

Bayerische
Forschungsallianz

Workshop on proposal writing for European funding



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Workshop-Agenda

1. Know-how and tips on proposal writing
2. Exercise based on specific topic
3. Outlook: Horizon Europe and the importance of communication, dissemination and exploitation
4. Q & A

I don't know anything about Budgeting and Administration.

I urgently need to meet with my partners in person.

HELP! My project received funding!

The coordinator isn't performing.

I don't have any partners.

I would like to take part in a project, but I don't have any experience in this.

I don't understand the call, I think...

The partners don't contribute.





What do you think of when you hear the term EU Innovation Project?







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EU Project: But why?



EU Project: But why?

The benefit of participating in EU research programmes is not just a financial bonus from the R&D budget. It is rather an **ideational value!**

- Realization of personal project idea
- Acquisition of funding from third parties and further employment
- Positioning in international networks
- Access to new knowledge and new practices
- Expansion of knowledge to similar research areas
- Cooperation synergies
- EU projects attract further cooperation options and/or projects
- International visibility and image

Requirements and Challenges





Fundability

Ideas are fundable if they :

- are highly innovative as well as clear and defined
- address a national/European challenge
- create national/European added value
- are too big/complex/risky to be realized individually or with regional programmes/funding schemes



Fundability

- What exactly do you need funding for?
- Are you looking for partners with specific knowledge? If so, which type of partners?
- What is your TRL pre- and post-project?
- When can you publish results? IP/Patents?



Requirements

- Good and suitable project idea
- European added value
- Well connected network or at least meeting minimum requirements
- Sufficient time and patience for the time period from grant application until project start
- Annual financial statement for companies (or Business Plan)
- Pre/intermediate financing of project components
- Willingness to be audited by external auditors
- Ability to work internationally and in cross-sectoral settings (inter-, multi-transdisciplinary)



Challenges

- Presenting innovative ideas in innovative ways
- Selecting engaged and reliable partners
- Precise definition of work tasks
- Budget calculation
- Differentiation between tasks and subcontracting
- Time management
- Meeting project deadlines
- Intellectual property rights (IPR)
- Being aware of and understanding grant and consortium contracts
- Credibly communicating changes within the project to EC







Katrin Moegele

That's the specification you need in the section above



Katrin Moegele

You said that before



Katrin Moegele

So what?



Katrin Moegele

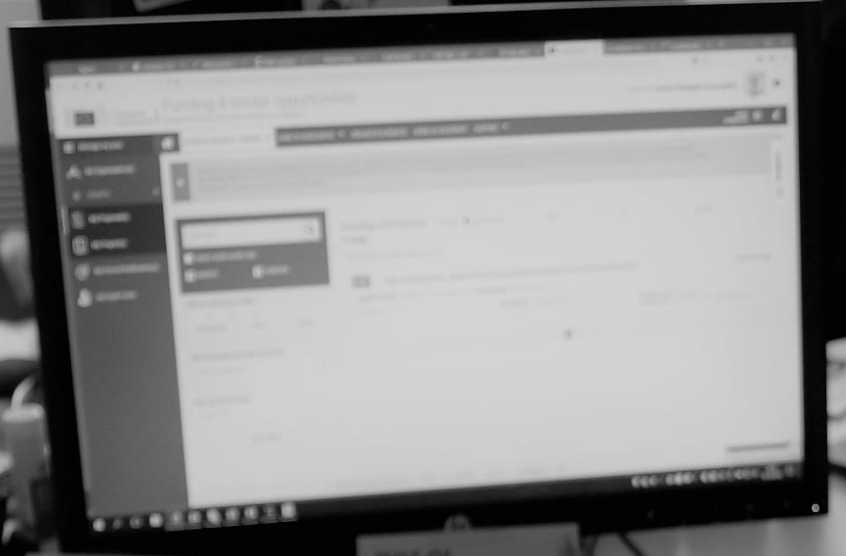
No



Katrin Moegele

Not relevant here, move to concept or consortium as a whole

CONGRATULATIONS
YOU HAVE ONE
PARTNER
YOU ARE INELIGIBLE











Project Consortium



Coordinator vs. Project Partner



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Consortium Agreement

- Consortium agreement between partners – EU Commission not involved
- Points which should be included:
 - Confidentiality rules
 - Protection rights
 - Internal rules such as voting process, frequency of meetings etc.
 - Withdrawal / admission of partners
 - Budget allocation
- Consortium agreement has to be in line with general Horizon 2020 rules
- The usual basis: DESCA H2020 Model Consortium Agreement

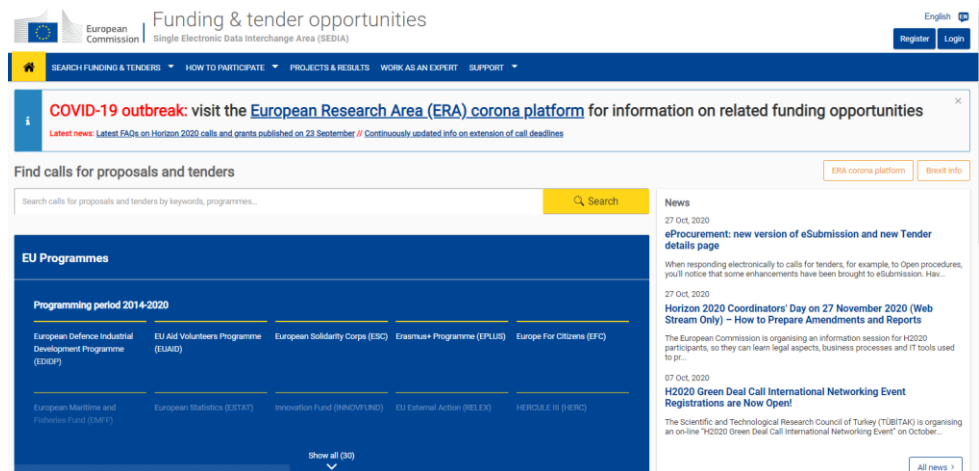
<http://www.desca-2020.eu/>



Funding & tender opportunities portal

The Horizon 2020 calls and all necessary sub-documents are published on the “Funding & tender opportunities” Portal.

- **Call objectives, expected impact,** scope, type of action, budget
- Documents (Work Programme, Rules for **participation**, Rules for submission and evaluation, Legal basis)
- Detailed information about EU-Commissions expectations



<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>

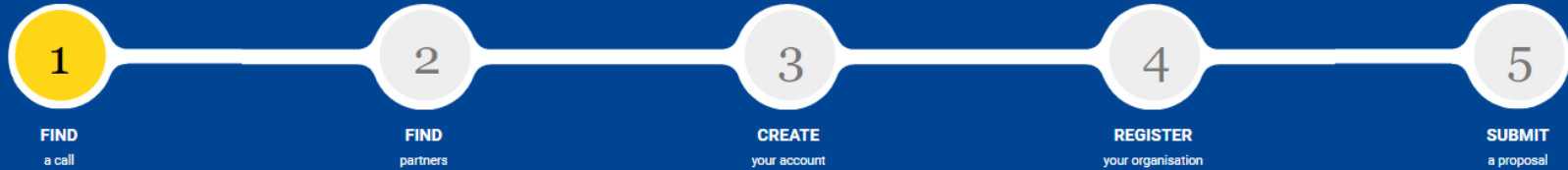


Funding & tender opportunities portal

How to participate

GRANTS TENDERS

Key steps - Learn how to find and apply for suitable EU funding opportunities



Find a suitable call for proposal

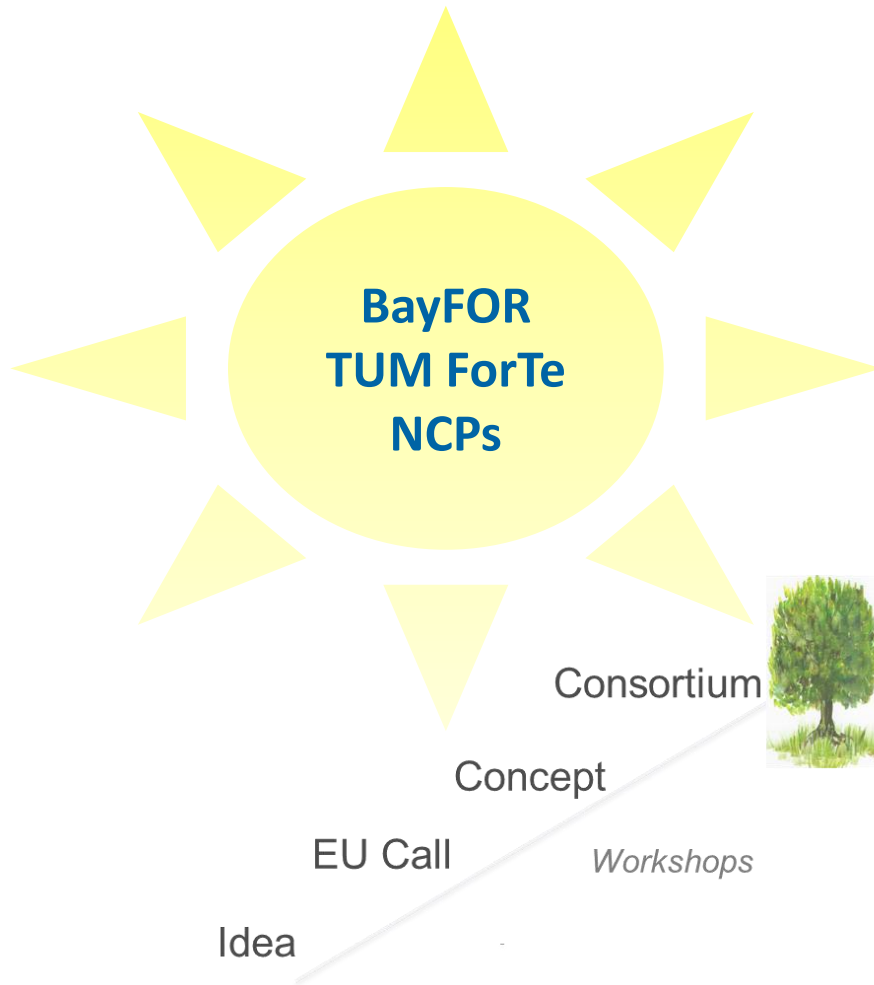
Need help?

The European Commission and its funding bodies publish calls for proposals on the Funding & Tenders Portal.

- You may start your search from the home page by entering different keywords that characterize best your field of interest, and then refine the results with the help of further filters.
- You may start your search by selecting one of the EU funding programmes listed on the home page, and then navigate via the quick links to the calls for proposals of a specific programme.
- Calls are divided into topics, implemented by different type of actions. Select a topic to read more about the identified opportunity: the topic-related documents, guidance and other instructions are available on a topic page.
- The site offers a search on calls for proposals and tenders of the European institutions.



<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/how-to-participate/1/1>



Funding & Tender
Opportunities Portal



Vision, Background, Objectives & Results

- You need to provide the least information a non-expert would need to understand the core of the proposal (→ to spoon feed the evaluator!)
- Long term vision → objective → result (→ Deliverable, section 3!)
- **Long term vision:** energy supplier will be able to respond extreme climate events quickly, effectively and in a high adaptive way
- **Objective:** overall project objective vs. specific objectives!
 - To demonstrate that XXX is technically feasible and commercially attractive
 - To develop a new therapy for obesity based on bioactive compounds



Vision, Background, Objectives & Results

- **Specific objectives: What steps are necessary to reach overall objective?**
- Example: The goal is to ensure that homeless women have access to regular meals. Three objectives can help accomplish this goal:
 - SO1: To locate a kitchen and eating space on a bus route that can serve 30 women by December 2020.
 - SO2: To recruit volunteers who will staff the kitchen for breakfast and dinner by December 2020.
 - SO3: To organize a regular donated food supply for breakfasts and dinners from local organizations and restaurants by December 2020.



Vision, Background, Objectives & Results

Results: physical object, a piece of technology, software, data of experiments, new knowledge to carry out a new process (e.g. lab prototype, detailed test report, detailed design documents → to be achieved within project duration!

- Objective → Result 1
→ Result 2 ...



Vision, Background, Objectives & Results

Example how to do not:

O: To develop a strategy to engage stakeholders in Western Africa which is more effective to actual State of the Art

R: A strategy to engage stakeholders....

Example:

- +** Design document for a new type of engine
- Lots of details about of how xxx is working
- +** Detailed analysis of the effect of xxx
- xxx works well for 99% of energy services providers



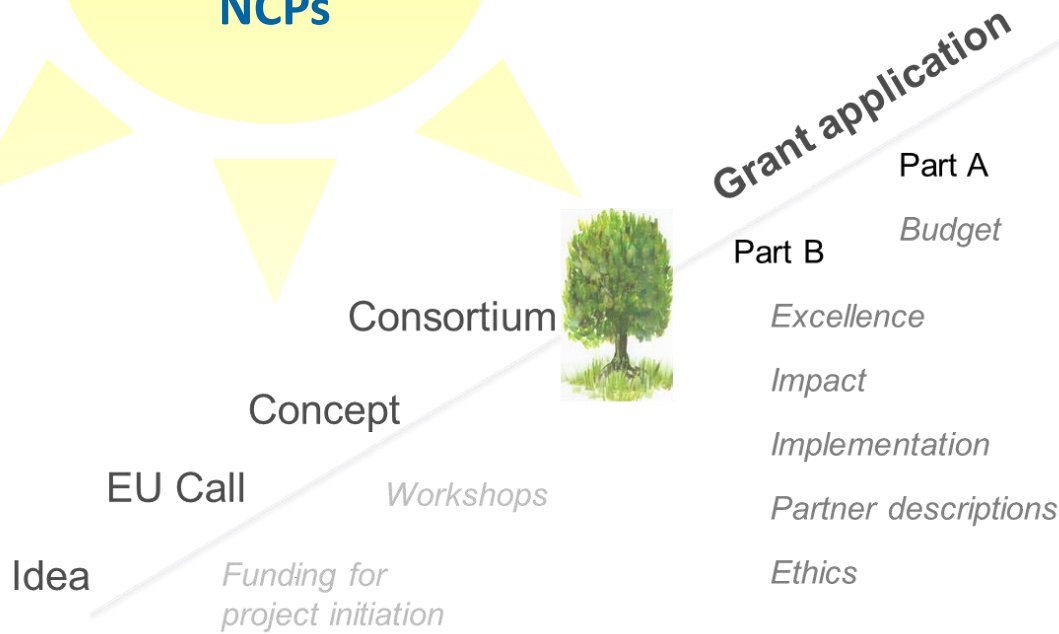
Impact

“Invention is not Innovation!”

- Project results may/should lead to INNOVATION **when utilized!** (e.g. when satisfying needs and wants)
- **Impact:** Objectives and results should be used to maximize the EXPECTED IMPACT of the topic **AND** other impacts on society, environmental, technical, commercial educational, research = **When results are used, you will have advantages (=IMPACT!)**
- **Exploitation:** use of results in further research activities outside the action or creation of products, processes, services, ... (→ not only commercial use!)



BayFOR TUM ForTe NCPs





Support options

- EU Offices at Universities (→ EU Consultants, Department for third-party funding)
- National Contact Points
- Regional Agencies for Business Promotion, Research and Innovation, e.g. Bavarian Research Alliance (BayFOR), Berlin Partner for Business and Technology
- Enterprise Europe Network



BayFOR as „Full Service Provider“

Project management

Workshops/trainings of project participants and of third-party staff (managers).

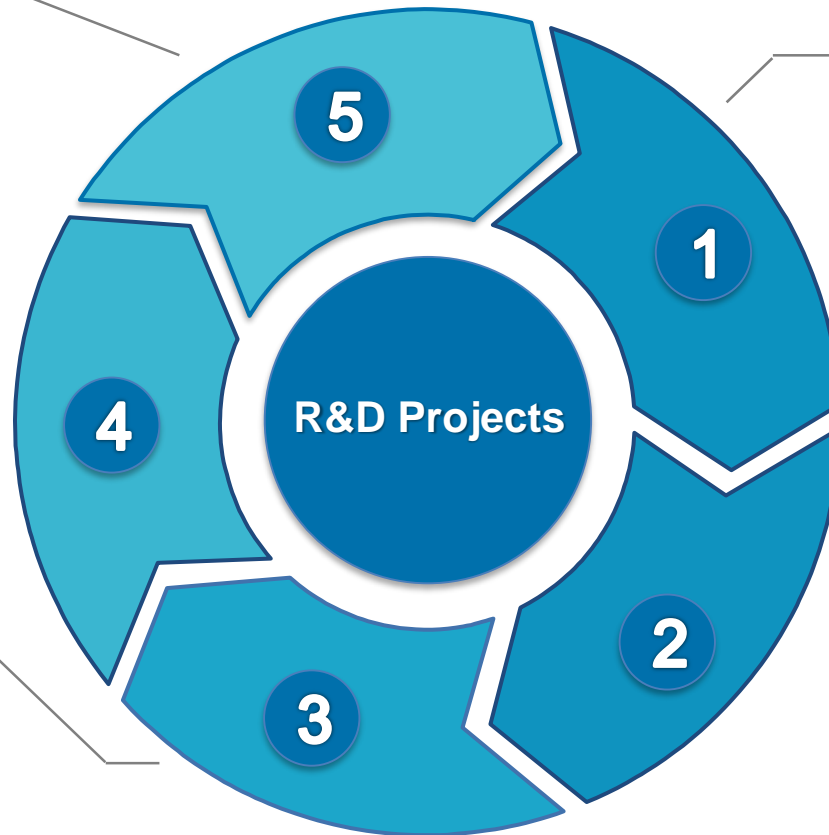
Contact for all questions relating to EU project management (service center for EU project management)

Contract negotiations

Preparation for contract negotiations with the European Commission

EU application support

Active support during the whole application process
Preparation of call specific information material
Search for cooperation partners



Information

Information on current and future EU calls and best practice for a „successful EU application“

Consultation

Expert advice on general and call specific research funding

Finding appropriate funding program for your project ideas



BayFOR as a partner institution in the Bavarian Research and Innovation Agency

Initiative of the Bavarian state government in order to improve:

- Efficiency in technology transfer within Bavaria
- Advisory services on funding possibilities at regional, national and European level (website: www.research-innovation-bavaria.de)
- EU fund acquisition through Bavarian actors, esp. universities and SMEs
- The innovation potential of Bavarian SMEs through qualified advisory services
- The transfer of research findings into innovative products or services



Synergy effects through close cooperation of four experienced partners:





ÜBUNGSaufgabe

45 Minuten Vorbereitungszeit

-

7 Minuten pro Gruppe Ergebnispräsentation



Quick recap



Preparation and Proposal writing: How to start?

- main steps to submission

- **Sketch** and find **topic** (e.g. BayFOR, NCP)
- Build up a wholesome **consortium** (Brokerage Events / One-Page Proposal / Elevator Pitch)
- **Writing** of the proposal (Be aware of all the helping hands, e.g. BayFOR, NCP)
- Uploading the **documents** (frequently save versions within the **Funding & Tenders Portal**)



Pre Proposal Check - Projektskizzenberatung

Die Nationale Kontaktstelle Energie (NKS-E) berät im Auftrag und Energie (BMW) über die Möglichkeiten der Projektförderung Forschung und Innovation Horizont 2020 im Bereich der Nicht vertraulich, kostenlos und interessenneutral.

Angaben zur Skizze

Kontaktdaten (Name, Organisation, Mailadresse, Telefon)

Projektname oder Akronym

Konsortium (Voraussetzungen? z.B.: mind. 3 unabhängige Organisationen aus 3 unterschiedlichen, antragsberechtigten Staaten)

EU-Erfahrung (als Koordinator, Projektpartner oder Gutachter?)

Topic (Bitte Bezeichnungen aus dem Arbeitsprogramm verwenden, mehrere möglich, z.B. EE 2, RES 11 o.ä.)

Projekttyp (bitte auswählen)

Innovation Action (Fokus Demonstration) Research & Innovation Act (Fokus Forschung)

SME Instrument (Fokus Demonstration) Fast Track to Innovation (Fokus hochinnov. Projekte mit Vermarktungspotential)

Auf der nächsten Seite finden Sie Platz um Ihre Zur Skizzenberatung senden Sie bitte alle Seiten an unsere Vielen Dank! Ihre NKS-Energie

www.nks-energie.de

eu-energie@fz-juelich.de

Version: 03.2018



Bavarian Research Alliance

NOTE: Please fill in as much as possible!

Project outline for the BayFOR unit - please select -

BayFOR staff member addressed/contacted first

BayFOR support requested Detailed information/specific consultancy Thematic lobbying (Brussels) Project development/proposal writing Project management

Date

Contact Details

Contact Person Title

Name of institution/Department

Type of institution

Number of employees Year established

Street Zip City

Email

Phone Fax

Website

Experience with external funds Regional National European Other None

Project Conception Name of project

Thematic field of the project

Type of project Basic Research Applied Research Pilot Project/Demonstration Other:

Planned budget (min - max)

Costs to be financed in any case Personnel Costs Travel Costs Equipment Staff Exchange Other:

Estimated start of the project Estimated duration in months

Work Programme / Call for proposals to be addressed

Preferred source of funding National International European

Your function in the project Co-ordinator Partner Other:



Formal Requirements

- **Clear**, well-structured text (take care of a well balanced proportion of introduction, main part and concluding)
- Keep strict to the **guideline regarding text length** (average 70 pages)
- Applications must be **easy to understand** → Evaluators have **limited time for reading and evaluation**
- **Highlighting key statements** / points (bold, italic, underline)
- **A figure is better than 1000 words**
- Understandable and precise **English** (involvement of native speakers)
- Only **information with relevance to the project**



Content

- Keep strict to **instructions and requirements** of the **call (keep it at hand)**
- **Expected results** and **quantitative** estimations of project **impacts**
- Address evaluation criterias completely and convincingly
- Relevance: proposal covers the topics comprehensibly
- Concept, methodology and work plan are convincing
- **Compare benefit of the project with the aims of the work programme** (possibly consider broader context of research policy)
- Think along possible exploitation of results
- Develop convincing concept for exploitation and dissemination
- **Partnership structure**: look for complementarity and avoid redundancy of expertise



Structure of calls and topics

- Calls are published within multiannual thematic work programmes (Current: 2018 – 2020 (expiring) – NEW: Horizon Europe 2021-2022)
- Each call consists of concrete descriptions of specific topics
- Topics contain information on:
 - single- or two-staged procedure
 - Specific challenges and tasks to be covered
 - Expected content, needs to be addressed and impact of the results
 - Budget, Technology Readiness Level (TRL), Funding Instrument, Deadline

**Call - BUILDING A LOW-CARBON, CLIMATE RESILIENT FUTURE:
SECURE, CLEAN AND EFFICIENT ENERGY 16**

Energy efficiency 16

Upgrading buildings' energy performance and smartness..... 18

LC-SC3-EE-1-2018-2019-2020: Decarbonisation of the EU building stock: innovative approaches and affordable solutions changing the market for buildings renovation 18

LC-SC3-EE-2-2018-2019: Integrated home renovation services 20



Funding Instruments

RIA – Research and Innovation Action

- development of **new knowledge, technologies, processes, products and services** between enterprises and academia
- Funding rate of max. 100% of the direct project costs

IA – Innovation Action

- development of **plans, concepts and provisions for new, improved products, processes or services** between enterprises and academia
- Funding rate of max. 70% (→100% for NPO) of the direct project costs

CSA – Coordination and Support Action

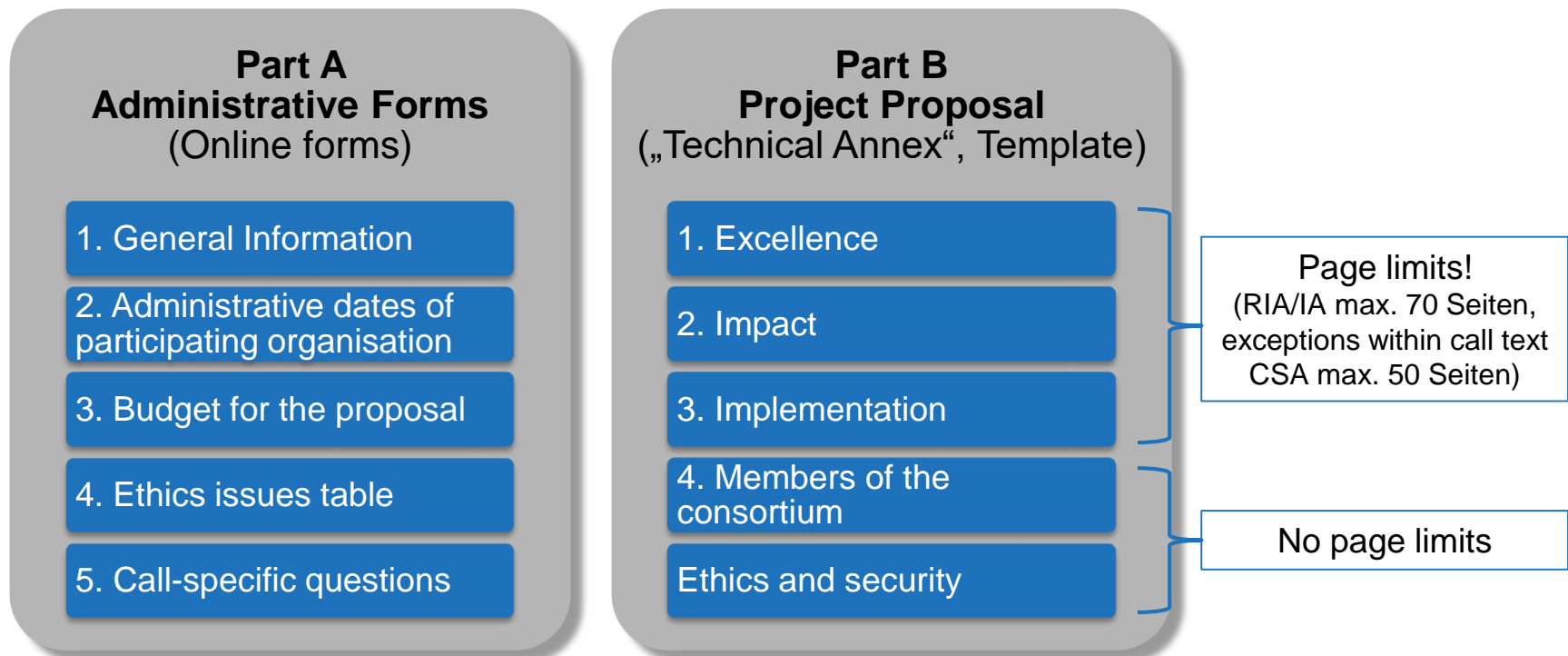
- Research supporting activities (**standardisation, networking, studies**, etc.) of stakeholders from science, economy, politics and society from different countries
- Funding rate of max. 100% of the direct project costs

Other: ERA-Net Cofund, Öffentliche Beschaffung (PCP und PPI), Awards, ...



Proposal Structure

- Electronic submission through the **Funding & Tenders Portal** of the EC (be aware of the deadline and uploading time)





Evaluation: Award Criteria

Excellence

- Clarity and pertinence of the **objectives**
- Credibility of the proposed **approach**
- Soundness of the **concept** including trans-disciplinary considerations (R & I actions)

Impact

- **Expected impacts listed in the work programme** under the relevant topic
- Enhancing innovation capacity and integration of new knowledge
- Strengthening the **competitiveness and growth** of companies by developing innovations (R & I actions)

Quality and efficiency of the implementation

- Coherence and effectiveness of the **work plan**
- Appropriateness of the **allocation of tasks and resources**
- Complementarity of the participants within the consortium
- Appropriateness of the **management structures** and procedures including **risk and innovation management**



Outlook: Horizon Europe (2021 – 2027)

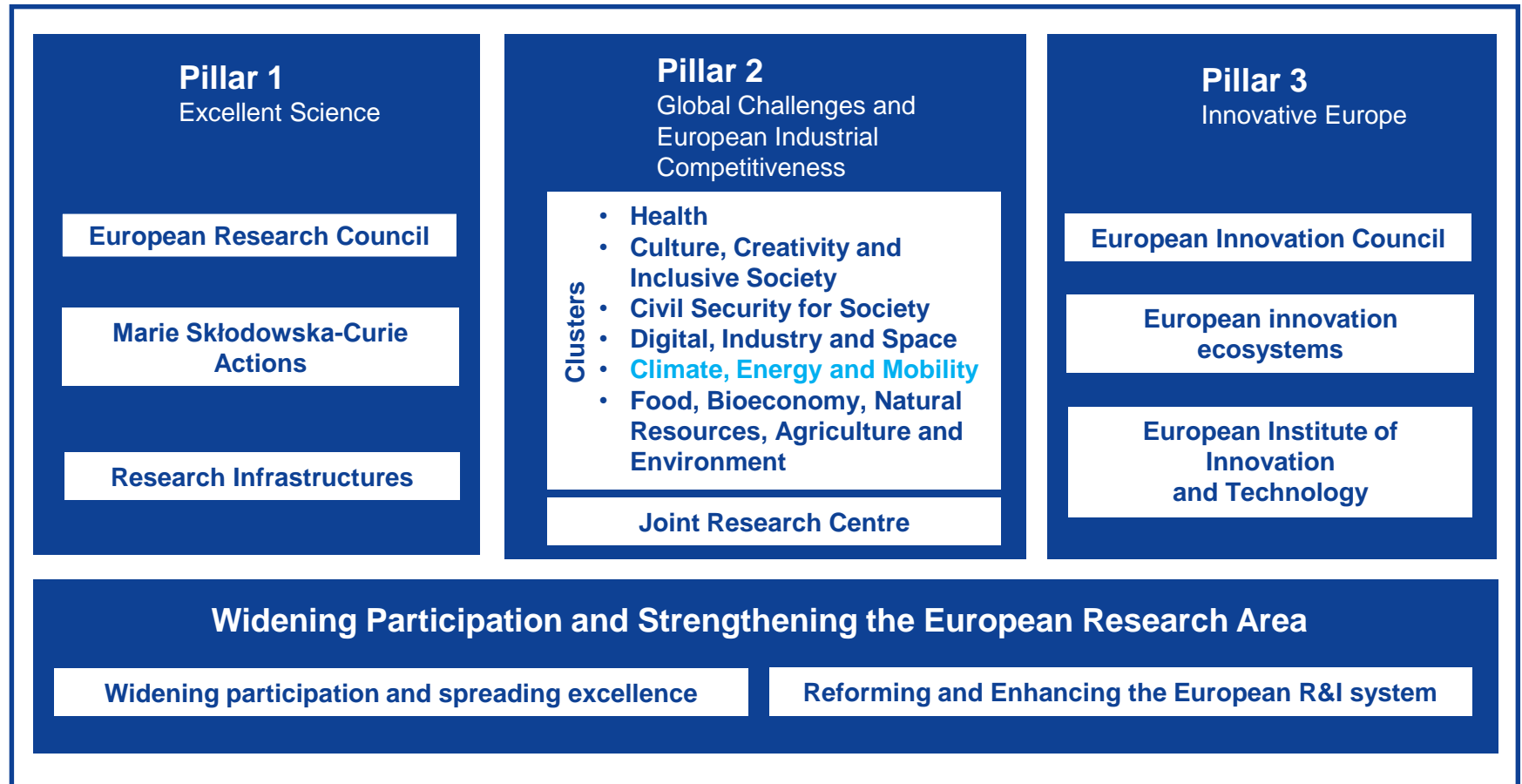


9. EU R&I programme

- Focus on evolution: Structural + thematic orientation on Horizon 2020; continuity of evaluation process
- Societal relevance/ impact, highly innovative developments
- Total budget ~ 95 Mrd. €
- Objectives:
 - Strengthen the scientific and technological **position of the EU**
 - Strengthen the **innovation capacity**, competence and creation of **work**



Horizon Europe structure



Source: European Commission



Cluster 5 “Climate, Energy and Mobility” - intervention areas

**1. Climate
Science and
Solutions**

2. Energy Supply

**3. Energy
Systems and
Grids**

**4. Buildings and
Industrial
Facilities in
Energy
Transition**

**5. Communities
and Cities**

**6. Industrial
Competitiveness
in Transport**

**7. Clean
Transport and
Mobility**

8. Smart Mobility

**9. Energy
storage**

**Budget
(Commission
proposal):
EUR 15 billion**

**Publication of
programme
approx. March
2021**



What's new?

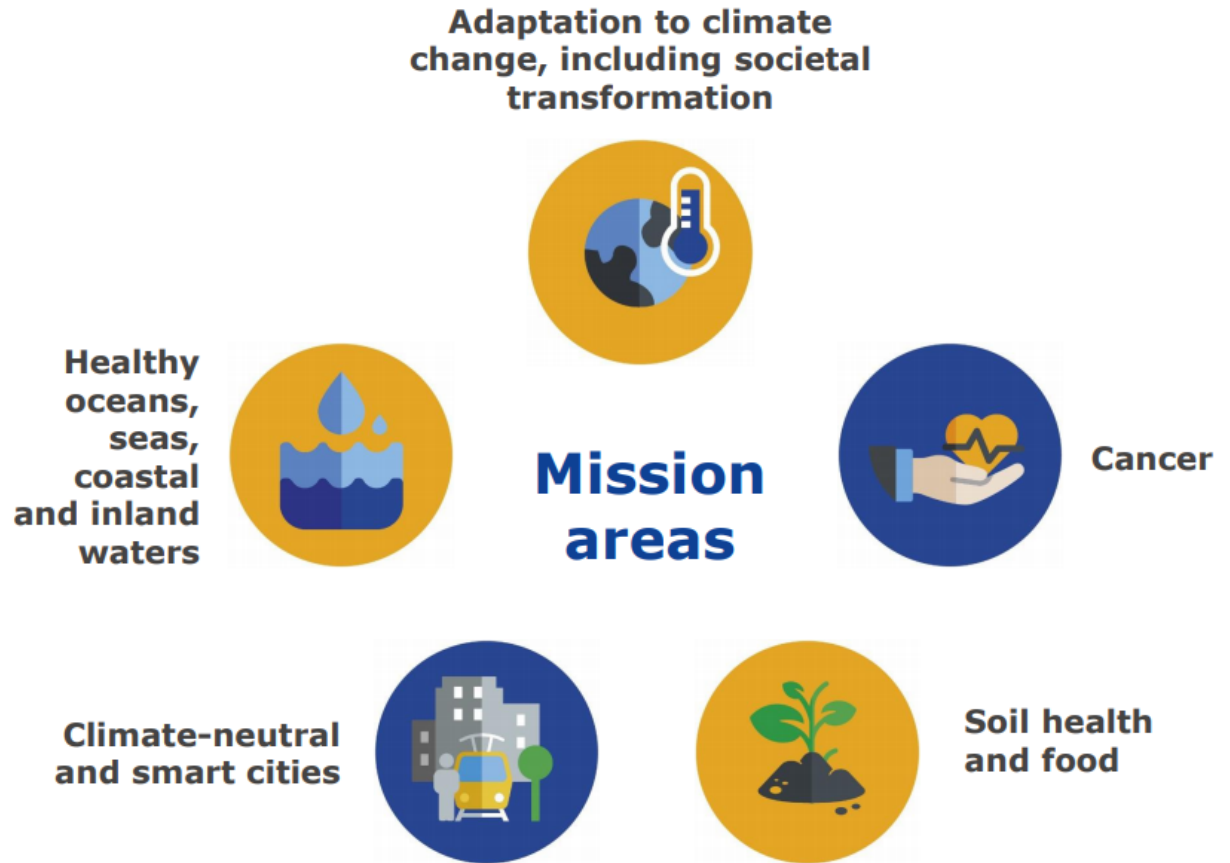


Source: European Commission



Mission-oriented R&I

- „Moon Mission“: one decade to solve a grand challenge
- Better coordination of the R&I activities within EU towards societal needs → higher awareness and impact
- Missions: portfolio of interdisciplinary measures



Source: European Commission

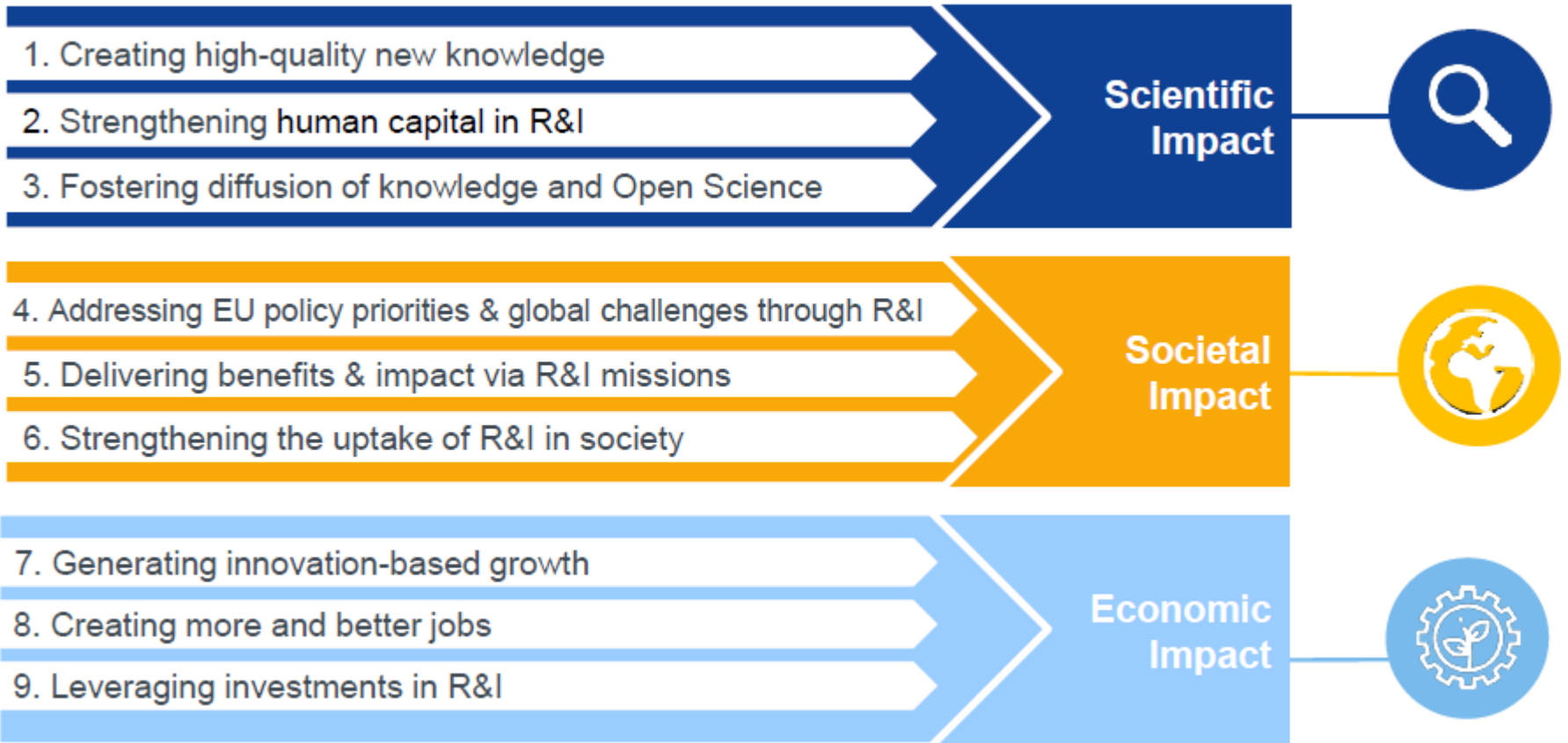


Main innovations for submission & evaluation

- ✓ Proposal template: **Less information** requested
- ✓ **Call texts: Simplify** and reduce number of „aspects to be taken into account“
- ✓ Topic-specific **destinations** incl. Overall expected impact
- ✓ **Pilot on blind evaluations**: in first-stage (discard any biases)
- ✓ **Right to react Pilot** (rebuttal): Interaction with applicants → increase transparency & feedback
- ✓ Reduction of maximum **page limit** (2nd stage: 45 pages)
- ✓ New approach to impact: **Key Impact Pathways** (KIPs)



Key Impact Pathways to track progress





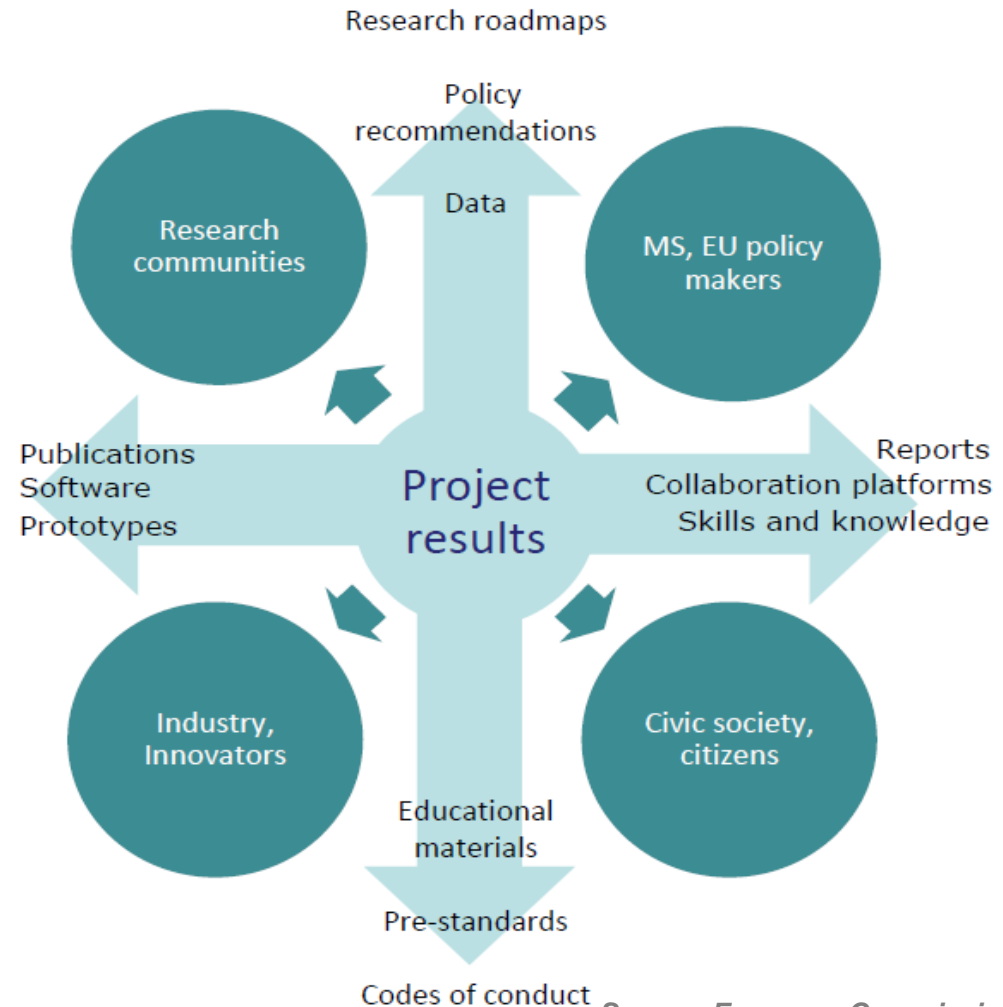
How to really create an impact?



Communication, Dissemination & Exploitation in Horizon Europe

Project results:

- Any (in)tangible output of the action, e.g. data, knowledge and information whatever their form or nature
- Can be reusable and exploitable (e.g. inventions, prototypes, services) as such or elements (e.g. knowledge, technology, processes, networks) that have potential to contribute for further work on R&I



Source: European Commission



What's communication?

Communication

Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange*

Reach out to society as a whole

Demonstrate how EU funding contributes to tackling societal challenges

Is strategically planned with communication objectives and not only ad-hoc efforts

Uses pertinent messages, right medium and means

*Shortened from: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>



What's dissemination?

Dissemination

Making the results of a project public, not only by scientific publications in any medium*

Circulation of knowledge and results to the ones that can best make use of them

Enabling the value of results to be potentially wider than the original focus

Essential element of all good research practice and vital part of the project plan

Strengthens and promotes the profile of the organisation

*Shortened from: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>



What is the difference?

About the project
results

Multiple audiences

**Inform and reach out
to society**, show the
benefits of research

Grant Agreement art.
38.1

Communication

About results only

**Audiences that may
use the results** in their
own work

**Enable use and uptake
of results**

Grant Agreement art. 29

Dissemination

**Informing about the
project**

*Newsletter, press releases,
brochure, social media*

Informing about results

*Project website, videos,
interviews, magazine articles,
conferences*

**Making results available
for re-use**

*Scientific publications,
policy brief, training/
demonstration*



What is exploitation?

Exploitation

The utilisation of results in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.*

Make use of results; recognising exploitable results and their stakeholders

Concretise the value and impact of the R&I activity for societal challenges

Can be commercial, societal, political, for improving public knowledge and for policy making

Project partners can exploit results themselves, or facilitate exploitation by others (e.g. through making results available under open licenses)

*Shortened from: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>



What is the difference?

Describing and **making results available**

Audiences that **may make use** of results

All results which are not restricted due to the protection of intellectual property, security rules or legitimate interests.

Grant Agreement art. **29**

Dissemination

Utilisation of results, for scientific, societal or economic purposes

Groups and entities that are making **concrete use of results**

All results generated during project (exploitation by the project or another entity)

Grant Agreement art. **28**

Exploitation

Making results available

Scientific publications, policy brief, training/ demonstration

Facilitate further use of results

Innovation Management, Copyright Management, Data Management Plan

Making use of results

Spin-off/ start up, product/ service, patent, PhD thesis, Standard



Challenge of D&E

From the side of the project/ beneficiaries

- Lack of capacity or skills
- Focus on scientific work and not so much on how this can benefit end users
- Interpreted as an activity after the project lifetime
- Not truly part of the overall project design

From the side of the commission

- The current reporting on D&E may not be fit for the purpose
- Limited follow up on the project results after the end of the project



Example 1 - Communication

Home > Research and Innovation > Projects > Success Stories >

Bioenergy villages wave goodbye to fossil fuels

Seven communities in south-eastern Europe plan to install biomass-based district heating systems thanks to an EU-funded project designed to reduce reliance on fossil fuels and strengthen local economies.



https://ec.europa.eu/research/infocentre/article_en.cfm?&artid=51125&caller=FP



Example 2 - Dissemination

Results Packs



How the digital revolution is transforming EU-funded brain research

As the world continues to be remodelled by the digital revolution, we are seeing digital technologies embed themselves firmly into all aspects of our lives, including into the mainstream of neurosciences research to help unravel the complexity of brain disorders. In this cross-cutting CORDIS Results Pack, we highlight innovative projects from across the full spectrum of EU-funded research programmes that are helping science make sense of arguably the most complex and mysterious machine in existence – the human brain.

DIGITAL ECONOMY

INDUSTRIAL TECHNOLOGIES

HEALTH



<https://cordis.europa.eu/article/id/401587-cordis-results-pack-on-the-brain>

Source: European Commission



Example 3 – Dissemination/ Exploitation

The Horizon Results Booster (<https://www.horizonresultsbooster.eu>)

Types of services:

- Portfolio D&E Strategy
- Business Plan Development
- Go-To-Market assistance

HORIZON RESULTS BOOSTER

Services About FAQs News Sign in

Horizon Results Booster
Steering research towards strong societal impact, concretising the value of R&I activity for societal challenges

Receive expert support free of charge to disseminate effectively and/or boost exploitation potential of your research results.

READ MORE

Portfolio Dissemination & Exploitation Strategy
Read more >>

Business Plan Development
Read more >>

Go To Market
Read more >>

>>> REQUEST SERVICES <<<

Leader
META
knowledge to market

Partners
Trust-IT Services
Communicating ICT to markets
BDO
ICONS
ECORYS

Subcontractor
PNO



Support for beneficiaries

H2020 online manual & Funding and Tenders Portal

- Dissemination & Exploitation
- Open Access and Data Management
- Communication
- H2020 Glossary
- ...

IPR Helpdesk (free-of-charge, first-line advice and information)

- Guidance (new guidance on C&D&E for HE under development)
- Helpline („response in 3 work days“)
- Trainings
- Dissemination towards potential users of the results



D&E tools offered to beneficiaries

- Horizon Dashboard
- CORDIS
- Horizon Results Booster
- Horizon Impact Award
- Horizon Results Platform (free, is part of the F&T portal)
- ...





Thank you for your attention!

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