



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



Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/1H/SER/TR

Turkey in H2020 Project and Horizon Europe

Project Writing Training 12,
Online, 14th December 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



Your Presenter

Philip Sowden

Key Expert 3; SME Expert

- **Innovation consultant with mechanical engineering, manufacturing and R&D background.**
- **Over 40 years of working experience** in a wide range of industrial and scientific sectors, national SME support programmes and EU funded projects:
- Specialise in the development of **SME capabilities, proposal development** and **Project Management**.
- Designed and delivered **hundreds of training sessions** on SME Innovation, Proposal Writing and Project Management,

What we shall cover today

EIC Accelerator

- Outline of how TÜBİTAK may help
- An overview of Horizon Europe and EIC Accelerator
- The First Application process
- *[15 minute break]*
- Full Application process
- Feedback from other Turkish applicants' proposals
- Developing a Pitch Deck
- Good practice on developing a 3-minute video
- Questions?

Our project team



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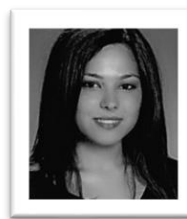
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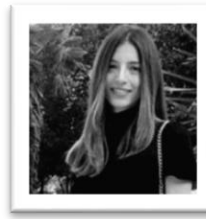
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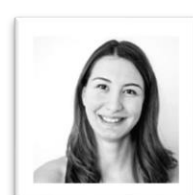
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Project activities ...

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

Our Online Presence



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Search

Horizon Europe: Start here!

This is a section with questions and answers
that are applicable from beginners to
experienced actors based in Turkey...

Training & Networking Events (Phase II)

This is the section of all the training &
networking activities under the Turkey in
Horizon 2020 Phase II project (20...

Legal & Financial Issues

Consortium Agreement, Grant Agreement, Budget, Costs and Legal &
Financial Issues related to H2020.

Intellectual

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Rights and relat



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Horizon Europe and Accelerator

Our approach to helping SMEs ahead of each of the 4 cut-off dates expected in 2022

- **Project Writing Training Event**
 - Accelerator Short and Full Applications
- **Project Writing Camp**
 - Dealing with final Q&As on proposals ahead of submission
 - Next one scheduled online for 07/01/22 ahead of 12/01/22 cut-off

Vision of Europe political priorities

A sustainable, fair and
prosperous future for **people**
and **planet** based on
European values.

- Tackling **climate change**
(35 % budgetary target)
- Helping to achieve **Sustainable Development Goals**
- Boosting the Union's **competitiveness and growth**



8 Horizontal Topics

EU Funding Management Modes



² Regulation (EU) 2020/852 on the establishment of a framework to facilitate sustainable investment, and amending Regulation (EU) 2019/2088

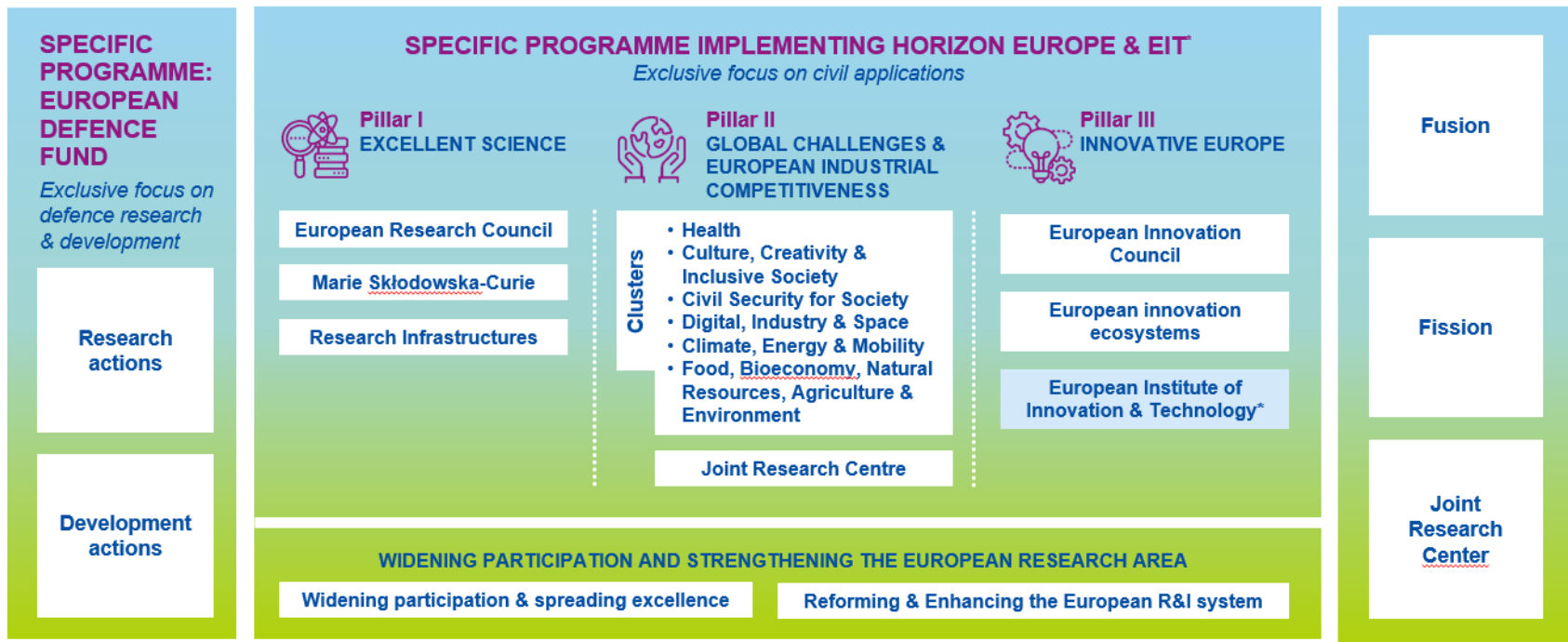
- Relevant to all programme components
- Identified in Strategic Plan
- Should be addressed appropriately

Structure of Horizon Europe

How Horizon Europe is organised

HORIZON EUROPE

EURATOM



* The European Institute of Innovation & Technology (EIT) is not part of the Specific Programme

Commission Priorities

Where EC is going to focus 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

HE Key Strategic Orientations

Mirroring political priorities of the EU

A // Digital Transformation

Promoting an open strategic autonomy by leading the development of key digital, enabling and emerging technologies, sectors and value chains to accelerate and steer the digital and green transitions through human-centred technologies and innovations



B // Environmental Protection

Restoring Europe's ecosystems and biodiversity, and managing sustainably natural resources to ensure food security and a clean and healthy environment



C // Sustainable Development

Making Europe the first digitally enabled circular, climate-neutral and sustainable economy through the transformation of its mobility, energy, construction and production systems



D // Resilience & Inclusiveness

Creating a more resilient, inclusive and democratic European society, prepared and responsive to threats and disasters, addressing inequalities and providing high-quality health care, and empowering all citizens to act in the green and digital transitions



Titles outside the boxes are arbitrary, perception of the speaker.

Strategic Digital and Health Technologies

Digital Tech

- Advanced high-performance computing
- Edge computing
- Quantum technologies
- Cybersecurity
- Artificial Intelligence
- Blockchain
- Cloud infrastructure
- Internet of Things

Health Tech

- AI-driven tools for early diagnosis
- Point-of-care diagnostics
- Cell and gene therapy approaches
- Biomarkers
- Bioprocessing 4.0
- Healthcare intelligence services
- E-health solutions

Distribution of Interviewees by Technology areas

40+% of Jury Interviewees will be selected among those targeting Digital Tech areas

40+% of Jury Interviewees will be selected among those targeting Health Tech areas

Additional Evaluation Criterion: Does the innovation have the potential to be a strategically important technology for Europe, in terms of welfare of citizens or relevance to economic development?

Proposals must describe this impact in relation to above strategic technology areas.

Green Deal Innovations for the Economic Recovery



Priority Areas

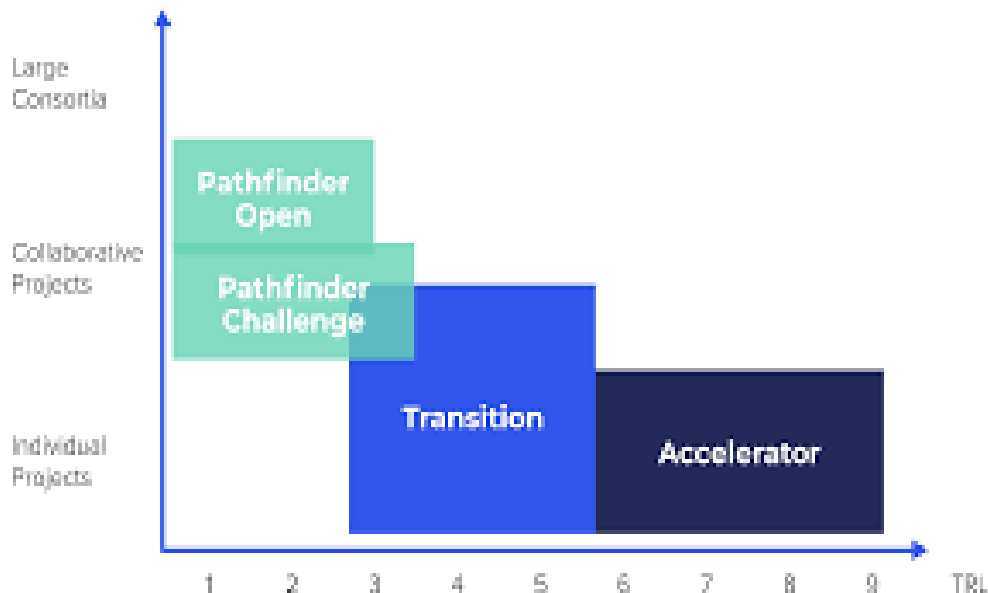
- (1) Renewable energy
- (2) Deep Renovation of buildings
- (3) Low carbon industries
- (4) Batteries and energy storage systems

50+% of Jury Interviewees will be selected
among those targeting above priority areas

Additional Evaluation Criterion: Does the innovation have the potential to make a significant impact on at least one of the Green Deal goals?

Proposals must quantitatively describe this impact in relation to the Green Deal goals, such as reduction or avoidance of GHG emissions.

EIC Main Components



EIC PATHFINDER

- Funds for advanced research to develop scientific basis to underpin breakthrough technologies.

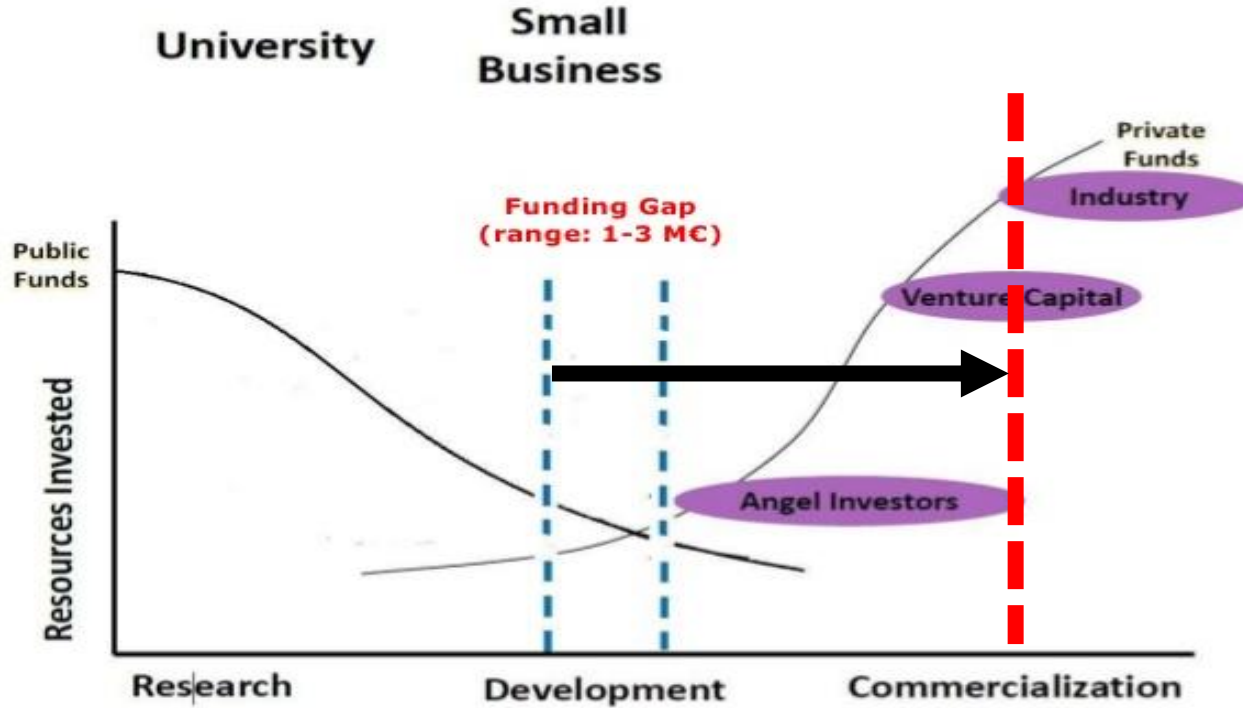
EIC TRANSITION

- To validate technologies and develop business plans for specific applications.

EIC ACCELERATOR

- Supports SMEs, start-ups and spin-outs to bring innovations to market and scale-up to commercial viability and funding.

The funding gap EIC addresses



Get ready for EIC Accelerator

How to prepare for HE



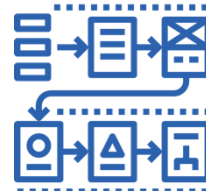
Study the Documents

- EIC Work Programme 2021
- EIC Accelerator Guide for Applicants



Learn the tools

- Lean Methodology
- Business Modeling
- Tech Adoption Cycles
- Business Plan
- Data management
- Financial Plan



Start building

- Study the new Proposal Template
 - Ideation
 - Development
 - Go2Market
- Prepare your concept
- Submit the proposal

It will help if you can cover...

- EU Vision
- EC Priorities
- SD Goals
- EIC strategic areas
- EIC process



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