] /€ (dx)	(a1) + (c1) + (c2) + (c3) + (d6) + (d7) + (d8) + (d10) + (d11)]	(h) = (a1) + (b) + (c1) + (c2) + (c3) + (d) + (e)	(U)	eligible costs (I) = (U) * (h)	eligible costs/€ (Requeste d grant amount) (m) (n)	action (o)	(p)	(r)	(s)=(n) +(o)+(p)+ (q) + (r)
1	Participant 1	NL															
2	Participant 2	LB															

A. PERSONNEL COSTS	B. SUB- CONTRACTING COSTS	NTRACTING COSTS C		E. INDIRECT COSTS	TOTAL ELIGIBLE COSTS	EU CONTRIBUTION	
€ 166.000	€0	€ 14.000	€0	€ 45.000	€ 225.000	€ 225.000	
				25% * (A + C + D)	T=A+B+C+D+E	RATE = 100 % or 70% EU CON = RATE% * T	











Step 11: Finalise and submit

Agile Proposal Writing



To get feedback faster and more efficient from as many people as possible To secure consensus on key aspects of the proposal

To spot inconsistencies, overlaps or conflicts and tackle them on time

To demonstrate progress to the team, acknowledge contributions and maintain/increase engagement







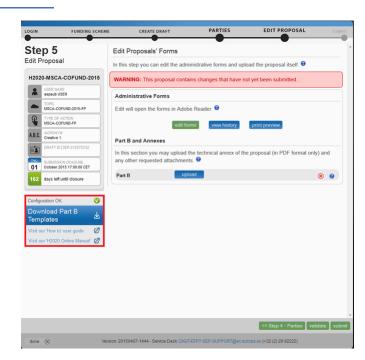




Step 11: Finalise and submit

Submit the proposal

- Coordinator's job
- Full online process
- Send your contributions in time
- Check Part A
- Check Budget







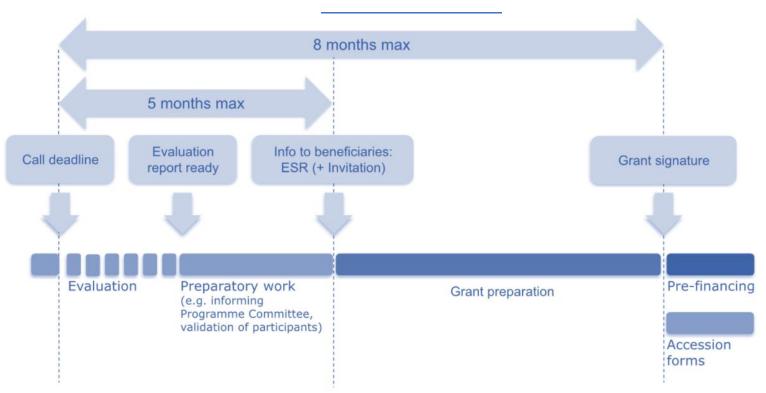






Step 12: Follow up

How evaluations work













Wrap up the session!

Understanding EU Funding

Coordinator or Participant

- The roadmap to participation in a Horizon Europe proposal
- Horizon Europe StrategicPlans and WorkProgrammes
- Understanding how proposal writing works and how to join a consortium











Q&A

Time to ask your questions!



