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European Union and the Republic of Turkey

Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir



TURKEY ⁱⁿ
HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II

EuropeAid/139098/1H/SER/TR

EIC Accelerator

Project Writing Camp for SMEs (PWC-6)

Odysseas Spyroglou, KE2

Ankara, 16 Sep 2021

Photo by Christian Lue on Unsplash



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK

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

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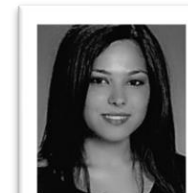
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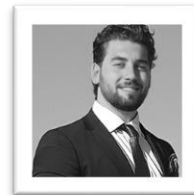
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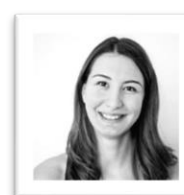
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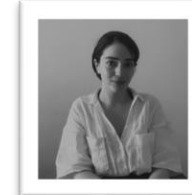
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Horizon Europe and Accelerator

Our approach to helping SMEs ahead of each cut-off date

- **Webinar**

- General Advice on HE

- **Project Writing Training Event**

- Accelerator Short Application

- **Project Writing Training Event**

- Accelerator Full Application

- **Project Writing Camp**

- Dealing with final Q&As on proposals ahead of submission

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



Submit a request Sign in

[Http://helpdesk.turkeyinh2020.eu](http://helpdesk.turkeyinh2020.eu)



TurkeyinH2020 II

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<https://www.youtube.com/c/TurkeyinH2020II/>



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



What we will cover

EIC Accelerator

- Strategic Digital and Health Technologies
- Green Deal innovations for the Economic Recovery

 Next Cut-off: 6 Oct 2021



Identified areas of strategic relevance

- An overview of EIC Accelerator & Horizon Europe Policies
- Insights from Successful applicants
- A detailed walk through of the new EIC application process
- An interpretation of the proposal & its evaluation
- The evaluators point of view: how to convince the jury panel

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

 fresh air, clean water, healthy soil and biodiversity	 renovated, energy efficient buildings	 healthy and affordable food	 more public transport
 cleaner energy and cutting-edge clean technological innovation	 longer lasting products that can be repaired, recycled and re-used	 future-proof jobs and skills training for the transition	 globally competitive and resilient industry

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.

Vision of Europe

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**



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

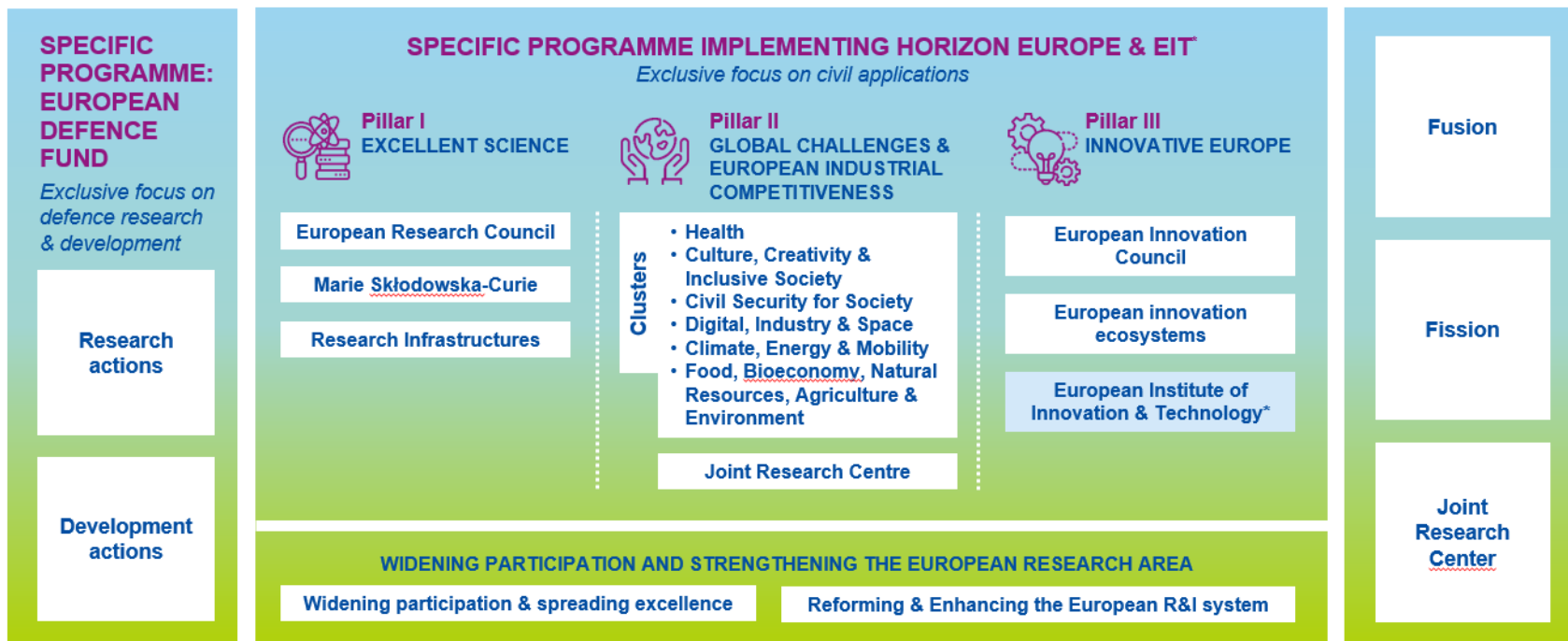
Recovery Plan for EuropeL: Next Gen EU

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

HE Key Strategic Orientations

Mirroring political priorities of the EU



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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



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



B // Environmental Protection

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



D // Resilience & Inclusiveness

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

8 Horizontal Topics

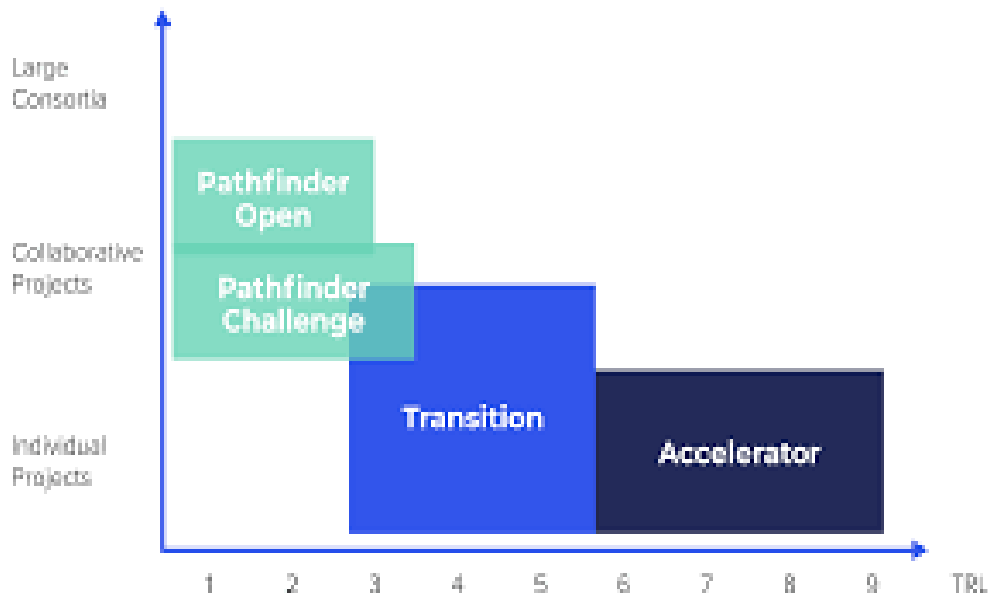
EU Funding Management Modes



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

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

EIC Main Components



EIC PATHFINDER

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

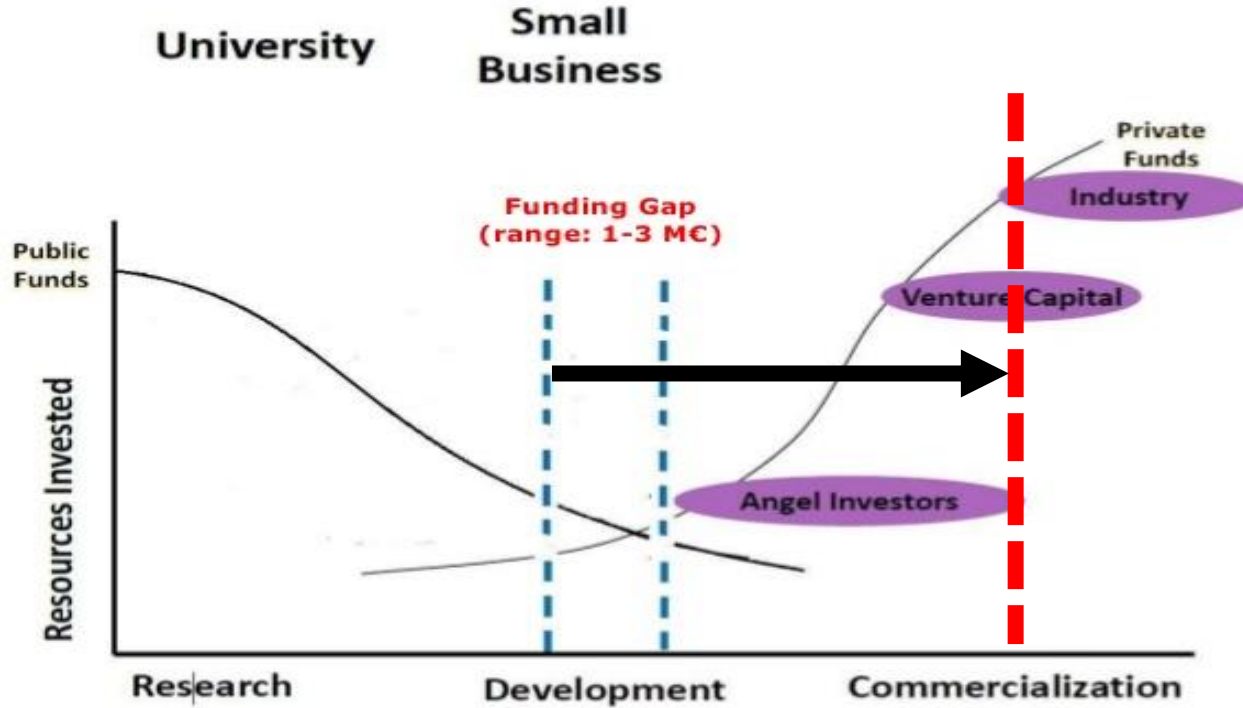
EIC TRANSITION

- 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



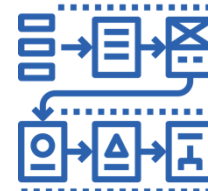
Study the Documents

- 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

Wrap it up

From strategic policies to successful proposals

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





Q&A

Time to ask your
questions!

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