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TURKEY in HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

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

How to write the Excelelnce Section

Focused Group Training FGT-16 European Innovation Ecosystems

Christopher Brewster

Istanbul, 25 February 2022

Photo by Christian Lue on Unsplash

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Outline

REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

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Overall Aim and Structure

- *Clarity and pertinence of the project's objectives*
- *Quality of the proposed coordination and/or support measures including soundness of methodology*
- ***1.2 Objectives [e.g. 1 page]***
- *"Briefly describe the objectives of your proposed work. Why are they pertinent to the work programme topic? Are they measurable and verifiable? Are they realistically achievable?"*
- ***1.2 Coordination and/or support measures and methodology [e.g. 6 pages]***
- *"Describe and explain the coordination and/or support measures and the overall methodology, including the concepts, models and assumptions that underpin your work. Explain how this will enable you to deliver your project's objectives. Refer to any challenges you may have identified in the chosen methodology and how you intend to overcome them. [e.g. 4.5 pages]"*
- *"This section should be presented as a narrative. The detailed tasks and work packages are described below under 'Implementation'."*

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Overall Aim and Structure (cont.)

- *"Where relevant, include how the project methodology complies with the 'do no significant harm' principle as per Article 17 of Regulation (EU) No 2020/852 on the establishment of a framework to facilitate sustainable investment (i.e. the so-called 'EU Taxonomy Regulation'). This means that the methodology is designed in a way it is not significantly harming any of the six environmental objectives of the EU Taxonomy Regulation."*
- *"Describe how appropriate open science practices are implemented as an integral part of the proposed methodology. Show how the choice of practices and their implementation are adapted to the nature of your work, in a way that will increase the chances of the project delivering on its objectives [e.g. 1 page, including research data management]. If you believe that none of these practices are appropriate for your project, please provide a justification here."*

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Overall Aim and Structure (cont.)

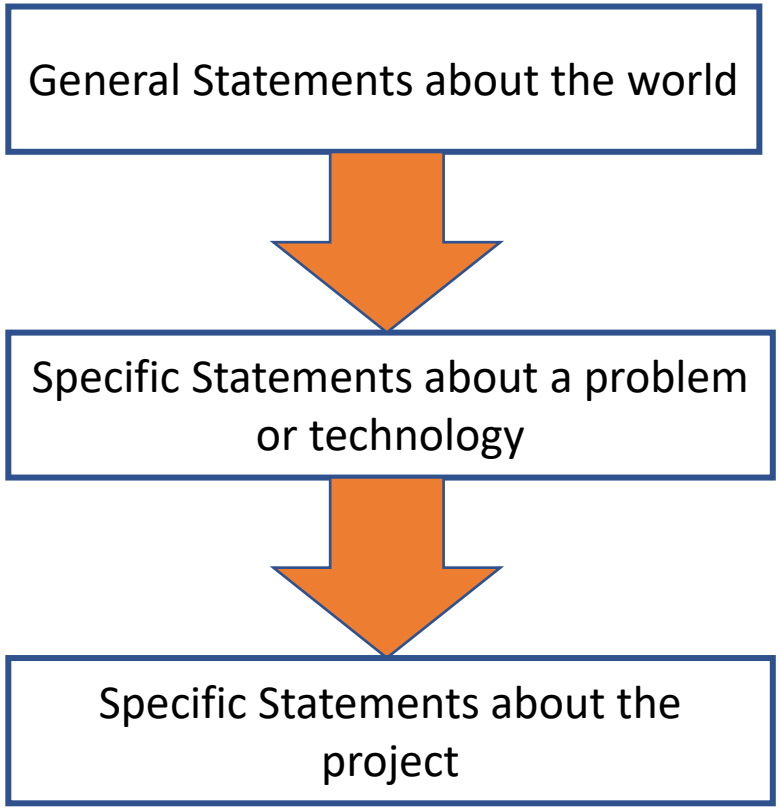
- *"Open science is an approach based on open cooperative work and systematic sharing of knowledge and tools as early and widely as possible in the process. Open science practices include early and open sharing of research (for example through preregistration, registered reports, pre-prints, or crowd-sourcing); research output management; measures to ensure reproducibility of research outputs; providing open access to research outputs (such as publications, data, software, models, algorithms, and workflows); participation in open peer-review; and involving all relevant knowledge actors including citizens, civil society and end users in the co-creation of R&I agendas and contents (such as citizen science)."*
- *"Please note that this question does not refer to outreach actions that may be planned as part of communication, dissemination and exploitation activities. These aspecbts should instead be described below under 'Impact'."*

A more detailed breakdown (example)

- **1 Excellence**
- **1.1 Objectives**
- 1.1.1 Background and vision
- 1.1.2 Main objective
- 1.1.3 Specific objectives

- **1.2 Coordination and/or support measures and methodology**
- 1.2.1 Overall methodology – concepts, models and assumptions
- 1.2.1.1 Common challenges and means to overcome them
- 1.2.1.1.1 Do no significant harm principle
- 1.2.2 Open science practices
- 1..2.3 Research data management and management of other research outputs

Rhetorical structure (an example)



Crisis marks the beginning of important decision making. The recent events around COVID-19 exposed the fragility of global supply chains and the imbalance among the actors. Building trust and transparency by investing in digitisation to increase food chain resilience has become a priority that has gathered pace.

The potential of applying blockchain technologies in the area of agrifood to enhance the sustainability of the supply chain is undoubtedly great, even disruptive, but only insofar as the technology is adopted by all the parties involved in the food system, both public and private.

PROJECT's ambition is precisely to develop and enhance the necessary consensus to work in line with the European Commission's Farm to Fork Strategy, the Digital Age and the Economy that works for all, towards increasing sustainability and transparency of the agrifood value chain.

Rhetorical structure (cont.)

Background/Context (show your knowledge and expertise)

Emphatic statement of objective (in 1 sentence)

Table with key objectives, KPIs, relation to Work Programme

Consumers recognise the added value of safety …. (blah, blah) ….. potential to bring new sources of added value and new business models presents an open opportunity for all businesses to rethink their operations.

Project XXX will accelerate the arrival of blockchain technologies in agrifood at the plateau of productivity where mainstream adoption starts to take off and benefits are shared across the value chain.

Objective 1: MAP & SOURCE (SET THE SCENE)		
KR1.1 — Perform a systematic mapping, evaluation, and assessment of blockchain technologies from the perspective of sustainable agrifood supply chains—by means of co-creation and ideation activities; KR1.2 — Deploy a Blockchain Maturity Diagnostic Toolkit to assess the needs, highlight priority areas and types of action for intervention, laying out key application priorities for blockchain in agrifood;		
Relation to the topic: • *mapping and assessing existing blockchain technologies related European and international R&I activities* • *analysing the needs for R&I on blockchain technologies in agri-food as expressed through stakeholder consultation and on-going research projects* • *identifying gaps, priority areas and types of action for intervention* • *assessing the extent of application of blockchain technologies in the agri-food sector in the EU and globally*		
KPI	***Target outcome***	***Value***
1.1	No. blockchain technologies and use cases covered through active technology monitoring/ watch/ scouting	>60
1.2	No. of industry representatives, policy makers, blockchain experts, intermediaries and any other relevant stakeholders providing input to the Roadmap	120
1.3	No. of stakeholders from public and private sector assessing their Blockchain Maturity level via ROBIN's Diagnostic Toolkit	>900

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Section 1.2 Coordination and/or support measures and methodology

- No single approach is right
- Read lots of proposals from other people if you can
- Use graphics/diagrams
- Be careful with page limits – ONLY 6 PAGES HERE (APPROX.)
- **Example – show example!!**
- **TELL A STORY**
- Don’t forget
  - Open Science
  - Data management

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Q&A

Time to ask your questions!

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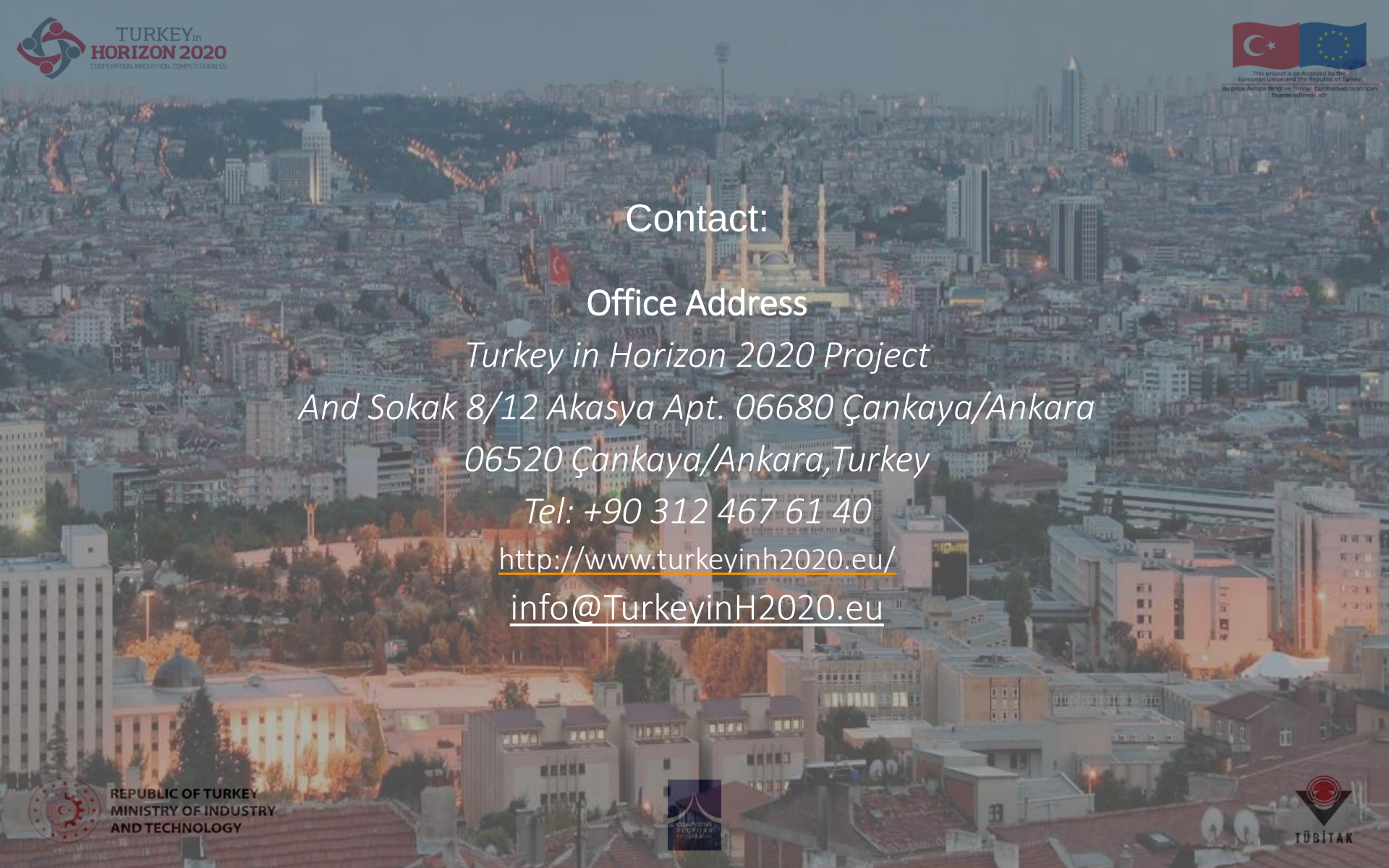

Contact:

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

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