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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

General Info Day #8

Dimitrios Papageorgiou

Istanbul, 11 October 2022

Horizon Europe - Session 5: Practical aspects of proposal preparation

REPUBLIC OF TÜRKİYE
MINISTRY OF INDUSTRY
AND TECHNOLOGY

COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

Lifecycle of (collaborative) research proposals

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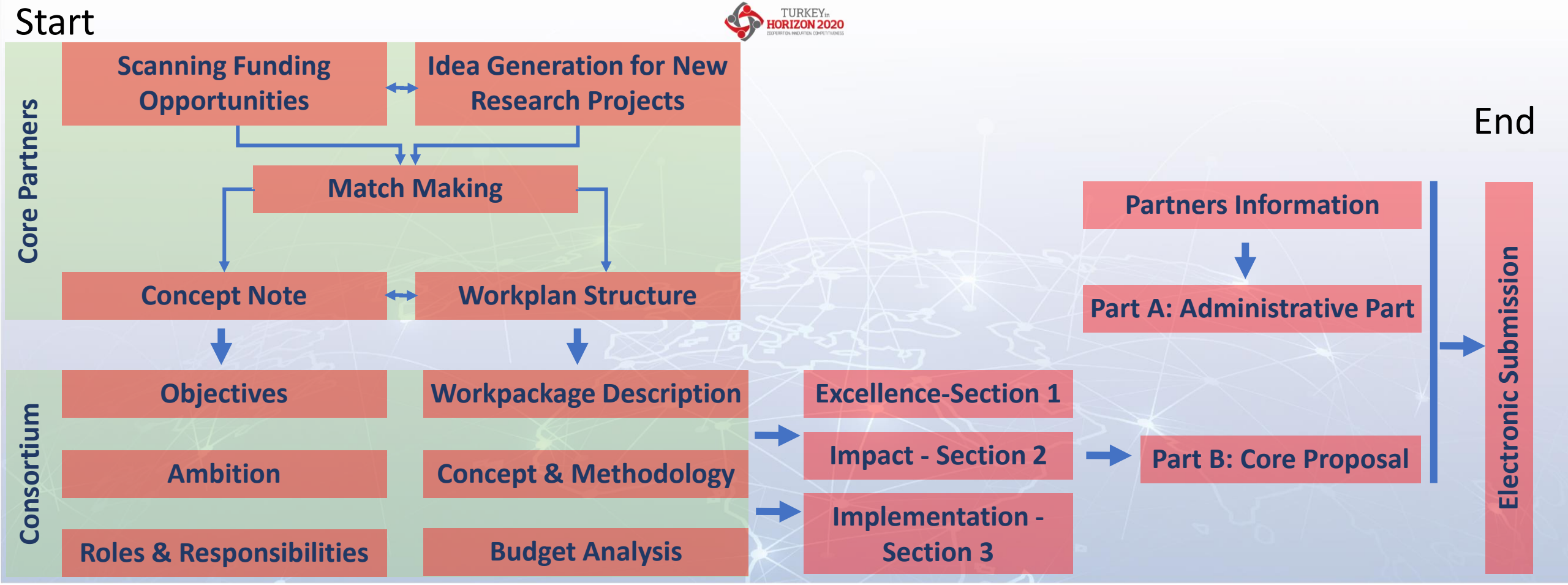

Research proposal writing is…

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

Few essentials about HE Calls (collaborative projects)

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- ✓Focus on the what matters – no need to become a master in HE
- ✓Scan relevant funding opportunities
- ✓Understand the Call 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
- ✓Show the value of your proposition (outcome – impact)

- It is not a trivial process - At any point one may get 'lost in translation'

No single path to success

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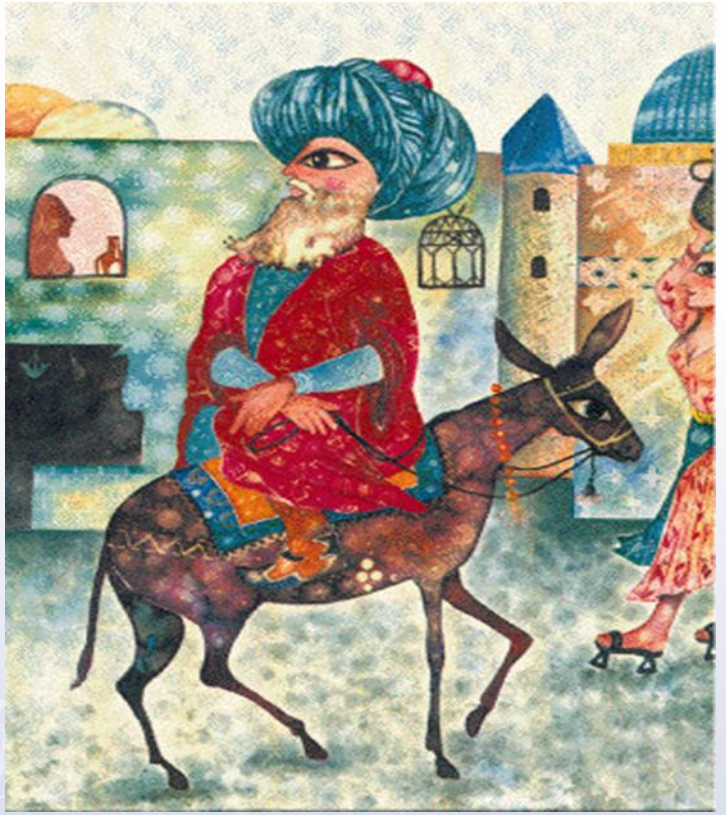
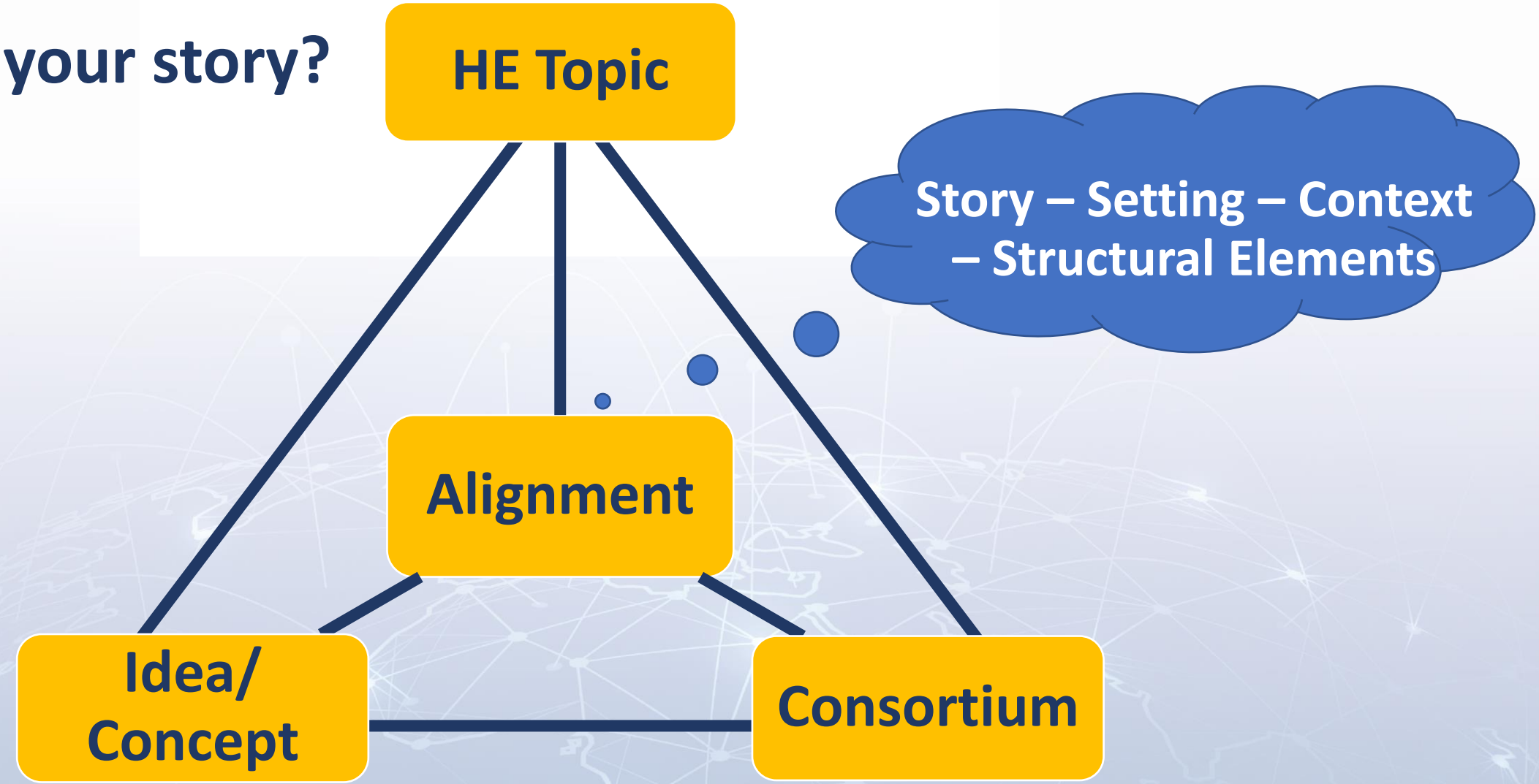


- Two proposal writers for a HE call are involved in a dispute and ask a Key Expert to settle it for them
- When the first consultant tells his opinion, the Key Expert says: **You are right!**
- The second Key Expert protests - when he tells his version, the Key Expert says: **You are right!**
- Then, a third proposal writer, who has been listening, intervenes: *But they can't both be right*
- And the Key Expert promptly replies: **You are also right!**

What is your story?



Writing proposal – the use of templates

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- Templates are important – ***not only a technicality***
- Form follows function
- 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)
- ***Part B*** *(technical part)*
  - Excellence
  - Impact
  - Implementation

The 'easy' part

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

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- **Critical risk**: could have a high 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

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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)

Proposal Templates: PART B - RIA example

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1 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"

2 IMPACT

2.1 PATHWAYS TOWARDS IMPACT
Expected Outcomes specified in this topic
Contribution to the Expected Impacts (EI) specified in Destination: …xxxxx…
Potential impact to the "Do No Significant Harm Principle"
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
3.1.2 Detailed work description
3.1.3 Resources to be committed

3.2 CAPACITY OF PARTICIPANTS AND CONSORTIUM AS A WHOLE
Consortium as a whole
Organisational Structure and decision-making
Partner's main role and contribution to the project
Complementarity between participants
Access to critical infrastructure
Description of the industrial /commercial involvement
Other countries and international organisations

2. Proposal Templates: PART B - RIA example

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2. Proposal Templates: PART B - RIA example

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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**

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 1**Successful 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-à-vis companies.

Impact canvas: Template (2/2)

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TARGET GROUPS	OUTCOMES	IMPACTS
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).	*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.	*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).

HE impact canvas: The basic notions

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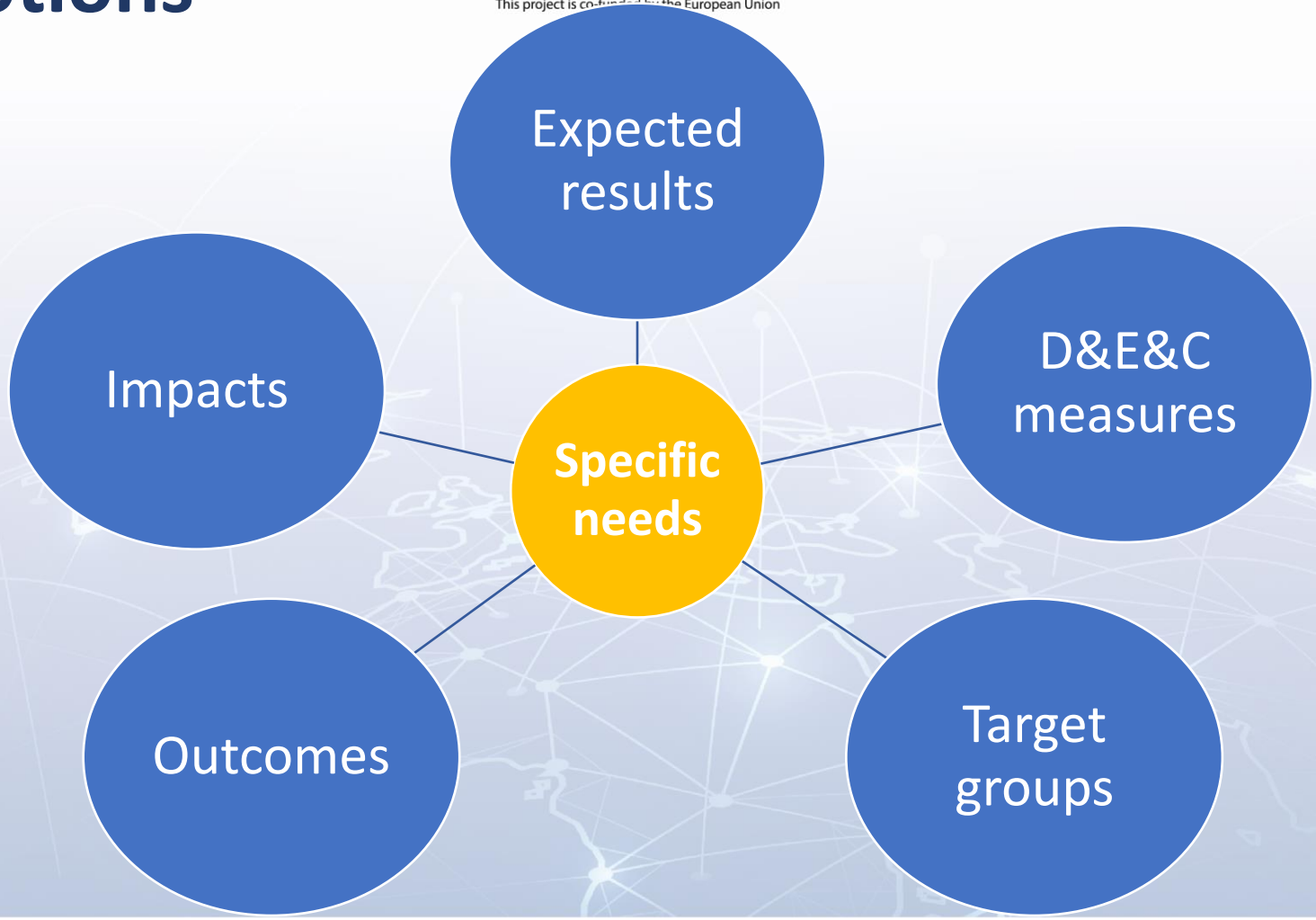

Final remarks for the impact canvas

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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: Ideal to ***start your proposal from this section*** and then build and elaborate on the other parts!

Conclusion

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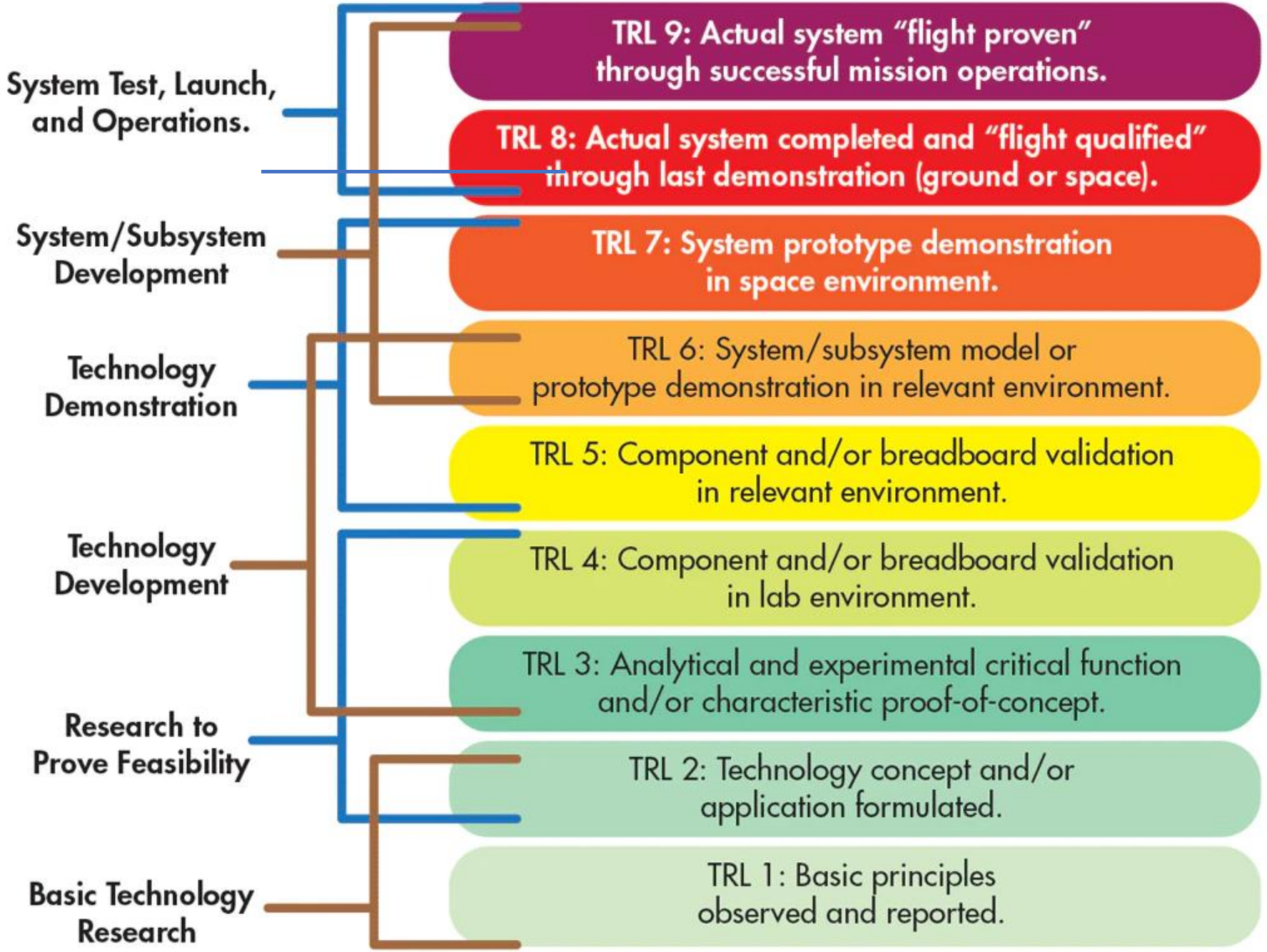
Find comfort … **out of your comfort zone**

- Knowledge
- Competences
- Perspective
- Network
- Area(s) of expertise

Technology Readiness

Technology Readiness Level (TRL)



Evaluation Process

From submission to invitation to sign a Grant Contract

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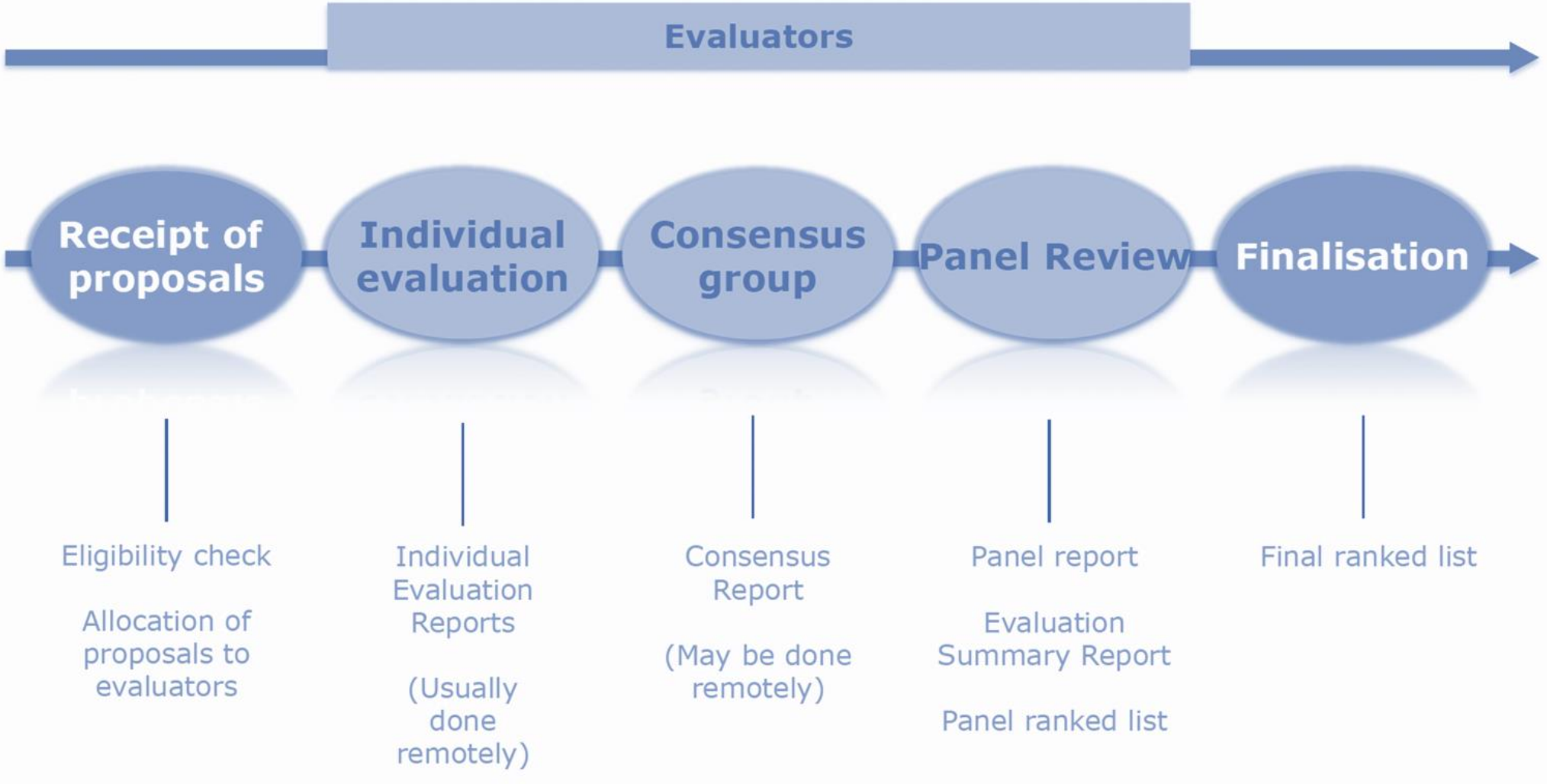

How evaluation works?

The evaluation timeline

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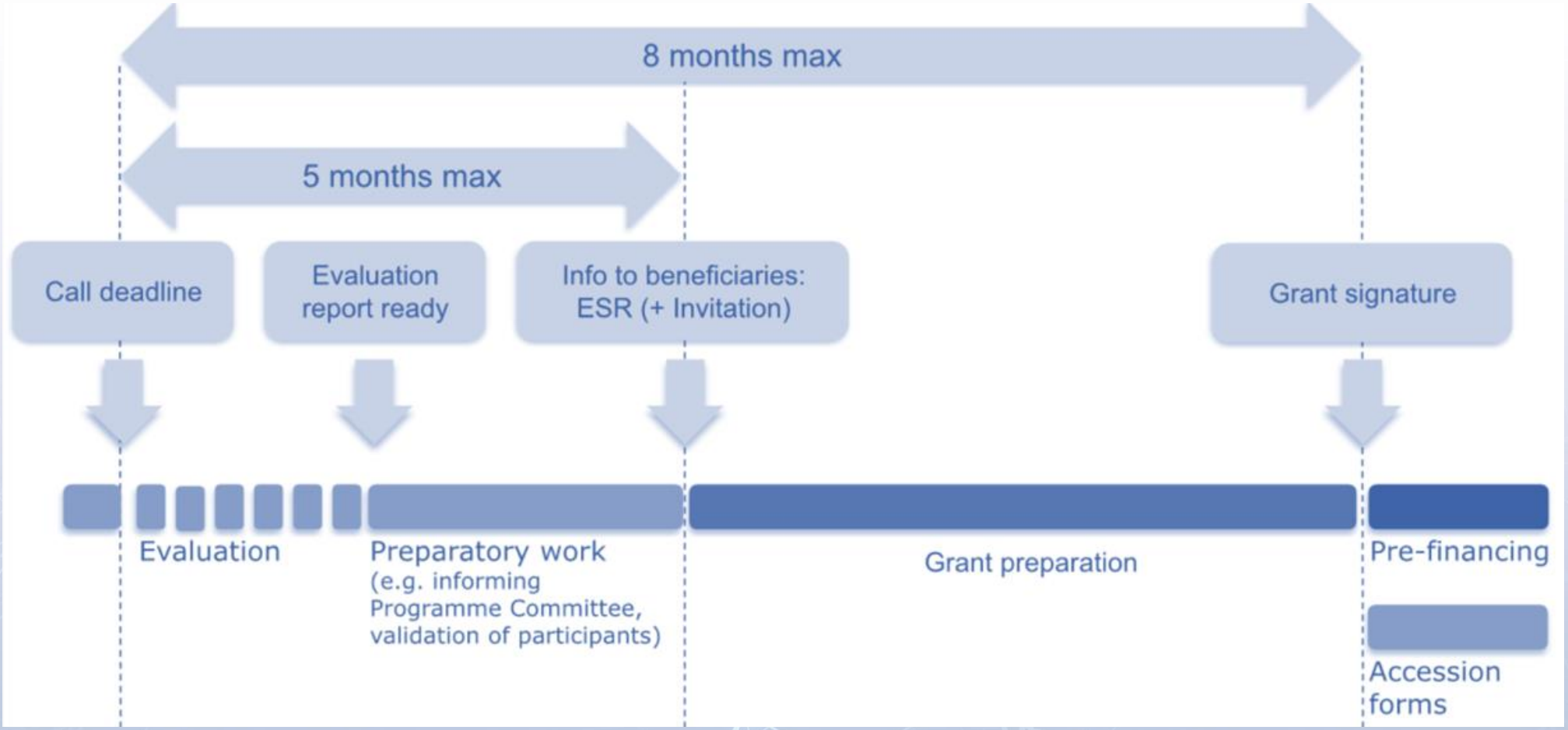

Award Criteria

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How Proposals are being evaluated

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.

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**,

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.

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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!

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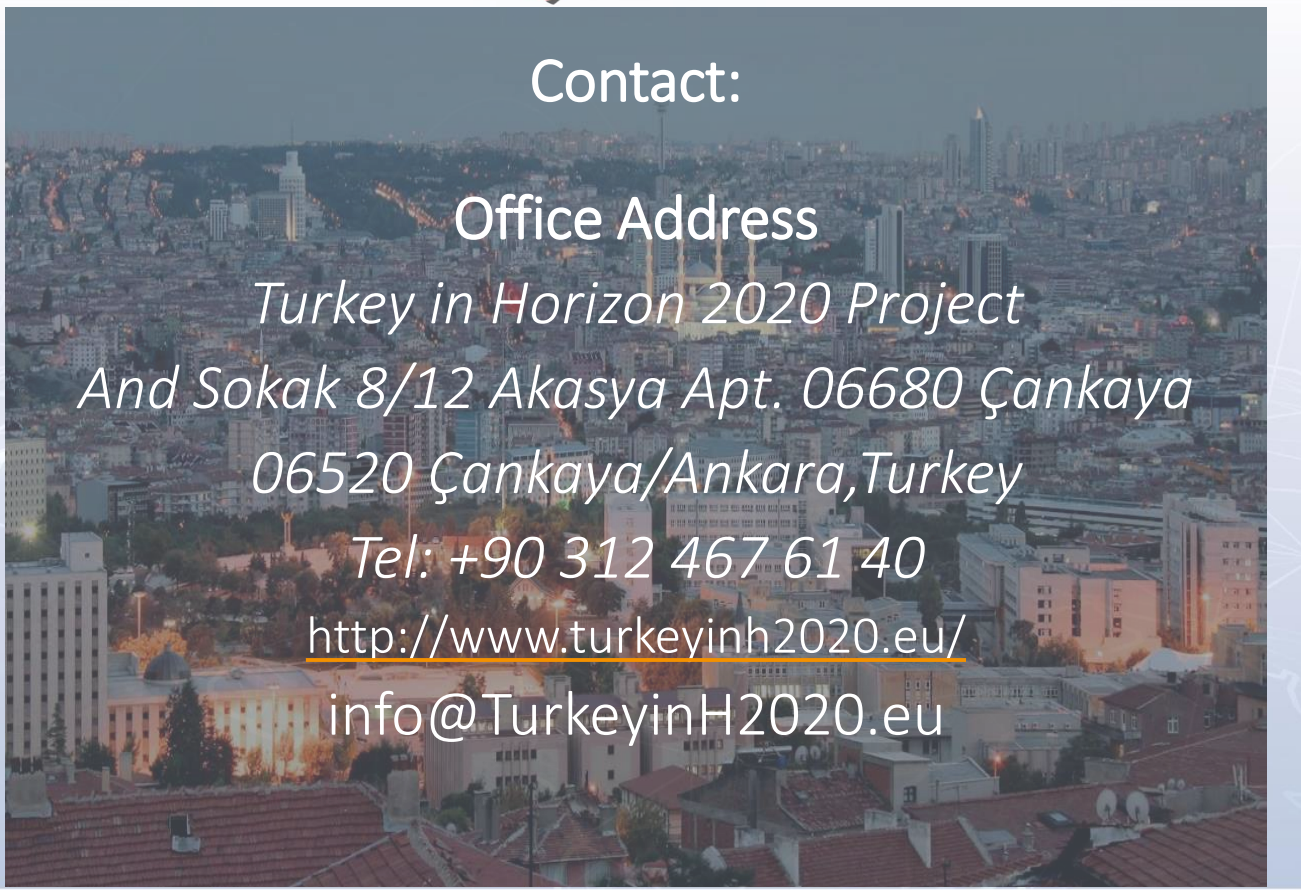

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Further resources:

Technical Assistance for Turkey in Horizon 2020 Phase-II
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- Online Manual (EC): https://webgate.ec.europa.eu/funding-tenders-opportunities/display/OM/Online+Manual
- EC webinar on 'How to prepare a successful proposal in Horizon Europe': https://ec.europa.eu/research/participants/docs/h2020-funding-guide/other/event210324.htm