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

HE - European Innovation Ecosystems Evaluation Process

European Innovation Ecosystems (FGT16)

Odysseas Spyroglou, KE2

Istanbul 24-25 Feb 2022

Photo by Christian Lue on Unsplash

Meet the instructor

Odysseas Spyroglou
Key Expert 2. Legal, Financial & IPR

- **Innovation consultant** with **engineering**, **ICT** and **financial** background.
- Over **20 years of working experience** in EU funded projects: preparing proposals, building consortia and managing projects under FP7, CIP, COSME, INTERREG, MED, H2020 and more.
- Specialise in **Project Management** & **Quality**, **Intellectual Property** and reengineering **business processes**.
- Designed and delivered more than **300 training sessions on Innovation** Management, IPR, Entrepreneurship, Proposal Writing, Project Management, financial administration.

20+
Years

60+
Projects

90m+
Funds

linkedin.com/in/ospyroglou

General Conditions for Participation

General Annexes

- **admissibility** and **eligibility**, **financial and operational capacity and exclusion** (Annexes A-C)
- **award** criteria, mandatory documents and **evaluation procedure** (Annexes D-F)
- **legal** and **financial set-up** of GA (Annex G)
- **specific conditions** (PCP, or Innovation Procurement (Annex H)

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Admissibility

Annex A: What you need to submit

- Before **deadline**
- Use the **form** and submit through the **online** system
- Readable, accessible, printable
- Include a **plan for the exploitation and dissemination of the results (PEDR)**
- Respect the page limits

PAGES	45	30	70	10
	IA, RIA	CSA	CO-FUND	STAGE 1

Eligibility

Annex B: Can you participate?

- **Any Legal Entity**
- Registered to the Participants Register (PIC)

- Affiliated Entities
- Associated Partners
- Entities without Legal Personality
- EU Bodies
- Restrictions on participation my apply.

Eligibility

Annex B: Can you get funding?

Partners must be established in:

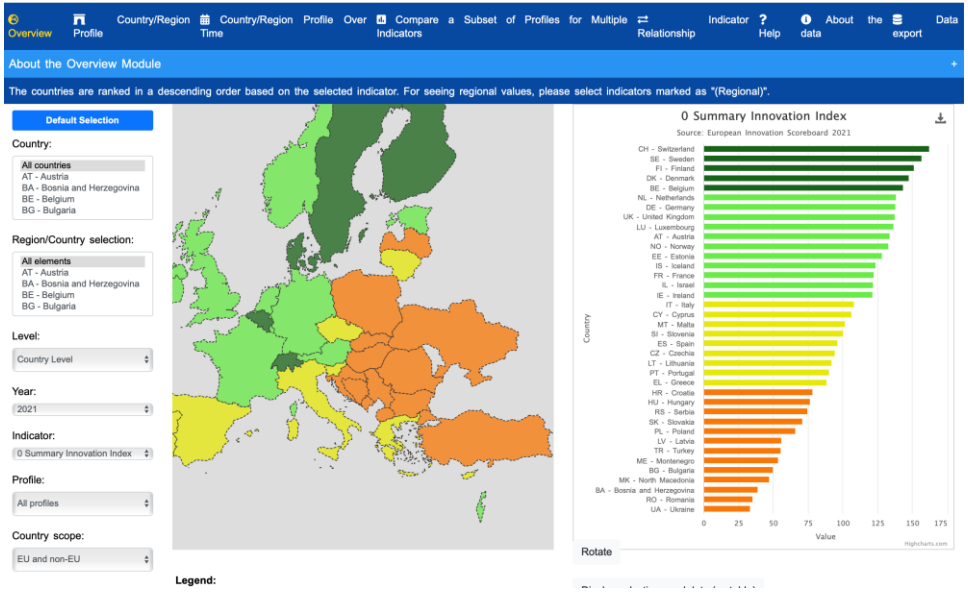
- EU Member States
- Overseas Countries and Territories (OCTs) linked to the Member States
- Countries associated to Horizon Europe
- Low and middle-income countries

Eligibility

Annex B: Consortia

How many partners?

- At least 3 independent Legal entities
- 1 independent legal entity established in a Modest/Moderate Innovator region
- 1 in strong or leader innovator region



https://ec.europa.eu/info/research-and-innovation/statistics/performance-indicators/european-innovation-scoreboard

Associated Countries which are not included in the European Innovation Scoreboard and are ranked on the Global Innovation Index 2020

Eligibility

Annex B: Eligible Activities

- Exclusive focus on Civil Applications
- No human cloning, no modification of genetic heritage
- In compliance with EU policies (Environmental, Social, Security, etc.)

Financial Capacity

Annex C: Can you financially support the project?

- Do applicants have sufficient financial resources?
- Check before GA (P&L, Balance Sheet, audit, BP)
- Usually only for Coordinators > 500K

Operational Capacity

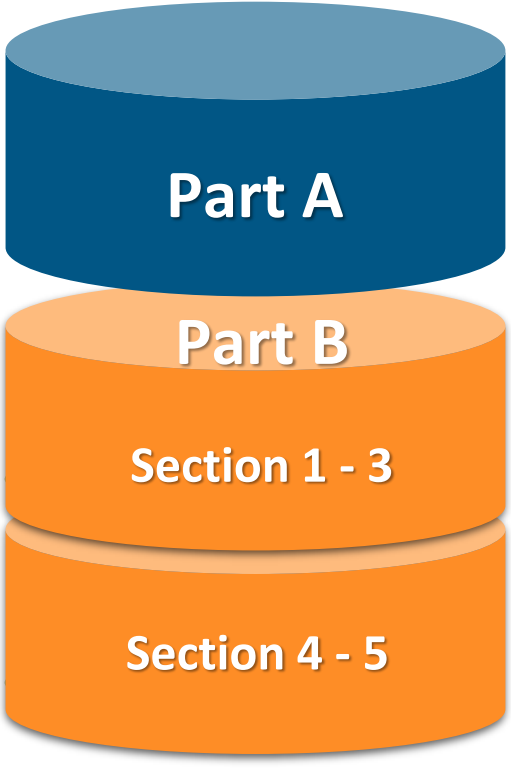
Annex C: Do you have the know-how & resources?

In PART B:

- general profiles (qualifications and experiences) of staff
- consortium participants,
- EU funded actions/projects for the last 4 years.

What a proposal consists of?

All components of a proposal



- General information
- Participants and Contacts
- Budget (per partner)
- Ethics issues
- Call specific questions

- Table of participants
- Proposal abstract
- Abbreviations
- Table of contents

1 – Excellence
2 – Impact
3 – Implementation

4 – Members of the consortium
5 – Ethics and Security

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Award Criteria

How Proposals are evaluated

EXCELLENCE	IMPACT	IMPLEMENTATION
• Are objectives clearly identified? • Is proposed work is ambitious? • Goes beyond the state-of-the-art? • Is proposal sound?	• Is the pathway suggested credible? • Are outcome and impacts in line with WP? • What's the scale of the contributions? • Are measures to maximise impact suitable?	• Is the WP effective? • Are risks identified? • Effort assigned appropriate? • Capacity and role of participants ? • Consortium as a whole?

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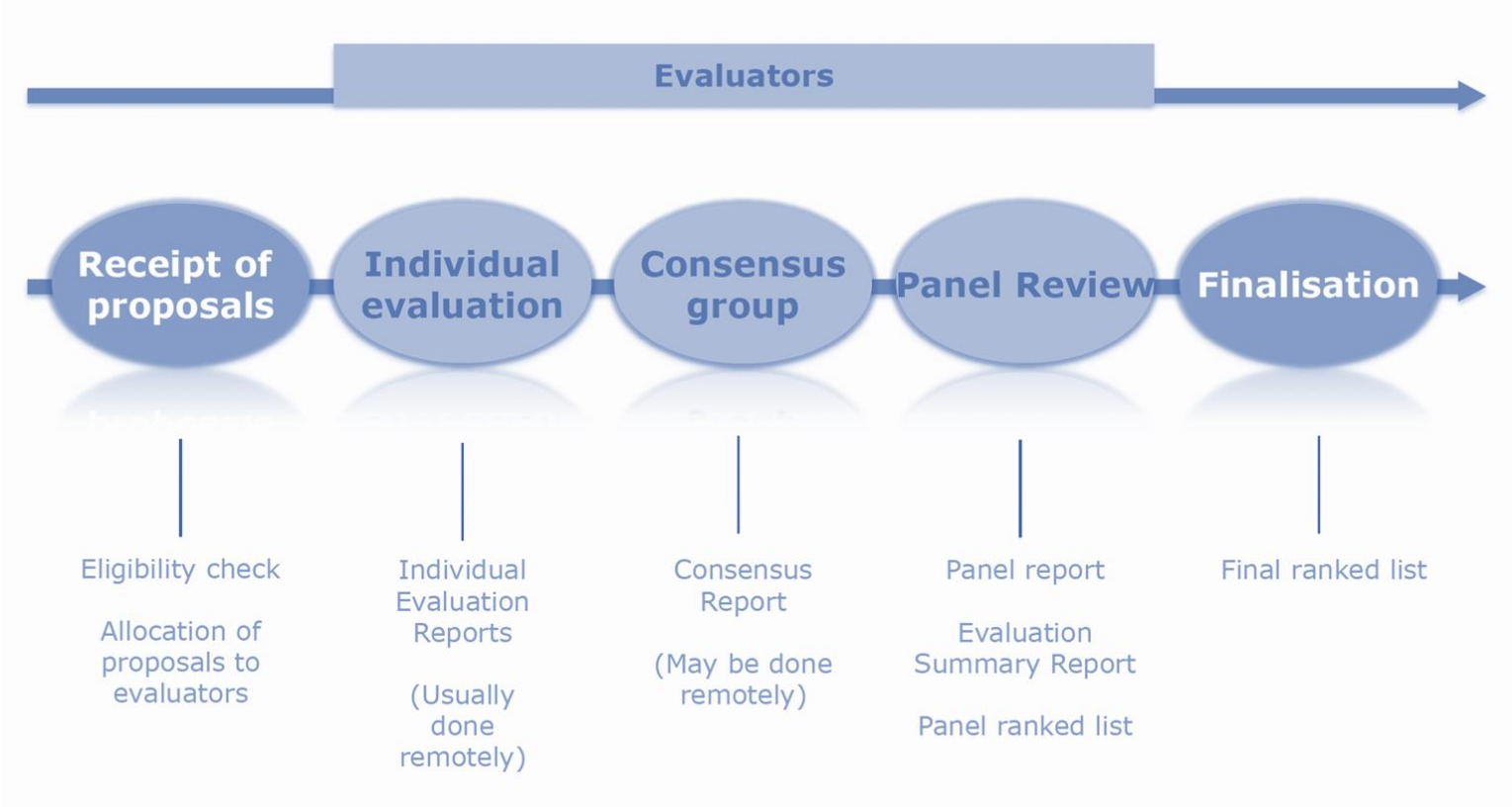
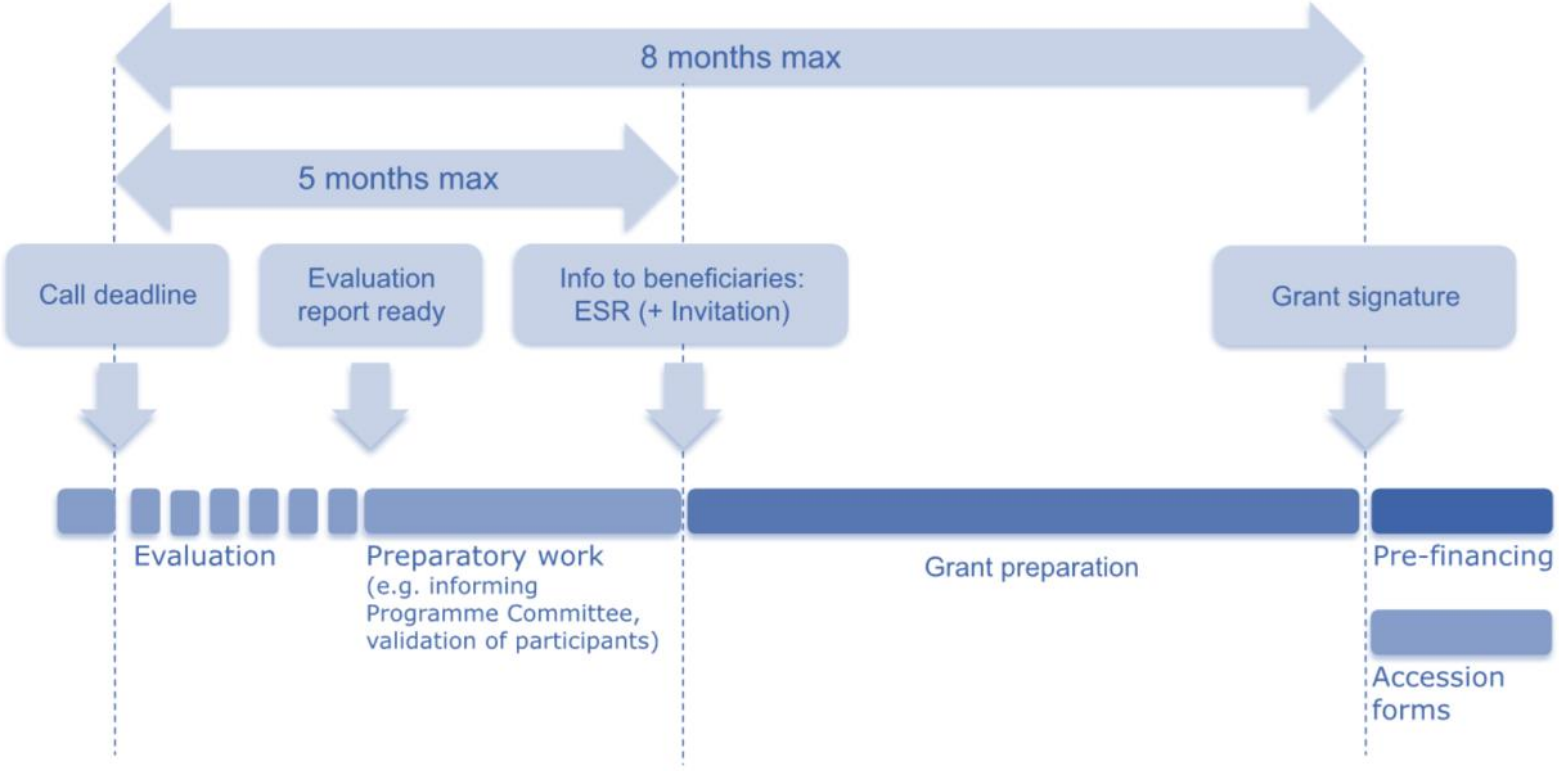
Evaluation Process

From submission to invitation to a Grant

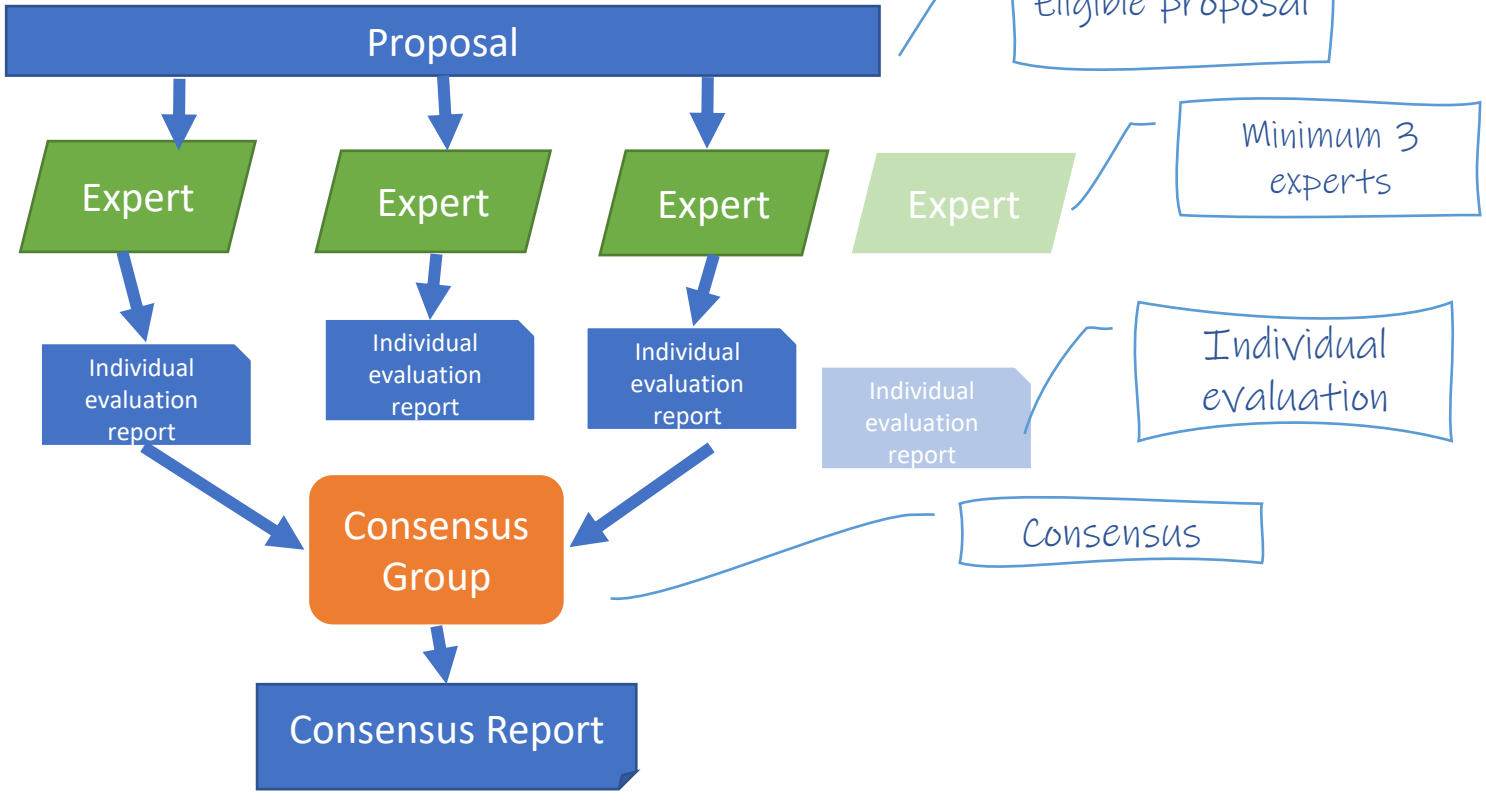


How evaluation works?

The evaluation timeline



EVALUATION PROCESS IN HORIZON 2020



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SELECTION OF EVALUATORS

- Evaluators are selected looking at **keywords specified in your proposal**.
- High level of **skills, experience and knowledge in the relevant areas** (*e.g. field, project management, innovation, exploitation, dissemination and communication)*;
- Provided the above condition can be satisfied, a **balance in terms of**:
  - ✓ **skills, experience and knowledge;**
  - ✓ **geographical diversity;**
  - ✓ **gender;**
  - ✓ **where appropriate, the private and public sectors**

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SELECTION OF EVALUATORS

- At least **three independent experts** per proposal (but can be more depending on WP).

  Exception: For the first stage in two-stage submission schemes and for low-value grants, it may be that only two experts are used.

- Additional experts appointed for **ethics review** (if applicable).
- The evaluation process might be followed by one or more **independent observers**.

CONFLICT OF INTEREST, EXISTS IF AN EVALUATOR

- was involved in the preparation of a proposal;
- benefits directly or indirectly if a proposal is accepted;
- has a close family or personal relationship with any person representing an applicant;
- is a director, trustee or partner or is in any way involved in the management of an applicant;
- is employed or contracted by one of the applicants or any named subcontractors;
- is a member of an advisory group set up by the Commission to advise on the preparation of EU or Euratom Horizon 2020 work programmes or work programmes in an area related to the call;
- is a National Contact Point or is directly working for the Enterprise Europe Network;
- is a member of a programme committee

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EVALUATION CRITERIA

❑ Criterion 1 : Excellence

- Clarity and Pertinence of the Objectives
- Credibility of the proposed approach
- Soundness of the Concept
- Ambition and State of the Art.

❑ Criterion 2: Impact

- The expected impacts listed in the work plan
- Enhancing Innovation Capacity
- Strengthening Competitiveness
- Any other Environmental
- Effectiveness of the proposed measures to exploit, disseminate etc

❑ Criterion 3: Implementation

- Coherence and Effectiveness of the Work plan
- Complementarity
- Appropriateness of Structures

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SCORING

- **Each criterion** scored out of **5** (max 15)
- **Proposal threshold** of 10 (out of 15)
- **Individual criterion** threshold of **3**.

  - ✓ Impact criterion weighted by factor of 1.5
  - ✓ Impact considered first when scores equal

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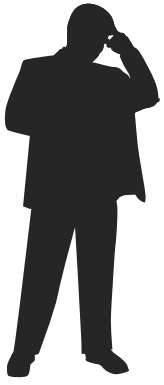
PRIORITIES FOR PROPOSALS WITH EQUAL SCORES

For each group of tied proposals:

1. First consider those that "**fill gaps**" in the WP/topic
2. Of those, look at score for '**excellence**', then at score for '**impact**' *(reverse for Innovation actions & SME instrument)*
3. If still equal, look at **SME** budget
4. If still equal look at **gender** balance in key personnel
5. If still equal, consider **other factors** (overall portfolio, wider H2020, EU objectives etc)

UNDERSTANDING HOW EVALUATORS THINK

For most evaluators, English is not their first language.



Evaluators are human! They can get bored, tired, ill, confused...

The proposal must be easy to follow, even by a non-expert.

It must be easy for the evaluators to find the key points relevant to the Call and to the evaluation criteria.

Evaluators might not have time to read every word of your proposal.

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TIPS AND COMMON MISTAKES FROM EVALUATIONS

- **Objectives and indicators** should be specific and clearly explained. Links between objectives and KPIs should be made clear. Indicators for the **short- term impact on SMEs** (for example, on job creation and revenue) and the **medium-term impact of the project** (for example, the role of the platform in the sector) are to be included in all applications. KPIs also need to be realistic, taking into account the timeframes and budgets of the projects.
- **Budgets** should be carefully designed and **comply with the programme rules.** The allocation of costs to specific work programmes and cost areas should be explained.

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TIPS AND COMMON MISTAKES FROM EVALUATIONS

- Detail should be provided on **how new competitive industrial value chains will be built**. The establishment and facilitation of value chains should be explained in **specific rather than general terms**.
- **Cross-border activity** should be clearly explained in detail. The **complementarities of industries across borders** should be described. Projects should ensure that they are promoting genuinely cross-border value chains.
- Project plans should include an explanation of **how the sustainability of the project will be ensured**. Long-term planning **beyond the period of EU funding** is required to make the project more impactful.

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TIPS AND COMMON MISTAKES FROM EVALUATIONS

- Projects should be placed in the context of national, regional, and private investments. The benefits of the project should be explained in terms of **how it supplements activities funded by national, regional, and private investments**. Explanation is needed if you project intends to support SMEs to secure **other forms of funding.**
- There should be **specific rather than general explanations of how the proposed innovations will create new and improved products and processes.** The link between research innovations and product innovations should be made clear.
- Applications should address how the project will achieve **European economic impact** and provide added value.
- **Improvements to the business environment for SMEs** should be explained in specific rather than general terms.

ESR FROM A SUCCESFUL PROPOSAL – CRITERION 1

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Criterion 1 - Excellence

Score: **5.00** (Threshold: 3/5.00 , Weight: 100.00%)

Note: The following aspects will be taken into account, to the extent that the proposed work corresponds to the topic description in the work programme. If a proposal is partly out of scope, this must be reflected in the scoring, and explained in the comments.

Clarity and pertinence of the objectives

Credibility of the proposed approach

Soundness of the concept, including trans-disciplinary considerations, where relevant

Extent that proposed work is ambitious, has innovation potential, and is beyond the state of the art (e.g. ground-breaking objectives, novel concepts and approaches)

The specific objectives are very clear presented in the proposal – involved the emerging industries for advanced technology in the agrifood sector. They have a high degree of precision; they are identified and described in the opening section. They are realistic and achievable for the duration of the project. The work addresses the specific approaches of the programmes. The approach is grounded and highly credible. The project has assembled a participating group of SMEs and is developing their capability to roll out to the wider SME base within the sector. The cross border (with participation of European members and Associated states) and cross-sectoral industrial collaboration, innovation and entrepreneurship are properly addressed. In general the specific objectives will bring to achievement of the planned results. The concept to combine experienced and competent partners across different sectors is appropriate for establishment value chain for the development of new industrial values chains and emerging industries. The R&D and industrial complementarities are considered. The work will result in including the new technology and achievement European added-value. The concept of the proposal to integrate the potential of clusters as favorable ecosystems for innovation and integration of innovation actors as SEM's is sound. The trans-disciplinary actions should also be noted, demonstrated not least by the three large scale demonstrators, the proposed project also addresses the development of export market potential. The proposed work is ambitious on several levels including its commitment to operating at a pace appropriate to the normal SME environment, its commitment to crowd funding and the use of crowd funding support as an indicator of consumer/market acceptance. The minimum viable products for the customer validation and demonstration is envisaged to reach TRL 5-7 starting from the ideas, principles and concepts on TLR 1-2. After involvement of the final winner to bring complete and qualified products to the market on TRL 8-9. The innovation potential is clearly presented. The idea for innovation activities of SMEs and application of voucher system for funding is included in the funding methodology. Its position is beyond the state of the art. Gender aspect is adequately considered.

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ESR FROM A SUCCESFUL PROPOSAL – CRITERION 2

Criterion 2 - Impact

Score: **4.50** (Threshold: 3/5.00 , Weight: 100.00%)

Note: The following aspects will be taken into account, to the extent to which the outputs of the project should contribute at the European and/or International level:
The expected impacts listed in the work programme under the relevant topic
Enhancing innovation capacity and integration of new knowledge
Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets, and where relevant, by delivering such innovations to the markets
Any other environmental and socially important impacts
Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant

The project focuses on increased awareness of the effects of food processing and consumption on the environment. Strategic impact is demonstrated by reference to the importance of the agrifood sector and the permanence of SMEs within this sector. The proposal seeks to work with both existing value chains and newly created ones and focuses on the development of economic competitiveness and job creation. The proposal also goes beyond development and support and seeks to leverage additional funding. A commitment to strengthening the competitiveness of the agrifood sector runs throughout the proposal. Development of innovation capacity and a clear focus on target market opportunities is demonstrated in the proposal. A comprehensive and layered communication strategy has been proposed. This includes the presentation of key target groups with 'key' messages identified for each group. The possibility for complement support for innovation in SMEs from national or regional authorities is demonstrated in the proposal.
Some barriers which the project might encounter are not sufficiently fully discussed e.g. the increasingly intensive use of the agricultural land leads to its slow degradation, via for example erosion or salination; the question of the extent of which food should be or not should be commodified and access determined by the market rather than the right food.

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ESR FROM A SUCCESFUL PROPOSAL – CRITERION 3

Criterion 3 - Quality and efficiency of the implementation

Score: **5.00** (Threshold: 3/5.00 , Weight: 100.00%)

Note: The following aspects will be taken into account:
Coherence and effectiveness of the work plan, including appropriateness of the allocation of tasks and resources
Complementarity of the participants within the consortium (when relevant)
Appropriateness of the management structures and procedures, including risk and innovation management

The work plan is very well described and is appropriate. The planned activities address very well the specific challenges of the approach for implementation of the new cross-sectoral industrial value changes across the EU and Associated countries. The activities are assigned to the partners in accordance with their experience. Budget is appropriate for achieving the goal. The proposed deliverables and milestones have clear target dates identified and associated with them. Crowd Funding is innovative in its self and particularly so as it is also being used as a tool to assess market acceptance. The work programme is also supported with apropriate PERT and Gantt charts. The participants have a balance of competences addressing both business support activities and the introduction of emerging technology approaches. There is a good mix of SMEs and Cluster organisations within the project. The majority of the Cluster organisations and RTD's provide technical support within the sector and outreach to SMEs within the agrifood sector. The SME partners represent specialist financial support and push capability within the cross sectoral sectors. The use of pre-identified, nationally located SME partners, is seen as adding considerable strength to the proposal.The budget is well balanced and clearly described. There is a clear management and responsibility structure identified within the project. It is also seen as positive that a separate advisory board has been established to oversee investment. Management of know-how is considered and risk management is addressed. A clear procedure for resolving potential disputes is envisaged. Risk management and abatement is addressed.

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SOME COMMENTS FROM UNSUCCESFUL PROPOSALS

- A minor shortcoming is that the proposal does not describe **in detail communication activities such as the organization of special events** (no kick-off event is planned offering larger visibility to the project actions), even though high impact communication activities are anticipated throughout the project.
- Another minor shortcoming is that the proposal does not describe specific **measures for the management of IPR** to ensure that the project results and services developed by the partner SMEs using the large scale demonstrators will be broadly accessible to the European SMEs' target markets.
- A minor shortcoming is that in some cases, such as WP2 or WP6, the work plan does not include **more detailed information about the roles and activities to be performed by the other involved partners**, even though sufficient resources are planned for the objectives and deliverables.

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Q&A

Time to ask your questions!

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Teşekkür ederim!
Thank you!
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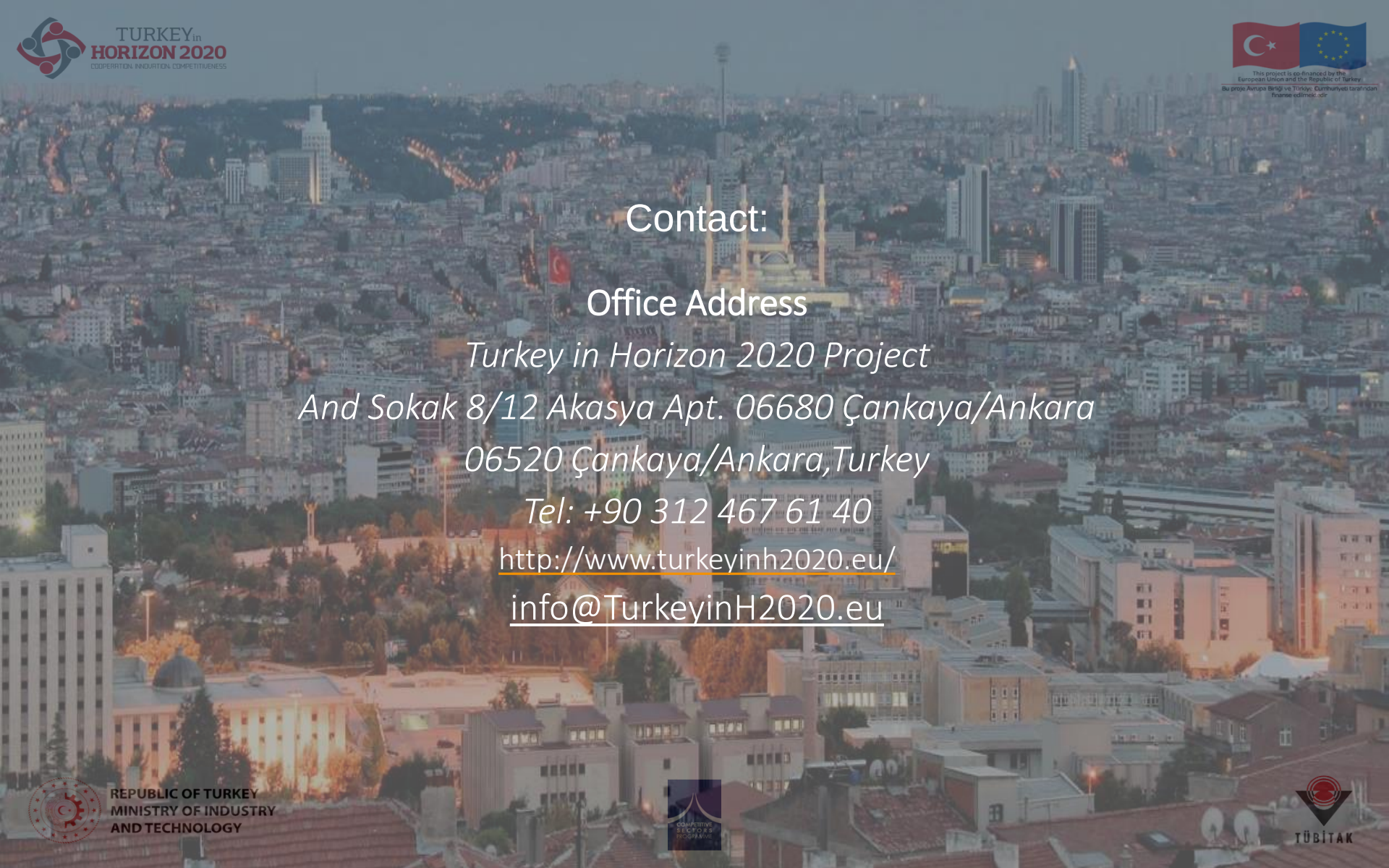

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