

Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir This project is co-funded by the European Union and the Republic of Türkiye



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

Focus Group Training

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Istanbul, 18 July 2022

Horizon Europe - Session 3: Building your proposal (Excellence, Impact, Implementation) and the consortium







Few Essentials About HE Calls (collaborative projects)





- Focus on the what matters no need to become a master in HE
- Scan relevant <u>funding opportunities</u>
- Understand the topic and work programme (info-days, FAQs, reports, etc.)
- Interpret the topic and transform initial ideas into winning proposals
- Be ambitious and convincing at the same time
- Be realistic: know your strengths (who you are) ... and your weaknesses (who you are not)
- It is not a trivial process At any point one may get 'lost in translation'







Proposal Development -No Standard Formula





- Start with the **understanding of state of art** i.e. what already exists
- Identify and analyse the innovation potential
- Formulate the concept and real-world validation scenarios or use-cases
- Identify necessary roles and partner types needed to realise the concept and use-cases
- Develop the concept and approach in a collaborative environment with partners
- Develop work program with core activities under WPs and their breakdown under tasks
- Fill in the proposal template to provide necessary details in the given structure
- Allocate effort and budget to partners in a transparent and mutually agreed approach
- Fill in the necessary details on the EC Portal and submit the proposal



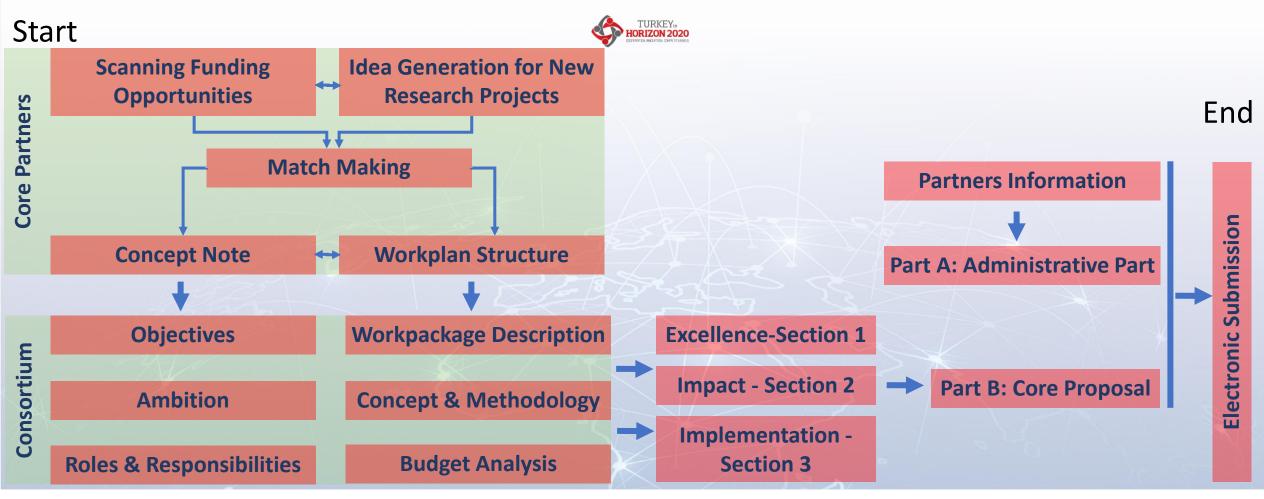




Typical Lifecycle of Research Proposals



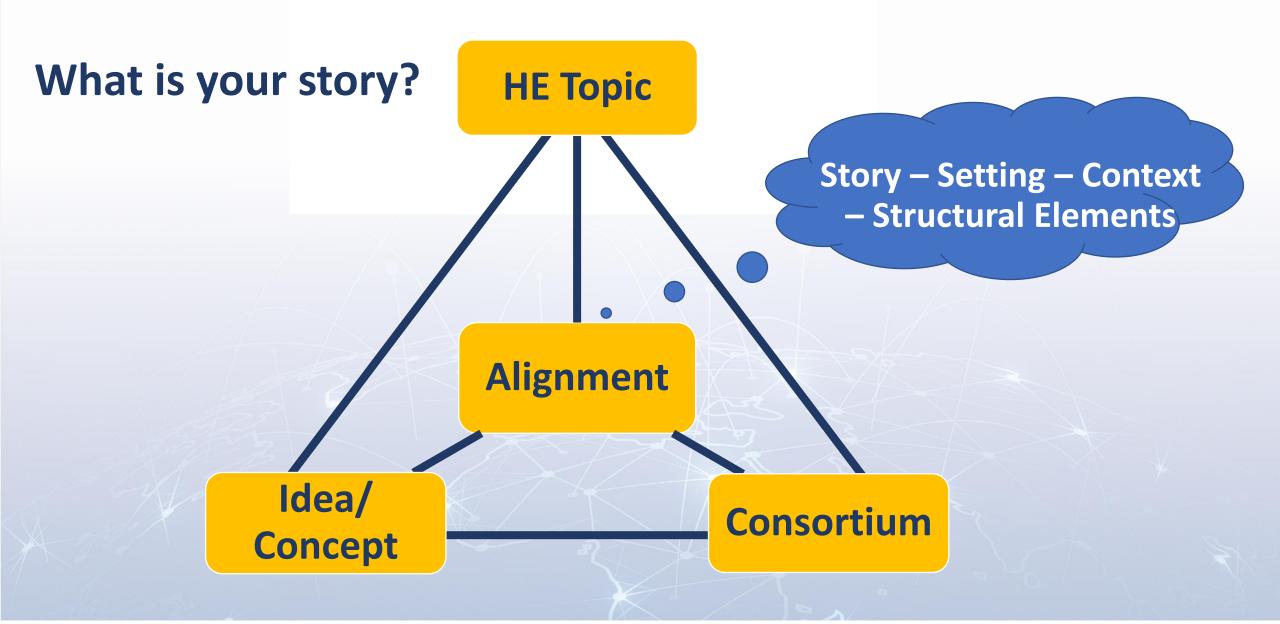
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Building Consortia ..





- Clarifying problem, proposed solution, state-of-art and innovation potential
- Identifying key partner needs, roles and responsibilities
 - Who do you need to deliver the proposed project?
- Matching the above with *suitable* candidates

	Туре	Sector	Expertise	Commitment	Experience	Projects	Country	Rate		
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- Identifying competent partners
 - Collaborative network, previous project websites, call pages, info days ...
- Attracting competent partners
 - Clarity of concept and its relevance with the funding call
 - Clarity of value proposition for the partners
 - Clarity of expected contributions
 - Early bird gets the worm!







Joining Consortia





• Understand the need, expected role and responsibility

Its good to be ambitious but not over-committing

• What makes a good partner?

Background Expendice Expensiveness Concreteness Proactiveness Responsiveness	Background	Experience	Expertise	Concreteness	Proactiveness	Responsiveness	
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- Strategies to identify and join consortia
 - Expression of interest on call pages .. highlight the role and contributions
 - Attend EC info and networking days
 - Discuss innovative ideas and potential contributions in collaborative networks
 - Join the relevant communities e.g. BDVA, EFFRA, AI4EU, EFF, LinkedIn ...
 - Start early and be consistent in chasing your interests
- Everyone appreciates a helping hand!







Writing Proposal – The Use of Templates



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- Templates are important *not only a technicality*
- HE proposal templates provide overall structural guidelines .. they can be extended and fine-tuned as long as the base structure is adhered
- Trade offs:
 - too (much) scientific
 - too (much) industry
 - too (much) sale pitch

- A good template shall:
 - help all write better proposals and
 - make evaluators' life easier







Proposal Templates & Electronic submission



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- Part A (administrative part)
 - General info (title, duration, keywords, abstract, etc.)
 - Security questionnaire
 - Participants info
 - Budget of the proposal (eligible costs, requested funding)
 - Ethics assessment (optional)
- Part B (technical part)
 - Excellence
 - Impact
 - Implementation



Electronic proposal submission

- > Get ECAS account
- > Get PIC number -Participant
 Register (SME status?)
- > Launch submission wizard
- > Pre-register your draft proposal
- > List participants, contact persons
- > Fill in Administrative forms
- > Upload Technical Annex
- > Submit your proposal (modify?)
- > Receipt of submission







HE Proposal Limit (technical part – Part B)



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- RIAs: limit for a full application is 45 pages
- ✤ IAs: limit for a full application can be 70 or 45 pages
- CSAs: limit is 30 pages
- First stage proposals: limit is 10 pages
- EIC Pathfinder: limit is 17 pages

Exceptions, if any, would be specified in the call text.







Part B Template: Glossary of Terms



- Critical Risk: Potential adverse impact on the ability of the project to achieve its objectives
- Deliverable: A report that is sent to the Commission to ensure effective monitoring
- Impacts: Wider long-term effects on society, economy and science, enabled by the outcomes of R&I investments
- Milestone: Control points in the project that help to chart progress
- **Objectives**: goals of the work performed within the project, in terms of its R&I content
- **Outcomes**: expected effects, over the medium term
- Pathway to impact: Logical steps towards the achievement of the impacts
- **Research output**: results to which access can be given (publications, etc.)
- **Results**: what is generated during the project implementation (including know-how)







Policy Considerations – Horizontal Issues



and the Republic of Türkiye

Should be Project Specific

- **Open Science** (Data Management Plan for FAIR (Findable, Accessible, Interoperable, Reusable) research data)
- Gender Dimension (how gender can influence project activities & vice versa)
- Pathway to Impact (steps towards achieving our expected outcomes/ impact)
- Measures to Maximise Impact (draft plan for communication, dissemination, exploitation)
- Artificial Intelligence (systems to be trustworthy, technically & socially robust, reliable)
- **Do-not-make-harm Principle** (environment): climate change mitigation & adaptation, pollution prevention, circularity, biodiversity, sustainable use of resources)







Research proposal writing is...



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- A work of art?
- Science / engineering?
- Both of the above?







Make Your Proposal Sellable ...

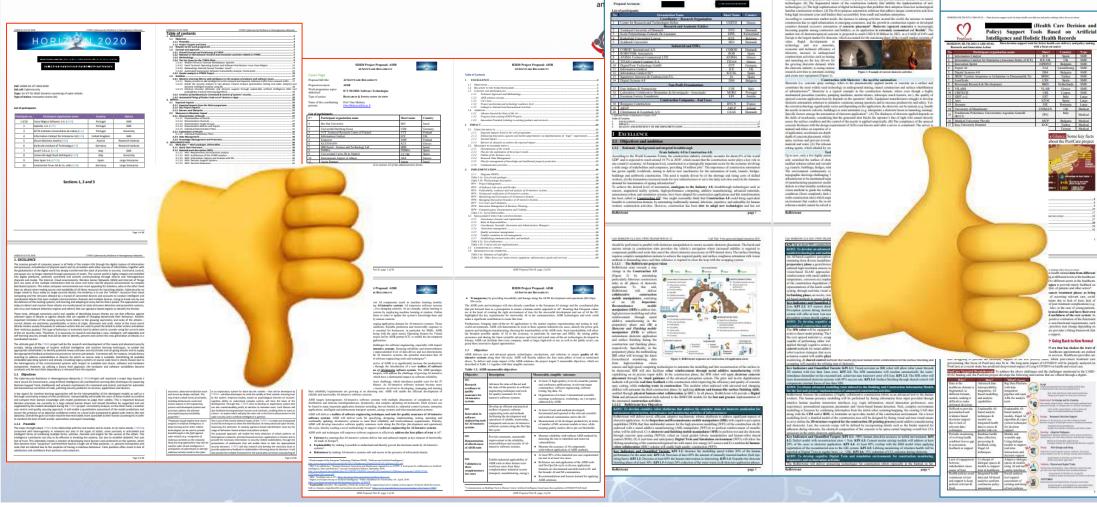


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Excellence

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Develop data management and Al analytic tech

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Profiles for cancer nations a

Proposal Templates: PART B - RIA example

EXCELLENCE

1.1 OBJECTIVES AND AMBITION Rationale & Background Overall aim and Key Objectives Ambition

1.2 METHODOLOGY

Concept and approach

Overall methodology

Relevant national & international R&I activities linked with the project Multi/Inter-disciplinary approach

Gender dimension: Diverse and inclusive

Open Science practices

Research data management and management of other research outputs Compliance with the "Do No Significant Harm Principle"

IMPACT

2

PATHWAYS TOWARDS IMPACT

Expected Outcomes specified in this topic

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Requirements and potential barriers



2.2 MEASURES TO MAXIMISE IMPACT

Overall Communication, Dissemination and Exploitation (CDE) strategy Communication and Dissemination strategies and target audiences Outlined Exploitation strategy

2.3 SUMMARY – KEY ELEMENTS OF THE IMPACT SECTION

3 QUALITY AND EFFICIENCY OF THE IMPLEMENTATION

- 3.1 WORK PLAN AND RESOURCES
- 3.1.1 Overall structure of the work plan
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 Description of the industrial /commercial involvement
 Other countries and international organisations









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> TURKEYin RIZON 2020

Section 1

- Frist 2 pages sell the proposal!
- Use figures .. Illustrative scenarios
- Stretch the sections to cover:
 - Technological challenges and Vision
 - Measurable KPIs for objectives
 - Technical architecture
 - Pilot scenarios (current vs envisioned)
 - Methodological challenges
 - Management methodology*

* There is no other place!

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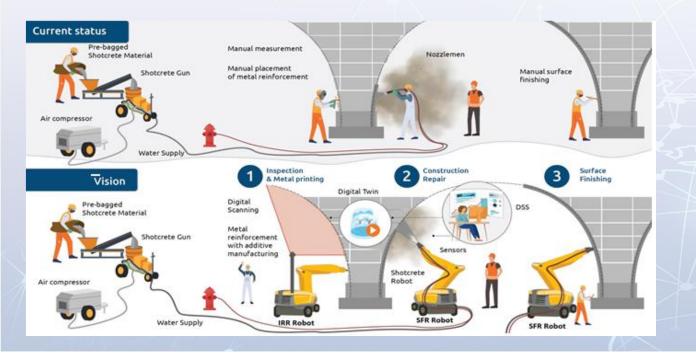
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> TURKEYin DRIZON 2020

Section 2

- The impact is generally far greater than end result!
- Stretch the sections to cover:
 - Impact pathways with concrete KPIs
 - Impact towards specific destination
 - Impact towards standardisation
 - Impact towards key target groups
 - CDEs supported by measurable KPIs

*Type

- Competition and Market analysis
- Identification of KERs

Key Exploitable Result (KER)

Owner(s) Clients (C), Users (U) Sales Cha

Sales Channels **Means of Exploitation

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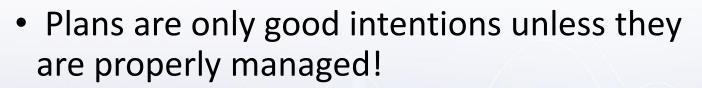


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TURKEY

DRIZON 2020

Section 3



- Keep it precise and focused!
- Highlight critical risks, impact and mitigations
- Careful with budget calculations when working with international partners



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Consortium as a whole

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nanework of languages, libercies, and tools for building applications and services that exhibit: uch to dynamism, adaptation, sharingy, load balancing, explanation, parability are. The use of APM will p senses developes perception and mand on the dark ton of programming model, the bring applicaso that make the application modular and anosprive to dianges in the deployment and execution behavior rails a second discourse, such as 11.7 Application Level Adaptation, Elsevisity, Load Balancing and Energy El

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We task deployee of the building blocks doesn't make AUTA Company Continues to a an EU Data Speen. TS-4 will delives distributed data/object storage and management met aregit developed in the Industrial Data Spaces As the Geneix IDSA Hole will regipter this task with in expertise in Data Specer' building and will earnes that the princip for manasting ALFA with a European Data Ipace will be applied. ALFA Data and Object Ipace C ands that will be developed in this land, have in the system course evolution (24) adapti dan seman and inspired data and which example the capitalities of IDS connector. Service the reasonant, literate Providen components will be

The HE Impact Canvas



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It is meant to be a *summary*



- 1. Specific needs
- 2. Expected results
- 3. D&E&C measures
- 4. Target groups
- 5. Outcomes
- 6. Impacts









HE Impact Canvas: The Basic Notions









Impact Canvas: Template (1/2)



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SPECIFIC NEEDS

What are the specific needs that triggered this project?

Example 1

Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers.

Example 2

Electronic components need to get smaller and lighter to match the expectations of the end-users. At the same time there is a problem of sourcing of raw materials that has an environmental impact.

EXPECTED RESULTS

What do you expect to generate by the end of the project?

Example 1Successful large-scale demonstrator: Successful large-scale demonstrator: Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.

Algorithmic model:

Novel algorithmic model for proactive airport passenger flow management.

Example 2

Publication of a scientific discovery on transparent electronics.

New product: More sustainable electronic circuits.

Three PhD students trained.

D & E & C MEASURES

What dissemination, exploitation and communication measures will you apply to the results?

Example 1

Exploitation: Patenting the algorithmic model.

Dissemination towards the scientific community and airports: Scientific publication with the results of the large-scale demonstration.

Communication towards citizens: An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.

Example 2

Exploitation of the new product: Patenting the new product; Licencing to major electronic companies.

Dissemination towards the scientific community and industry:

Participating at conferences; Developing a platform of material compositions for industry; Participation at EC project portfolios to disseminate the results as part of a group and maximise the visibility vis-àvis companies.







Impact Canvas: Template (2/2)



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TARGET GROUPS

Who will use or further up-take the results of the project? Who will benefit from the results of the project?

Example 1

9 European airports: Schiphol, Brussels airport, etc.

The European Union aviation safety agency.

Air passengers (indirect).

Example 2

End-users: consumers of electronic devices.

Major electronic companies: Samsung, Apple, etc.

Scientific community (field of transparent electronics).

OUTCOMES

What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?

Example 1

Up-take by airports: 9 European airports adopt the advanced forecasting system demonstrated during the project.

Example 2

High use of the scientific discovery published (measured with the relative rate of citation index of project publications).

A major electronic company (Samsung or Apple) exploits/uses the new product in their manufacturing.

IMPACTS

What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?

Example 1

Scientific: New breakthrough scientific discovery on passenger forecast modelling.

Economic: Increased airport efficiency Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.

Example 2

Scientific: New breakthrough scientific discovery on transparent electronics.

Economic/Technological: A new market for touch enabled electronic devices.

Societal: Lower climate impact of electronics manufacturing (including through material sourcing and waste management).







Impact Canvas: Sample



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Summary of Impact Actions			Target Groups	Outcomes
ecific Needs	Expected Results	D & E & C Measures		Empowerment of cancer patients with timel
eeific Need! Diversity of data sources, data models,	Expected Result: Standardised data modelling,	Dissemination	their life towards new normal life	feedback and recommendations on managing th
a formats and information systems make it difficult to	integration, storage and utilisation techniques	· Promotion of project outcomes on web and social media		conditions and wellbeing.
egrate, pool and use the health-related data for bringing.		 Organisation of innovation co-design workshops with users 	Clinical experts dealing with cancer patients,	 >=80% participants in the pilots report
provements in health care delivery and policy making	Expected Result: Big data platform with open	· Design of project promotion material e.g. flyers, banner etc.	including doctors, nurses, technicians etc.	improvements in QoL based on availability of re
and the second	interfaces to nurture and support an ecosystem of	 Publications of scientific results in reputed venues 		timely information through PostCare (KPI3)
ceific Neul: The post-cancer treatment phase in young	health data-centric applications	 Participation in industrial exhibitions to showcase results 	Caregivers to the young cancer patients	
sons' life pose specific challenges (e.g. treatment	and the second se	 Partner specific dissemination in local communities e.g. 	including parents, carers, teachers etc.	Increased use & reuse of integrated health data
erence, medical complications, low morale, social	Expected Result: Al-based data analysis and	publishing and events at hospital, chamber of commerce etc.		monitor and evaluate critical decisions.
regation etc.). Addressing such challenges require	modelling techniques/algorithms capable of	 Contribution to standardisation on health data integration 	Policy and key decision makers in the	 >=90% of clinical experts reporting better
Empowerment of patients through provisioning of	extracting meaningful information and making	and use	healthcare domain - particularly related to	integrated health information and increased
timely information about health conditions, key risks,	predictions from the analysis of integrated data	ACCOUNTS AND A DESCRIPTION OF A DESCRIPR	cancer research, treatment and care programs	making efficiency for Cancer research (KPI1 an
expert recommendations, alerts, interventions etc.	CONTRACTOR AND A CONTRACT		ICT solution providers who are interested in	
Dynamic decision support to manage changing health	Expected Result: Frugal AI algorithms capable of	Exploitation:		Increased stakeholder engagements based on
	processing real-time data, using explainable	 Joint exploitation through partner consultations 	developing and validating new technology solutions in the eHealth and healthcare domain	mobile and wearable devices that are capable of gat
efficient and user-friendly way	techniques, to aid the design and delivery of	 Exploitation of individual or partner specific outcomes 	solutions in the effeatth and heathcare domain	and facilitating timely interactions between relevan
	relevant recommendations to different actors	 Al models for risk assessment and key factor analysis 	THE REPORT OF TH	 >=50% increased interaction between different
issues with regards to getting back to the new normal	The second se	 Big data platform for the integrated healthcare 	System or platform solution providers and	use of personalised parameters in the decisi
life, gather feedback related to health conditions,	Expected Result: Mobile and wearable	 Mobile and wearable applications 	integrators who are interested in developing or	process (KPI5)
guidance on lifestyle choices, managing health etc.	applications capable of establishing close	 Al-based dynamic decision support system 	integrating new technologies in the healthcare domain	
	engagements, frequent interactions, information	 Adaptive dialogue models and implementations 	stoman	Efficient decision and policy support through
reific Need: Decision support system in the healthcare	exchange and dialogues between different actors		Data scientists, AI and ICT researchers who	advance AI expert system techniques, involvin
nain should be more dynamic/adaptive, interoperable,	THE REPORT OF TH	 Social analyser for societal analysis and policy support 	are interested in developing new data-centric	actors in the design of recommendation and delive
sable and accessible through different platforms	Expected Result: Dynamic decision support	Communication:	solutions and validation of existing approaches	support through personalised interfaces and technol
The second	system that uses AI analytic and expert system	Customised communication towards all relevant actors	in new application scenarios	 >>90% satisfaction of DSS users and design of
	techniques to empower and help different actors 1 the healthcare domain		in new apparation scenarios	through evidence-based decision support (KP17
roperable and integrated data, multi-stakeholder	the nearthcare domain	Key activities	Medical, epidemiology and social science	
ractions and evidence-based decision support	Expected Result: Adaptive dialogue models that	 Project branding - design of promotion material 	and the second se	Increased awareness of data-centric solution
racious and erioence-mated decision support	use AI techniques and personalised interfaces for	 Publications key findings in conferences and journals 	interested in the development of new research	healthcare domain will be ensured through the orga
wific Need: Health related decision and policy making	use AI techniques and personalised interfaces for carefully choreographed interactions between	 Demonstration of project outcomes in events 	programs, validation of research, knowledge	pilot activities involving large number of different
cess can be made more transparent and trustworthy	different actors based on their needs, values, goals	 Promotion in networking and demonstration events. 	exchange and generating new knowledge	actors
ugh FAIR and explainable data analytic techniques	unterent actors mace on their needs, varies, goals	 Web and social media coverage of project activities 	through collaborations	 >1200 participants take part in pilot activities
rogin rosas and explanation una anarytic techniques	Expected Result: Social analysis tool to support	 Project news and newsletter to promote progress 	and the source activity	validate results in >4 pilot countries
eific Need: Health related policies need to be	the assessment of exiting and design of new	 Clustering and joint activities with other projects 		
	policies based on evidence-based decision support	1. 1 T. 1. 1997 T. 1. 1. 1997 T. 1997 T		
agement and evidence-based decision support	ponenes oused on evidence-onsed decision support			
chanisms to keep them fresh/effective	Expected Result: Publications of project findings			

ice. Ease of access, use and reuse of heterogenous health data alth Scientific: Increased opportunities for the development of novel data-driven approaches in healthcare delivery and policy-making Economical/Technological: Enhancements in existing and development of new healthcare applications and systems, leading to increased economic activity in the ICT and health domains-Societal: Availability of innovative data-centric solutions will dop, empower citizens and cancer patients to make informed health care decisions and bring improvements in their QoL

Impacts

Evidence-based decision support in the healthcare domain

Scientific: New dynamic decision support solution for personalised healthcare based on advance AI techniques e of Economical/Technological: New market for healthcare applications for the mobile and wearable platforms, capable of providing real-time dynamic decision support

Societal: 50% reduction in the time spent by healthcare resources and on providing support (advise, recommendations etc.) to cancer patients. Automated (AI-based) solution can spare vital resources

Efficient healthcare policy assessment and design

Scientific: A holistic approach for analysing the impact of healthcare policies through analysis of integrated health data, healthcare interventions, social/societal trends and evidencebased decision support Economical/Technological: New technology solution to

support policy making processes based on the analysis of integrated data from multiple sources, resulting in timely assessments and interventions in the healthcare policies Societal: More agile policy making process will tune the healthcare policies to public health needs, resulting in saving time, costs (and lives) in the public health domain

Enhanced role of citizens in healthcare decision making

Scientific: Novel co-creation and multi-actor engagement approach for design of healthcare solutions and policies Economical/Technological: Reduced time to get vital input Societal: Culture of open dialogue & trust in healthcare services

REPUBLIC OF TÜRKİYE MINISTRY OF INDUSTRY AND TECHNOLOGY





Final Remarks for the Impact Canvas



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- Needs hands-on practice
- Don't forget: practice makes the master!
- Ideal: to be composed with interaction amongst partners
- Also: *it needs time* it is not wise to leave for the last moment
- Even better: Consider to start your proposal from this section and then build and elaborate on the other parts!







Conclusion







Competences

Find comfort ... out of your comfort zone Perspective

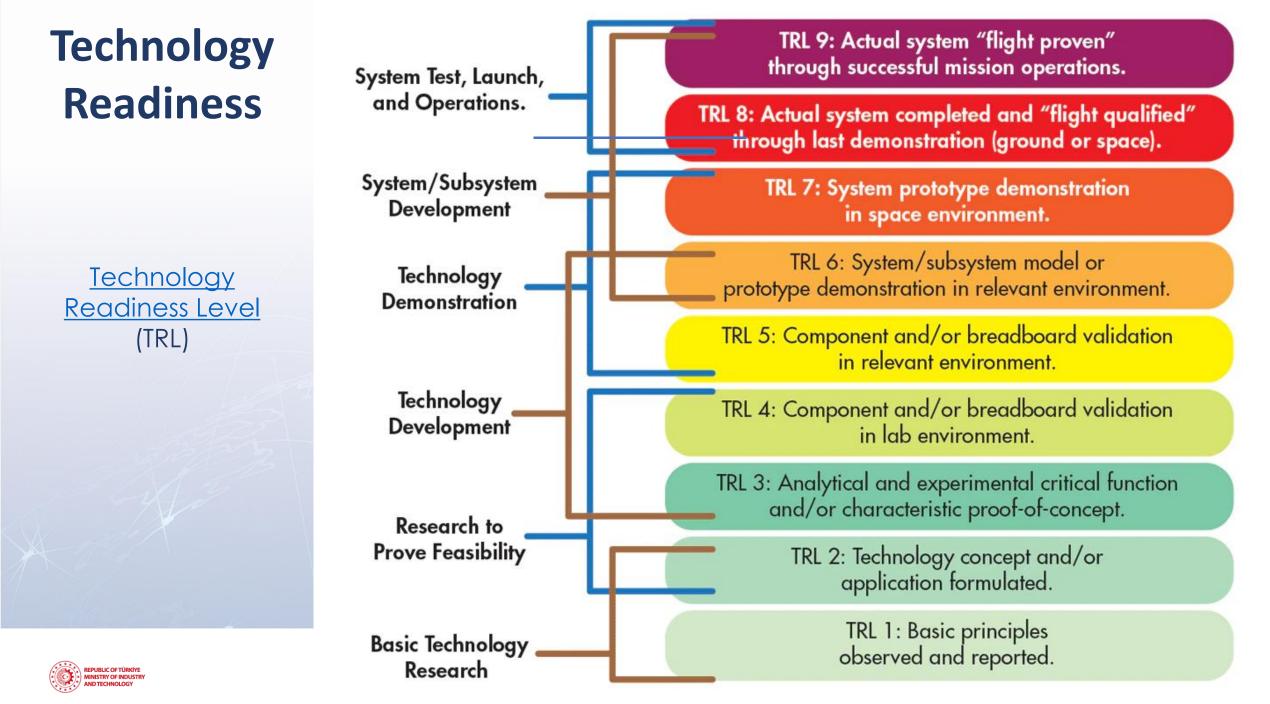
Network

Area(s) of expertise







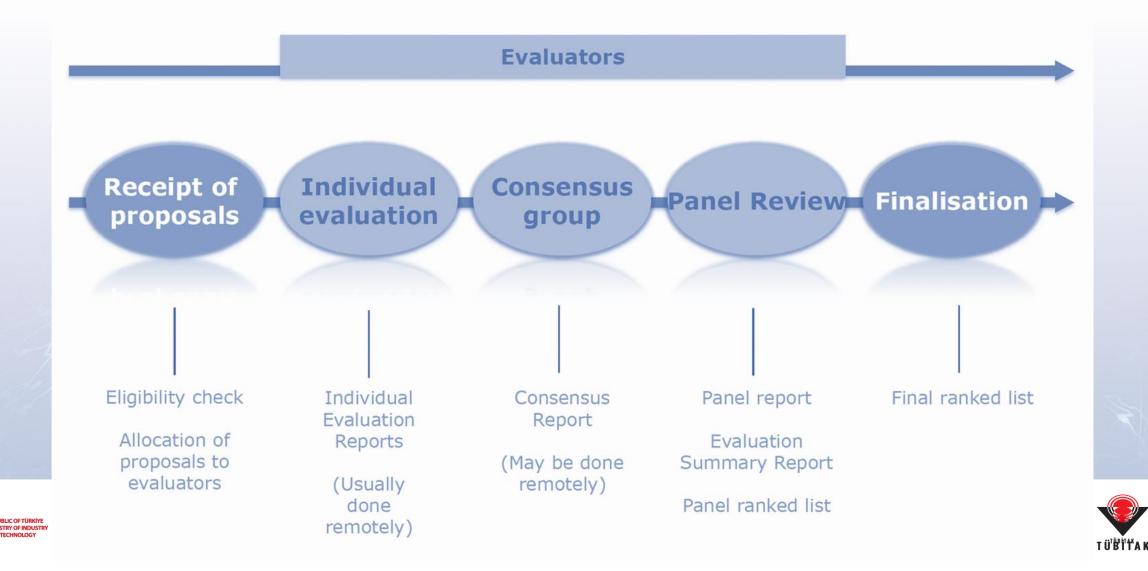


Evaluation Process

From submission to invitation to sign a Grant Contract



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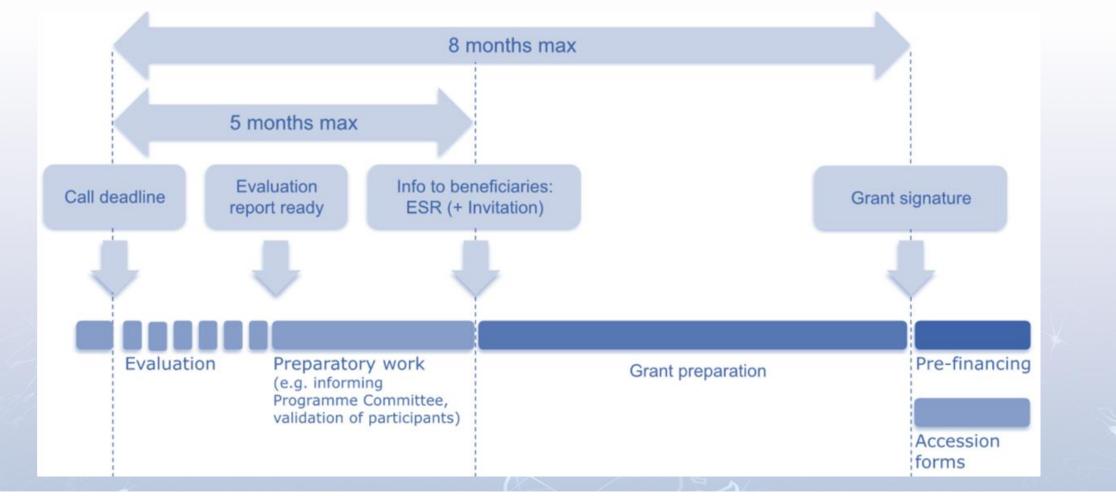


How Evaluation Works?

The evaluation timeline



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Award Criteria

EXCELLENCE

- Clarity and pertinence of the project's objectives, and the extent to which the proposed work is ambitious, and goes beyond the state-of-the-art.
- Soundness of the methodology, including the underlying concepts, models, assumptions, interdisciplinary approaches, appropriate consideration of the gender dimension in research and innovation content, and the quality of
 open science practices including sharing and management of research outputs
 and engagement of citizens, civil society and end users where appropriate.



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TURKEYIn HORIZON 2020

IMPACT

- Credibility of the pathways to achieve the expected outcomes and impacts specified, and the likely scale and significance of the contributions due to the project.
- Suitability and quality of the measures to maximize expected outcomes and impacts,

How Proposals are being Evaluated

QUALITY AND EFFICIENCY OF THE IMPLEMENTATION

- Quality and effectiveness of the work plan, assessment of risks, & appropriateness of the effort assigned to work packages, and the resources overall.
- Capacity and role of each participant, and extent to which the consortium as a whole brings together the necessary expertise.









Food for thought and Q&A

-Do you enjoy writing research/ innovation project proposals?

- What part of it do you enjoy most?
- How often do you cross your comfort zone?
- What are your weaknesses when it comes to HE proposal preparation?
- How can you overcome such weaknesses and enhance your chances for a winning proposal?









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Teşekkür ederim!

Thank you!







Further resources:



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

- Online Manual (EC): <u>https://webgate.ec.europa.eu/funding-tenders-opportunities/display/OM/Online+Manual</u>
- EC webinar on 'How to prepare a successful proposal in Horizon Europe': <u>https://ec.europa.eu/research/participants/docs/h2020-funding-guide/other/event210324.htm</u>



