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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

# HE EIE: Prepare your concept Exercise

**European Innovation Ecosystems (FGT16)**

*Odysseas Spyroglou, KE2*

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REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY



COMPETITIVE  
SECTORS  
PROGRAMME



TÜBİTAK

# PM Exercise

## What you will do

1. Go to Funding and Tender Portal
2. Pick one call from the 3 forthcoming EIE calls.
3. Read carefully and try to create a first concept note (either as a coordinator OR as a participant):
  - What outputs are expected and how could you address them?
  - Define the aim, objective of your action.
  - What can you cover and what partners you need?
  - Design the WPs (no need to go into Tasks detail)

Preparation time 30 mins

Presentation 5' each group + Discussion

# PM Exercise

## How you must work

1. Preferable In groups of 3-5. You can use same groups.
  2. Groups should be multi-disciplinary if possible
  3. Choose a call topic you are familiar with – NOT very technical
  4. Take notes – you will need them to present!
  5. Appoint a rapporteur to present your findings
  6. You can use the available template: <https://bit.ly/HE-template>
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- ✓ NO SPECTATORS- PLEASE PARTICIPATE
  - ✓ Be open minded- No idea is bad...

# How to prepare successful concept note?

- A clear and direct Concept note
- Highlight the benefits
- Short and decisive
- Do your Homework
- Show numbers behind your numbers
- Pitch should say something about you
- Eyeing Success

## Who are we?

- Our research team
- Our background
- Our current legal status etc.

Our research team consists of 120 researchers, from which 95 are PhD and 25 MSc in different fields.

The researchers comes from all over the world and are average 35 years, etc.

The Centre was established within Technical University of Wien in 2004..

## What we do?

- Research fields
- Groups
- Interests
- Other (non-research) activities

Our research is mainly focused on knowledge discovery, big data, nanotechnology, etc  
The Centre is also very interested in collaboration with industry and main stakeholders of  
the sector.

## What we have achieved so far?

- Projects
- Publications
- Infrastructure
- Other achievement

Here you can list all projects, publications, infrastructure and achievement that can be considered as relevant and can further present your organizations and its potential.

# The mission and vision of your institution

What are you trying to do and in what direction you want to orient growth and development of your organization?

e.g.

## **Mission**

The mission of AIT in the context of the emerging environment is "to develop highly qualified and committed professionals who will play a leading role in the sustainable development of the region and its integration into the global economy".

## **Vision**

AIT will strive to become a leading and a unique regional multicultural institution of higher learning, offering state of the art education, research and training in technology, management and societal development.



## What are you going to do?

- What's your idea
- Why is it good
- What's the innovation/novelty?

Explain how you address the challenges of the call.

*How you plan to implement and achieve the expected outputs*

*How do you expect to reach the expected impacts*

## How we want to do it?

- Type of activities included in our project

Explain all the activities that you want to include in your project e.g. reorganization of research fields, gap analysis, development of new business plan etc.

*In order to fulfil the vision, institute requires strong engagement and partnering with top-level scientific and technological institutions that can provide specific know-how and expertise to enhance its Scientific and Technological (S&T) capacity, enhance the quality and knowledge exchange activities of its researchers and raise the profile and international training of its talented staff.*

## With whom we want to work?

- Partnership
- Complementarities
- Plan for long-term collaboration

We want to work with this partner because of their world class expertise in the following fields ..... which will give us opportunity to upgrade our human resources by allowing our researchers to gain experience and know-how...

## How this project will improve your position?

- Who are the partners and why they are relevant
- How will the project enhance S&T capacity of your institution
- How will the project raise the research profile of your institution and its staff

PROJECT XX capacity-building strategy will enable expertise and skill transfer from YY Institute and ZZ University in Germany to our institute in order to enhance:

- 1) researchers' S&T capacity for performing multi-scale/multi-source data analyses;
- 2) researchers' capability to communicate practical big data-related knowledge to various stakeholders across the supply chain and the non-scientific local communities.

# Last tips 1/2

- Do not forget you have only 5 minutes
- Simply, short, easy!
- Use meaningful and related images
- Be smiley.
- Tell them a Story

# Last tips 2/2

- ‘ Pitch me like I’m your best friend’
- Directly give them what they look for
- Keep them awake and engaged
- Present in as much as interactive
- Focus on what they are looking for