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

# Horizon Europe Hop on: How to Join a consortium

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GIW-5, 27-Jun-2022

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REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY



# What we will cover here

In brief

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## How to look and make your case in an existing consortium

- Look for consortia and successful projects
- Build your profile
- Show your strengths
- Approach potential partners and consortia
- Negotiate your part and your budget

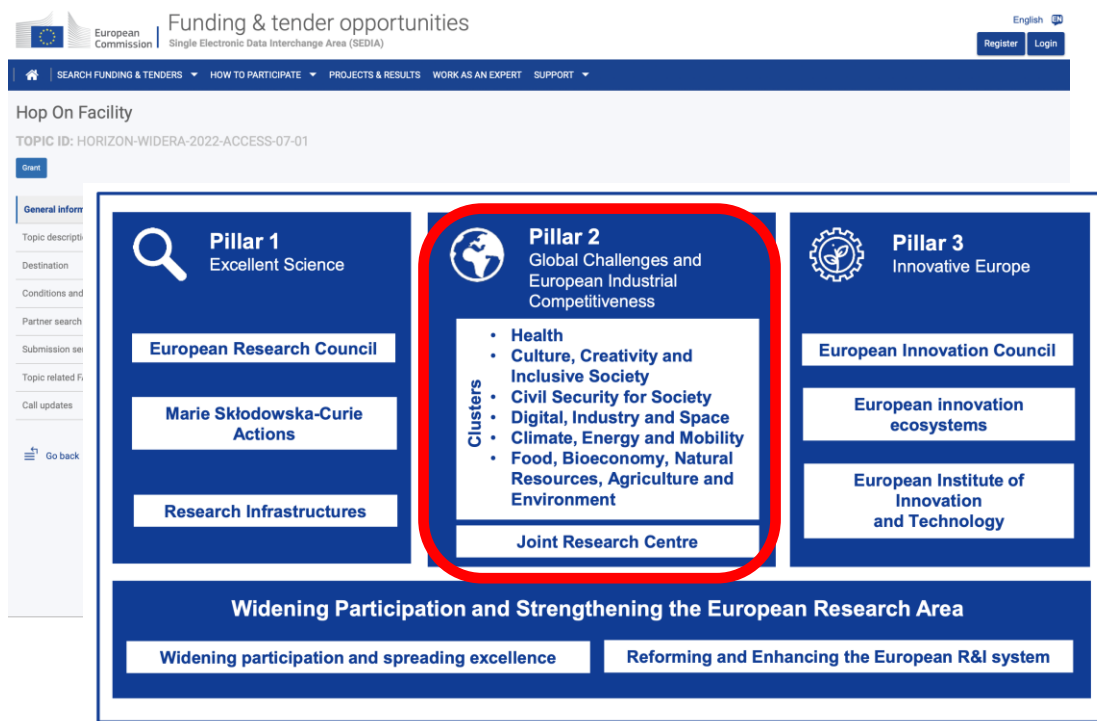
# A roadmap to participation

## Create a Strategy



# Step 1: Understand the Hop on Call

Check the call text of Hop on Call



The screenshot shows the 'Funding & tender opportunities' page on the European Commission's Single Electronic Data Interchange Area (SEDIA). The page is in English and features a navigation bar with links for 'SEARCH FUNDING & TENDERS', 'HOW TO PARTICIPATE', 'PROJECTS & RESULTS', 'WORK AS AN EXPERT', and 'SUPPORT'. The main content area is titled 'Hop On Facility' and displays 'TOPIC ID: HORIZON-WIDERA-2022-ACCESS-07-01'. A sidebar on the left lists 'General information' and various search filters. The main content is organized into three pillars:

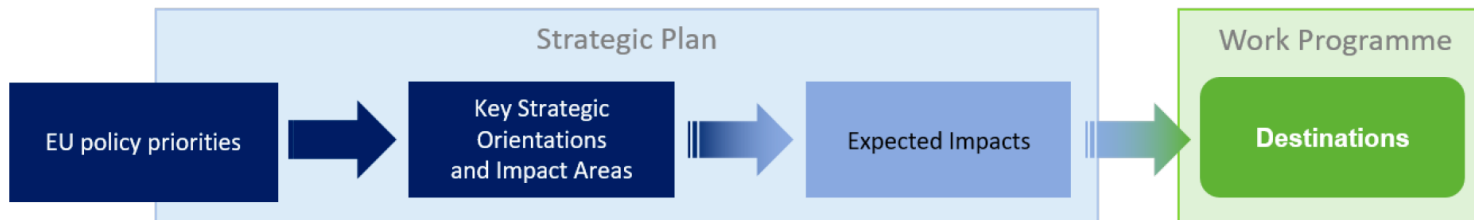
- Pillar 1: Excellent Science**
  - European Research Council
  - Marie Skłodowska-Curie Actions
  - Research Infrastructures
- Pillar 2: Global Challenges and European Industrial Competitiveness** (highlighted with a red border)
  - Clusters
    - Health
    - Culture, Creativity and Inclusive Society
    - Civil Security for Society
    - Digital, Industry and Space
    - Climate, Energy and Mobility
    - Food, Bioeconomy, Natural Resources, Agriculture and Environment
  - Joint Research Centre
- Pillar 3: Innovative Europe**
  - European Innovation Council
  - European innovation ecosystems
  - European Institute of Innovation and Technology

At the bottom, a section titled 'Widening Participation and Strengthening the European Research Area' includes 'Widening participation and spreading excellence' and 'Reforming and Enhancing the European R&I system'.

- Hop on Call Text
- Identify the Pillar 2 Call or Calls of Interest
- Pillar II projects OR EIC Pathfinder (ongoing)
- Understand the expected outcomes & Impacts of the call

# 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

Don't forget the big picture: 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



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.

# 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




**Key Personnel**

**Mr. Oğuzhan Söymüş** 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

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



<b>Name</b>	International Development Ireland (IDI) Ltd.
<b>Country</b>	Ireland
<b>PIC</b>	910739791
<b>Website</b>	<a href="https://www.idi.ie">https://www.idi.ie</a>
<b>Short Description</b>	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.
<b>Description</b>	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 TA 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.
<b>Competencies</b>	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.
<b>Main Role in the Project</b>	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.

Senior and Business Development  
assistance projects related to Rural  
aided Project management,  
and is experienced in  
where she adjusted herself  
implementation of both EU and  
a department of Middle East  
by in Germany as a Joan Moneo  
Innovation Transfer, Innovation  
Management. She worked 7 years  
a 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  
DI 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 ..... from .....University. 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 in Pillar II

Find the calls that are relevant to you



## Identify the relevant call(s) in Pillar II and EIC Pathfinder

- 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-**CL4**-2021-TWIN-TRANSITION-01-08: Data-driven Distributed Industrial Environments (IA)

We have valuable experience in data aggregation and dissemination and a Content Collection and Dissemination platform. See XXX

HORIZON-**CL4**-2021-TWIN-TRANSITION-01-10: Digital permits and compliance checks for buildings and infrastructure (IA)

We can bring experience in compliance & digital certifications from electrical product (white appliances industry).

FCT02-1.2021 (RIA) – Modern biometrics used in forensic science and law enforcement (**CL3**)

We have worked with collecting, storing, analysis, anonymizing biometric data in H2020 Projects (XXX, XXX)

HORIZON-**CL2**-HERITAGE-2021-01-03: New ways of participatory management and sustainable financing of museums and other cultural institutions

Our company has a data aggregation and sentiment analysis platform used by more than 10 museums



# Step 5: Introduce your Organisation

(To whom?) Identify your potential partners



## What kind of partners/consortia are you looking for?

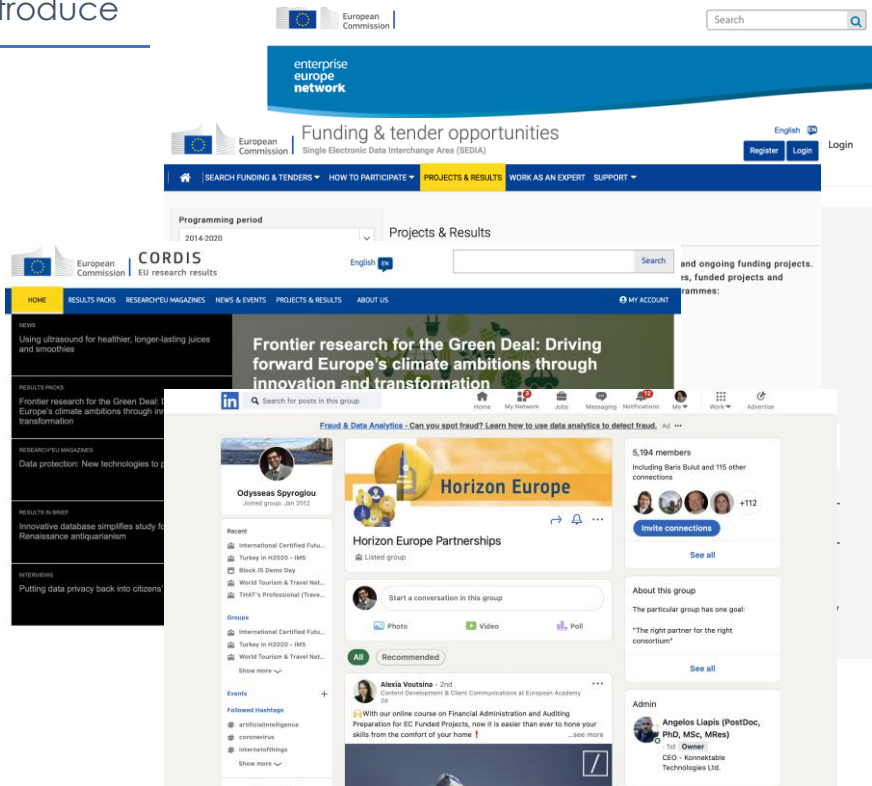
- Successful consortia under Pillar II or EIC Pathfinder
- With NO partners from WIDENING Countries
- Extrovert and willing to collaborate

# Step 5: Where do you look?

Where to introduce

## Where should you look for such Consortia?

- F&T Portal
- Cordis
- LinkedIn Groups
- EEN Network



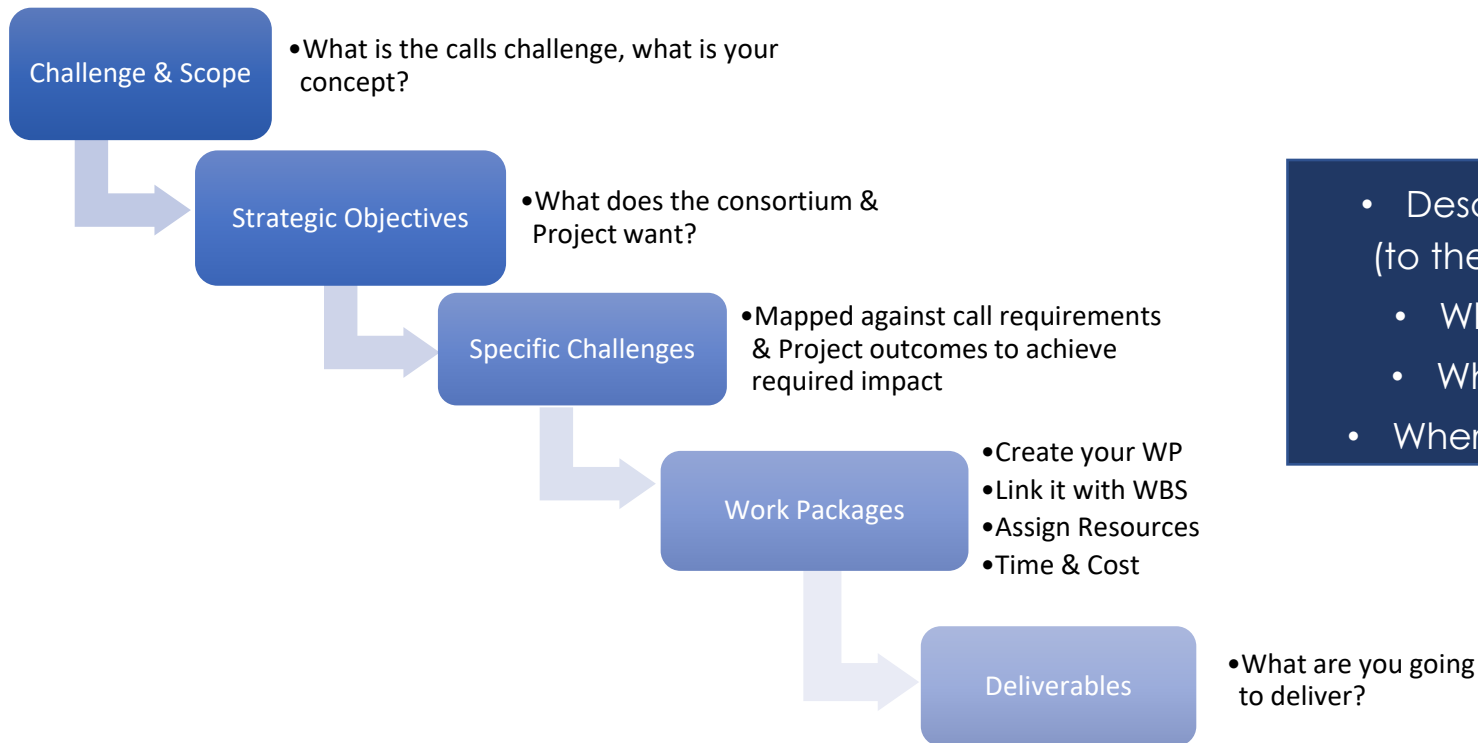
# Step 5: Introduce your Organisation

## 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 for Horizon Europe (I)

CALL	HORIZON-CL2-HERITAGE-2021-01-06 Cultural and creative industries as a driver of innovation and competitiveness
CALL DATA	<p>Publication date: April 2021 / Deadline Date: <u>15 Jun 2021 17:00:00 (Brussels)</u></p> <p>Total Call Budget: €7,000,000 / Cluster 2: <b>Culture, Creativity and Inclusive Society</b></p>
SCOPE	The cultural and creative industries (CCI) are an important source of growth and job creation in the European economy...The challenge is to understand how to realise the full potential of CCIs as a driver for innovation, create stronger links with other sectors and contribute to strengthening the European economy, society and its sustainability.
OBJECTIVE	Proposals should explore the innovation potential of the CCI, their role as drivers of innovation in other sectors and the potential for strengthening competitiveness.
	<ul style="list-style-type: none"> <li>• Strengthening links between science and art</li> <li>• Study new technologies, new business models, skills development, new distribution and/or promotion models</li> <li>• identify policy measures for further strengthening the competitiveness and drawing benefit from the innovation potential of the sector in the EU and the international markets.</li> </ul>
BUDGET	<p>Contribution of 2.5-3.5 mil.</p> <p>Type of Action: <b>Research and Innovation Action</b></p> <p>Funding rate: 100%</p>

# Step 6: Prepare your Concept

A concept note template for Horizon Europe (II)

TITLE / ACRONYM	AmazeME: “Find a catchy & Descriptive title”
WHY ? (BACKGROUND)	<ul style="list-style-type: none"> <li>• What problem you trying to address. Why bother?</li> <li>• Is it a European priority? Could it be solved at National level?</li> <li>• Is the solution already available?</li> <li>• Why now? What would happen if we did not do this now?</li> <li>• Why you? Are you the best people to do this work?</li> </ul>
SOLUTION?	What is the proposed solution ?
HOW?	<ul style="list-style-type: none"> <li>• How is it going to be achieved ?</li> <li>• What will be the outcomes? How are you going to validate them?</li> <li>• Expected results - what will come out of the project?</li> <li>• Who will use the results?</li> <li>• Why do they want to use the results?</li> <li>• How are you planning the transfer of results? Any exploitation/commercial plans?</li> <li>• Will it make an impact? What will be changed? Post project situation</li> </ul>
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 integrated with your project...**
- We could also build some a very strong end user case from the XXX domain. Our institution is already working with ([www.xxx.com](http://www.xxx.com)). You can see a short presentation of our activities here (website, profile).
- I hope you will look at our proposal positively and we'll have the chance to expand your already successful project.
- 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 strong use case, trial, testbed in the project by utilising your local/regional network.



## 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: Prepare your proposal

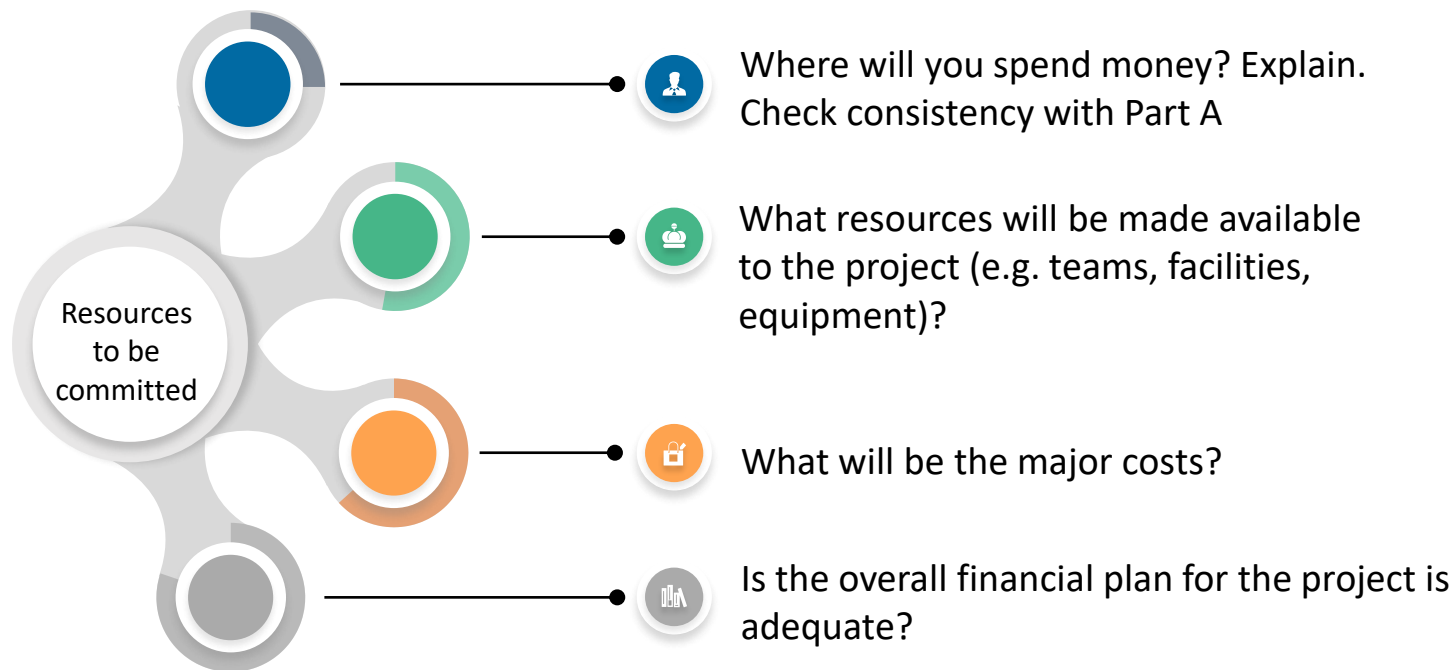
Don't expect much help from other



1. Prepare your concept
2. Integrate it with the existing proposal
3. Write your Work Package
4. Assign resources (person months)
5. Estimate Other Costs

# Step 10: Negotiate Budget

Identify Costs, Estimate resources



# Step 10: Negotiate Budget

Understanding the costs categories

ELIGIBLE COSTS	INELIGIBLE COSTS
<p><b>DIRECT</b> (Actual)</p> <ul style="list-style-type: none"> <li><b>A. Personnel costs</b> (incl. employer's costs)</li> <li><b>B. Subcontracting</b></li> <li><b>C. Purchase</b> (Travel, Equipment, other)</li> <li><b>D. Other</b> (Fin Support, Internal invoices, Research Infrastructures, PCP, EU Partnership, Cofund, ERC, EIC)</li> </ul> <p><b>INDIRECT</b> (25% on all Direct Exp. Subcontracting)</p> <ul style="list-style-type: none"> <li><b>E. Overhead</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Deductible VAT</b> (Note: nondeductible/non identifiable VAT is eligible)</li> <li><b>Losses due to fluctuation of exchange rates</b></li> <li><b>Interest owed</b></li> <li><b>Provisions for future losses or debts</b></li> </ul>

# Step 10: Negotiate Budget

Estimate your budget: Work Breakdown Structure (WBS)

	WP1	WP2	WP3	WP4	WP5	WP6	WP7	WP8	WP9	Total
COORD	17,0	3,0	26,0	0,0	2,0	0,0	8,0	0,0	2,0	58
PART 2	1,0	4,0	12,0	10,0	3,0	1,0	0,0	0,0	1,0	46
PART 3	2,0	2,0	0,0	0,0	0,0	0,0	32,0	0,0	6,0	42
PART 4	3,0	1,0	0,0	0,0	17,0	17,0	2,0	0,0	2,0	42
PART 5	1,0	0,0	0,0	3,0	10,5	9,0	5,0	0,0	5,5	34
PART 6	2,0	21,0	2,5	1,0	2,0	0,0	2,0	0,0	4,0	39
PART 7	1,0	0,0	2,0	0,0	0,0	0,0	0,0	0,0	12,0	15
PART 8	1,0	2,0	2,0	5,0	2,0	0,0	2,0	0,0	2,0	20
PART 9	2,0	0,0	0,0	0,0	0,0	0,0	0,0	30,0	2,0	34
Total	30,0	33,0	50,5	37,0	36,5	27,0	53,0	30,0	36,5	358

# Step 10: Negotiate Budget

Estimate your budget: Average Person months

Profile	PM Cost	PM	Total
Director	8.000,00 €	2	16.000,00 €
Senior Researcher	5.000,00 €	20	100.000,00 €
Junior Researcher	2.500,00 €	20	50.000,00 €
		<b>42</b>	<b>166.000,00 €</b>
	<b>AVERAGE COST:</b>		<b>3.950 €</b>

**Average Person  
Month Cost =**  
weighted mean  
value of the  
different profiles

*Taken into account only for Proposal Phase. During Project Implementation you need actual costs.*

# Step 10: Negotiate Budget

Estimate your budget: Average Person months

			Estimated eligible costs							EU contribution to eligible costs						Total estimated income
			A. Personnel costs/€	B. Subcontracting costs/€	C. Purchase costs			D. Other cost categories	E. Indirect costs/€ (e) = 25% * [(a1) + (c1) + (c2) + (c3) + (d6) + (d7) + (d8) + (d10) + (d11)]	Total eligible costs (h) = (a1) + (b) + (c1) + (c2) + (c3) + (d) + (e)	Funding rate (U)	Maximum EU contribution to eligible costs (l) = (U) * (h)				
No	Participant name	Country	(a1)	(b)	C.1 Travel and subsistence/€ (c1)	C.2 Equipment/€ (c2)	C.3 Other goods, works and services /€ (c3)	D.X [specific cost category] /€ (dx)					(o)	(q)	(r)	(s)=(n) + (o)+(p)+ (q) + (r)
1	Participant 1	NL														
2	Participant 2	LB														

A. PERSONNEL COSTS	B. SUB-CONTRACTING COSTS	C. PURCHASE COSTS	D. OTHER COSTS	E. INDIRECT COSTS	TOTAL ELIGIBLE COSTS	EU CONTRIBUTION
€ 166.000	€ 0	€ 14.000	€ 0	€ 45.000	€ 225.000	€ 225.000
				25% * (A + C + D)	T=A+B+C+D+E	RATE = 100 % or 70% EU CON = RATE% * T

# 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



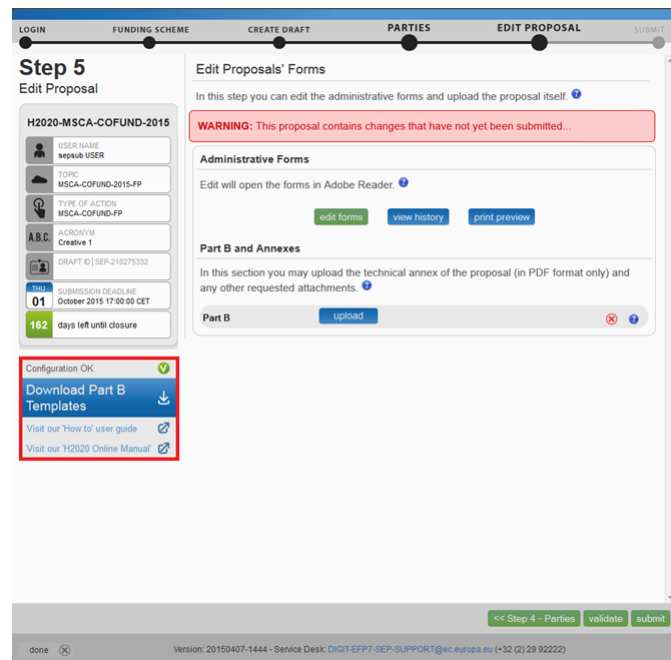
Engagement

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*

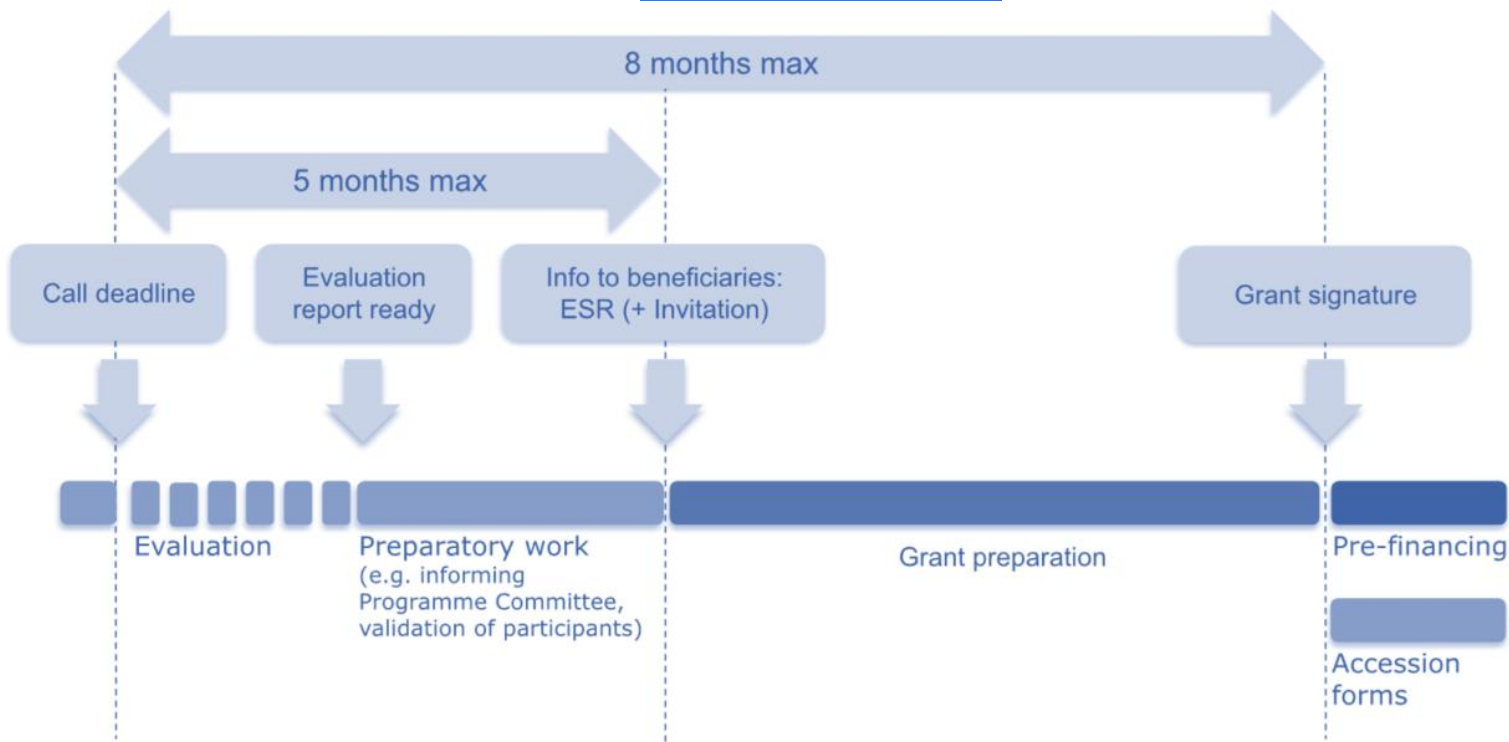


The screenshot shows the 'Step 5: Edit Proposal' interface. At the top, a progress bar indicates the current step. The main content area is divided into two columns. The left column contains a sidebar with project details: 'H2020-MSCA-COFUND-2015', 'USER NAME: sepub USER', 'TOPIC: MSCA-COFUND-2015-FP', '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 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:

Office Address

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