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finanse edilmektedir



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

HE EIE: Strategies for joining consortia R&I strategy and research profile

European Innovation Ecosystems (FGT16)

Odysseas Spyroglou, KE2

Istanbul 24-25 Feb 2022

Photo by Christian Lue on Unsplash



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



What we will cover here

The course and this module



Be part of a winning consortium in EIE

- 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



Step 1: Understand the problem

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

Step 1: EIE in particular

The scope of EIE

Complex & Systematic Challenges cannot be solved by individual actors

- Interconnected, Inclusive Innovation Ecosystems
- Reinforce Network Connectivity within and between innovation ecosystems
- Help Innovative SMEs increase their R&I capacity and productivity

Create more connected, inclusive and efficient innovation ecosystems that support the scaling of companies and spur innovation to address important challenges in a responsible way.

Step 1: Understand the problem

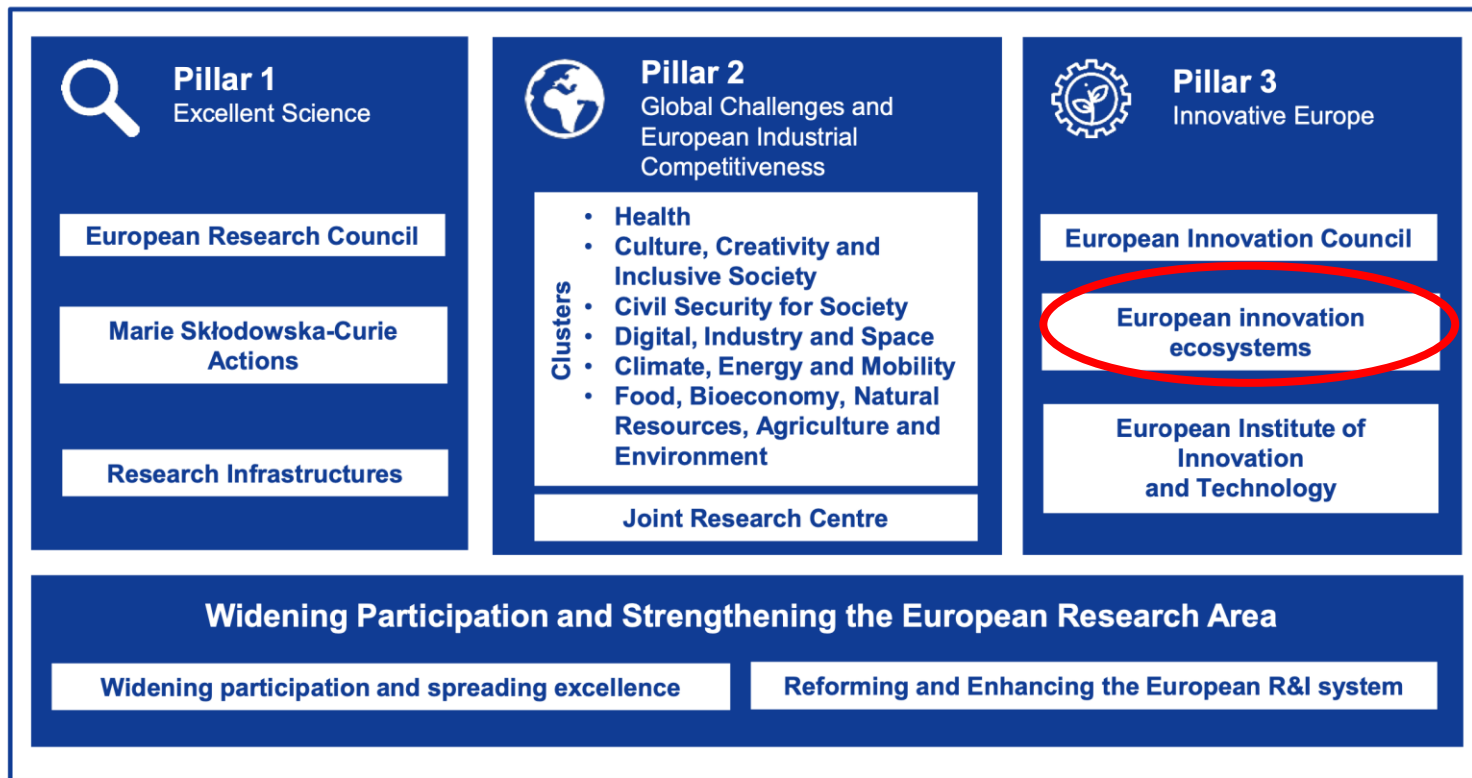
Study EU Policies & understand the challenges



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

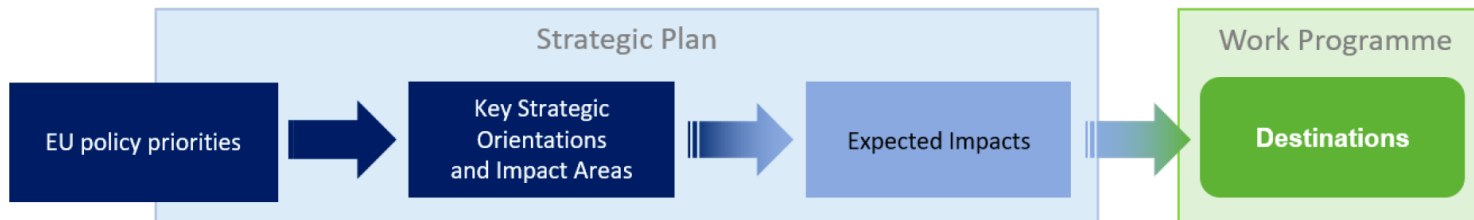
Step 1: Understand the problem

Structure of Horizon Europe



Step 1: Understand the problem

From EU priorities to Strategic Plan to Work Programme



6	4	32	3	6	34
Priorities of EU	Key Strategic Orientations	Expected Impacts	Pillars	Clusters	Destinations

Step 1: Understand the problem

Horizon Europe Priorities

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



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



B // Environmental Protection

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



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.

Step 1: Understand the problem

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



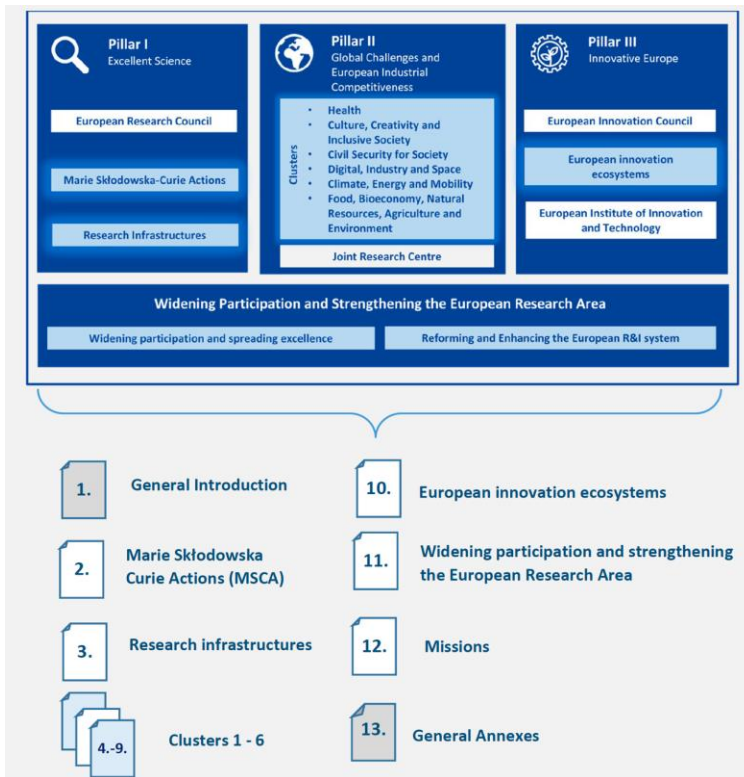
1/ Health	2/ Culture	3/ Security	4/ Digital	5/ Climate	6/ Food
Health	Culture, Creativity and Inclusive Society	Civil security for society	Digital, Industry and Space	Climate, Energy and Mobility	Food, Bioeconomy, Natural Resources, Agriculture and Environment
Communicable & non-communicable diseases. 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 knowledge.

Step 1: Understand the problem

How Horizon Europe Work Programmes are structured

Work Programme 2021-22

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

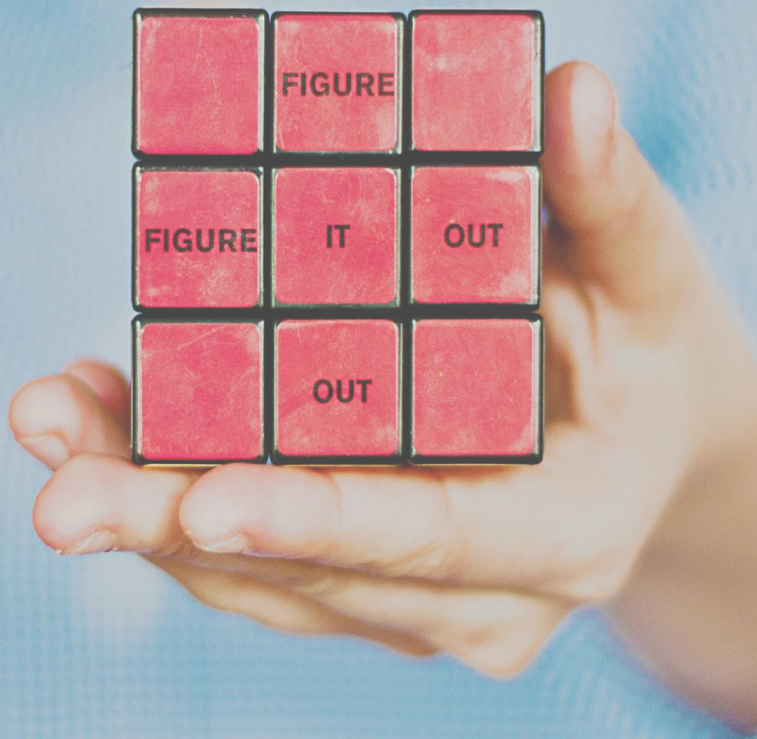


Documents :

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

Step 1: Understand the problem

CHECKLIST



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

Step 2: Create your R&I profile

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?



Step 2: Create your R&I profile

Prepare a profile

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

IDI

Key Personnel **Mr. Oğuzhan Springueli** is an international consultant with an engineering, ICT and finance background and over 20 years of experience in business, finance, research & innovation and project management. He holds an engineering degree from Aristotle University of Thessaloniki, an MSc in GIS (Leicester, UK) and a Graduate Diploma in Finance from LSE. He has worked as a Director, Senior Project/Programme Manager or Key Expert for Private and Public sector projects in ICT, Education, Environment, Transport & Government Solutions, implementing more than 40 successful projects under most R&D schemes incl. H2020, FP7 and

IDI

Name	International Development Ireland (IDI) Ltd.
Country	Ireland
PIC	910739791
Website	https://www.idi.ie
Short Description	IDI is an Irish-based consulting SME specialising in a wide range of world class services to transition economies: SME Development, establishment and Operationalisation of Business Development Centres, Export Promotion, Foreign Direct Investment Attraction, Innovation Management and R&D.
Description	Established in 1989, International Development Ireland (IDI) is an Irish-based company focused on providing wide range services to transition economies. IDI specialises in designing, managing and delivering practical implementation-based programmes particularly in its core areas of SME Development, Export Promotion and Investment Attraction, Regional Development, Innovation and Technology Transfer, Employment Generation and Private Sector Development. IDI's performance over the last 30 years has resulted in more than 270 successfully completed projects in over 80 countries worldwide. IDI has an unblemished track record of successful delivery of FA projects internationally and has advised governments and individual companies in the Balkans, Central and Eastern Europe, the CIS States, Africa, Asia and the Middle East. Presently IDI is implementing a large number of complex technical assistance projects in the Balkans, Turkey, Azerbaijan and the Middle East. IDI is also participating in the Innovation Support Project BLOCKS.
Competencies	IDI capitalises on the lessons from the Irish economic experience and specialises on innovation and R&D management, SME competitiveness, investments & exports. We achieve our success through close collaboration with world renowned Irish agencies such as Enterprise Ireland, Higher Education Authority, IDA Ireland and other Irish state bodies. These agencies have been mandated with the development of an innovation economy in Ireland. IDI is committed to providing a special quality of service excellence for its clients through strong project management, comprehensive consultancy and full institutional backstopping. This is guaranteed through a series of in-house quality control programmes and dedicated support personnel supported by practitioners from the Irish development agencies. IDI brings a strong knowhow on innovation management particularly for SMEs in transitional economies, experience in setting up and operating incubators and accelerators for innovative SMEs and a huge network of specialised practitioners and entrepreneurs that can provide bespoke solutions immediately implementable, monitoring and support. IDI is an Accredited Consulting Practice (ACP) of the IMCA, adhering to the Institute's Code of Professional Conduct. The IMCA is the internationally recognised professional institute for management consultants. The IMCA awards the Certified Management Consultant (CMC) designation which is an internationally recognised management consulting accreditation based on world class standards of competence, ethics and independence set by the International Council of Management Consulting Institutes.
Main Role in the Project	IDI will work to ensure the post-project sustainability by developing investment guidance and practical business recommendations, and detailed cost models and investment plans. Moreover, we will support community building and interaction in order to help local communities work together in restoration in a pan-European scale.

IDI

for the newly established first
"A funded project "Turkey in
an 2020 issue. It was
and Access to Risk Finance.
extensive experience in managing
to countries. He is an outstanding
var, who effectively analyses
fars. He has in-depth knowledge
PR&D and General Conditions"
Manager and holds an M.A. in
Diploma in Project Management,
Business Studies, Dublin Business

Senior and Business Development
assistance projects related to Rural
rural Project management,
and is experienced in
where she adjusted herself
implementation of both EU and
a department of Middle East
degree from Bilkent University in
in Germany as a Jean Monnet
Inology Transfer, Innovation
Management. She worked 7 years
Business Development Manager
years. In 2014 she was selected
in a U.S. Embassy - Ankara
a dialogue on social and political
situation.
20 SME Instrument Programme
allocated more than 200 projects
instrument proposals. She is a
region and a certified World Bank

IDI and enhance the
own in Ankara to increase Young
Technology Development
Administration Support

Page 2 of 2

Step 2: Create your R&I profile

What is 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 fromUniversity. 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 specializing 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.

Step 2: Create your R&I profile

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.

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

Step 2: Create your R&I profile

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 !

Step 3: Assemble your team

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.

Step 4: Identify Opportunities

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



Step 4: Identify Opportunities

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 ->

Step 4: Identify Opportunities

Map what you can do

CALL TOPIC

CAPABILITY

HORIZON-EIE-2022-CONNECT-01-01: Towards more inclusive networks and initiatives in European innovation ecosystems

We are a professional association with long experience in inclusiveness in business. We have implemented XXX.
See XXX

HORIZON-EIE-2022-CONNECT-01-02: Integration of social innovation actors in innovation ecosystems

We are an SME working in the area of Social Innovation with . . . We have already successfully implemented XXX.

HORIZON-EIE-2021-SCALEUP-01-01: Expanding Acceleration Ecosystems

We are an incubator and have successfully implemented an acceleration programme for startups in health. See XXX.

Step 4: Identify Opportunities

Check the budget of each call

HORIZON-EIE-2021-SCALEUP-01-01: Expanding Acceleration Ecosystems

**Expected EU
contribution per
project**

The Commission estimates that an EU contribution of around EUR **1.00 million** 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 5.00 million.**

**No of proposals to
be funded**

5 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

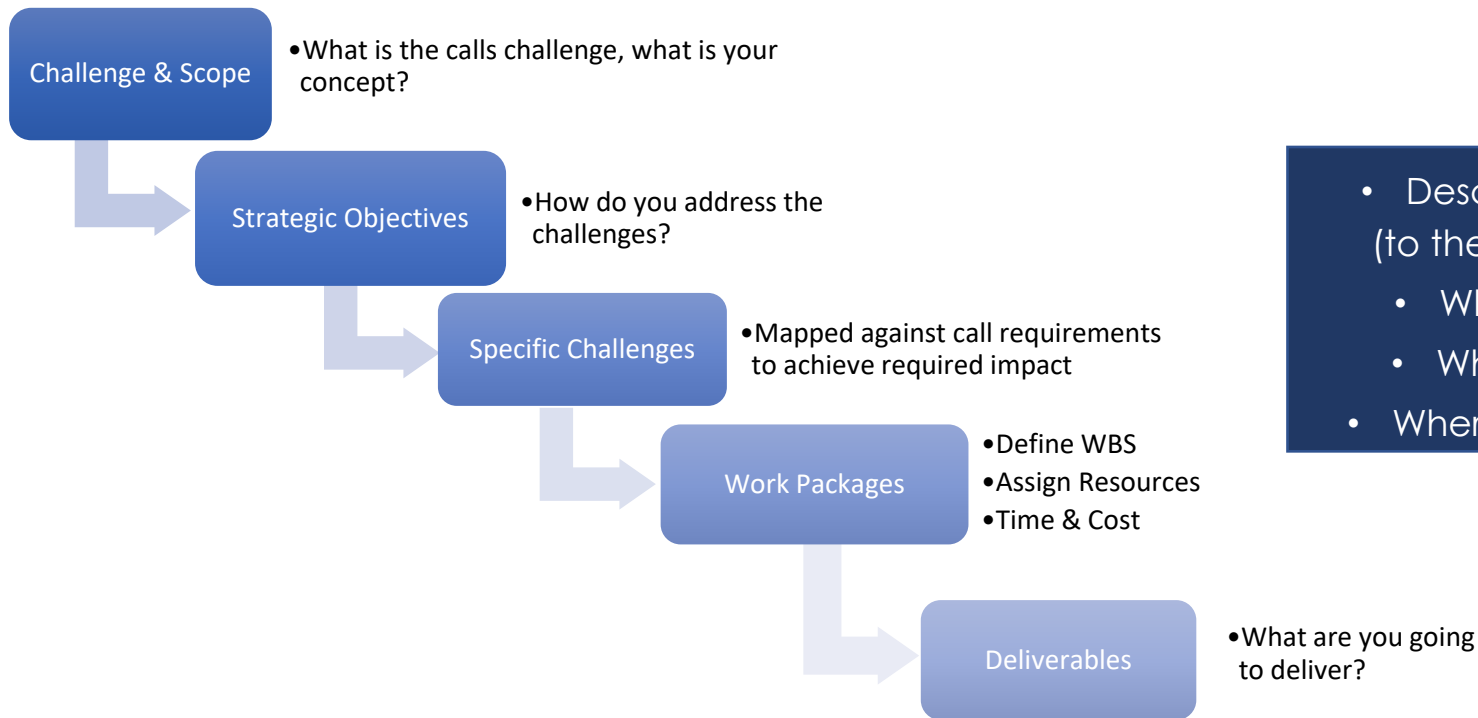
Step 5: Introduce your Organisation

CHECKLIST

- ☐ Organisation Website
- ☐ Organisation Profile (Linkedin)
- ☐ R&I Profile
- ☐ Technology Stack
- ☐ Updated Team Profiles (Linkedin)

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?

Step 6: Prepare your Concept

A concept note template EIE

CALL HORIZON-EIE-2022-SCALEUP-01-01 - Expanding Entrepreneurial Ecosystems	
CALL DATA	Publication date: Jan 2022 / Deadline Date: <u>10 May 2022 17:00:00 (Brussels)</u> / Total Call Budget: €5,000,000
EXPECTED OUTCOME	<ul style="list-style-type: none"> • Improved flows of innovation resources between innovation ecosystems at various levels of developments • Improved quality of entrepreneurial education and local talents equipped with skills to support business acceleration and digitalisation; • Enhanced entrepreneurial activity in developing innovation ecosystems and its scale up across Europe or internationally; • Increased youth (self) employability; • Raised awareness of diverse business cultures and opportunities across sectors and / or geographies.
SCOPE	The transforming economy and rapid development of technology have changed employment conditions and the set of skills needed to grow one's own business. More than ever should educational institutions work hand in hand with the business sector to prepare students for a rapidly changing working environment by nurturing their entrepreneurial competences. Compared to dense areas around economic centres, the entrepreneurial skills and activity gap is bigger in peripheral areas with lower economic activity, confirming the importance of closely interlinked ecosystems for sustaining entrepreneurial activity and employment rates.
EXPECTED ACTIONS	<ul style="list-style-type: none"> • engagement of business experts into the implementation of educational programmes; • engagement of students and graduates from various disciplines and departments into the respective companies' structures, and engagement of educational staff in companies' business processes, both with a target of gender-balanced participation; • organisation of co-ideation challenges, where students can propose innovative solutions in the field of partners' expertise and are provided with resources and support to develop the product and its business development strategy.
BUDGET	Contribution of 1m per proposal / CSA / Funding rate: 100%

Step 6: Prepare your Concept

A concept note template for Horizon Europe (II)

TITLE / ACRONYM	XHUB
WHY ? (BACKGROUND)	<ul style="list-style-type: none"> • 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?	<ul style="list-style-type: none"> • 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.

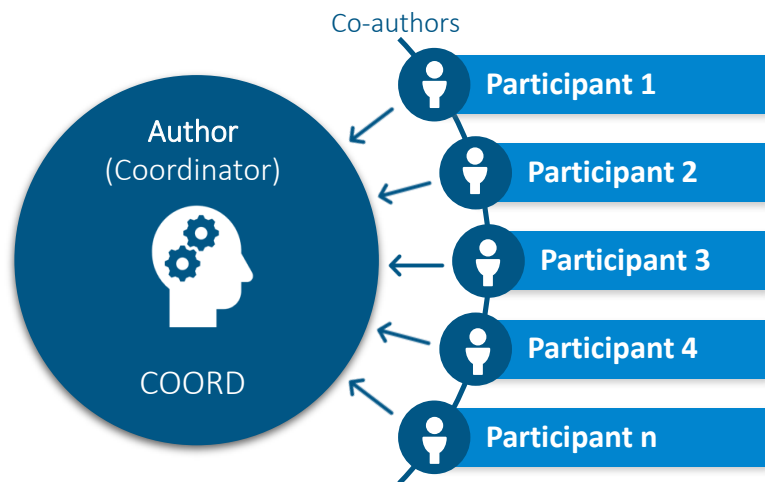


Value chain and geographical coverage

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

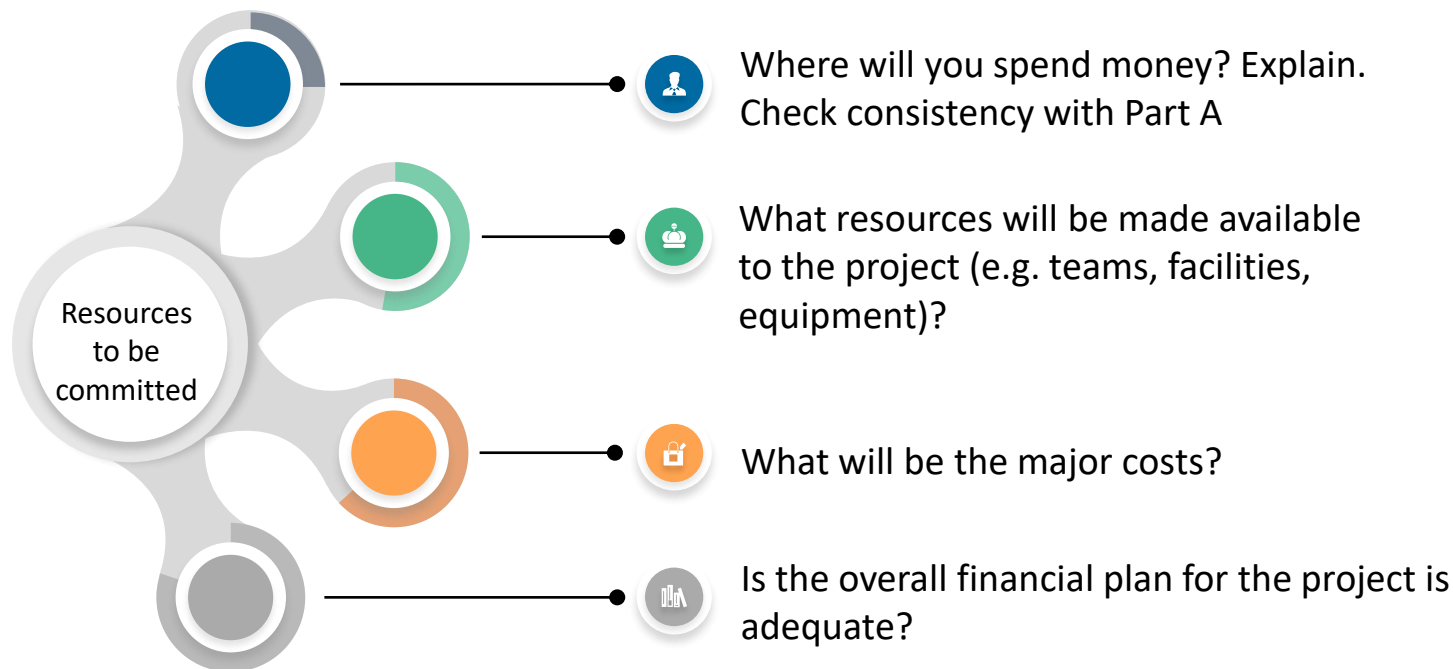
Budget depends on contribution

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 11: Finalise and submit

Agile Proposal Writing



Feedback

To get feedback
faster and more
efficient from
as many people
as possible



Consensus

To secure
consensus on
key aspects of
the proposal



Troubleshooting

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



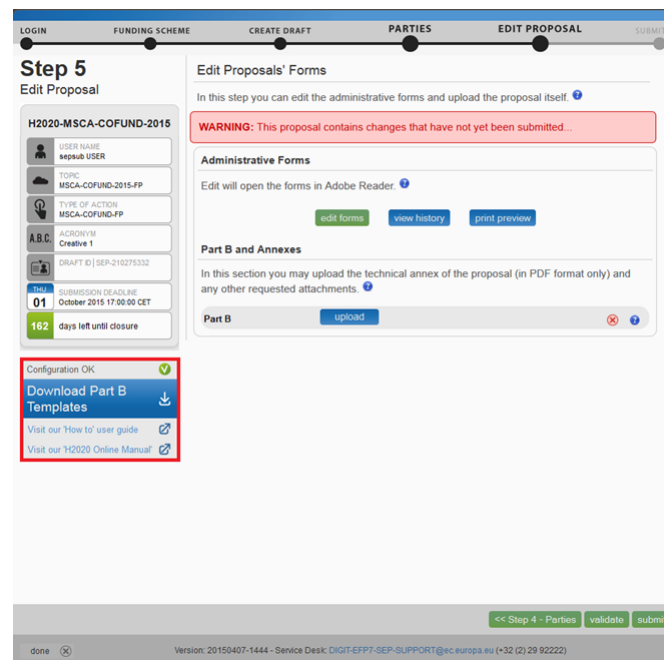
Engagement

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*



The screenshot shows the 'Step 5: Edit Proposal' interface. At the top, a progress bar indicates the current step. The main content area is divided into two columns. The left column contains a sidebar with project details: 'H2020-MSCA-COFUND-2015', 'USER NAME: sepub USER', 'TOPIC: MSCA-COFUND-2015-FP', 'TYPE OF ACTION: MSCA-COFUND-FP', 'ACRONYM: Creative 1', 'DRAFT ID: SEP-216275332', 'SUBMISSION DEADLINE: 01 October 2015 17:00:00 CET', and '162 days left until closure'. Below this is a 'Configuration OK' message and links to 'Download Part B Templates', 'Visit our How to user guide', and 'Visit our H2020 Online Manual'. The right column is titled 'Edit Proposals' Forms' and contains a warning message: 'WARNING: This proposal contains changes that have not yet been submitted...'. Below the warning is a section for 'Administrative Forms' with buttons for 'edit forms', 'view history', and 'print preview'. Further down is a section for 'Part B and Annexes' with an 'upload' button. At the bottom of the interface, there are navigation buttons: '<< Step 4 - Parties', 'validate', and 'submit'.

Step 11: Finalise and submit

Submit the proposal



DOs

- Ask different people to check the whole text
- Make sure formatting is according to specs
- Make sure .pdf looks like word document
- Look at all questions in the platform upfront so that you have answers

**DOWNLOAD AND CHECK
AFTER YOU SUBMIT!**



DON'Ts

Keep the proposal in separate files

Use different computers/ versions of software

Forget to fill in all tables and Sections

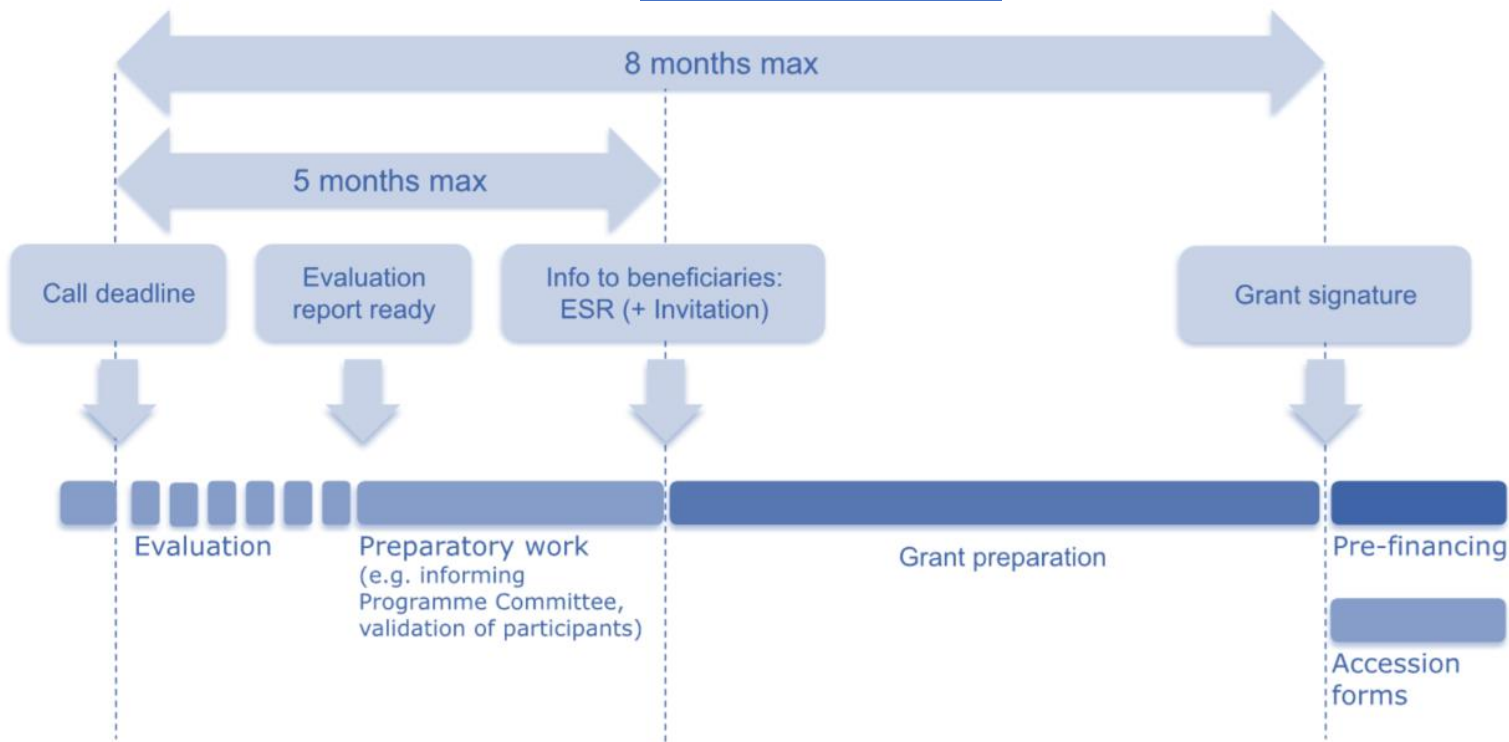
Submit the last moment of the deadline

**MAKE IMPORTANT CHANGES IN
THE LAST MOMENT**

TIP: DON'T WAIT THE LAST DAY. Start making trial submissions a couple of days before the deadline to test the system, BUT make sure that at the end you have the correct version uploaded!

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 **Strategic Plans and Work Programmes**
- Understanding **how proposal writing works** and how to join a consortium





Q&A

Time to ask your
questions!

Contact:

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