Tips for writing a successful proposal in H2020

Baku
13 November 2014
Outline

- Guidance and information
- Submit your proposal
- Evaluation process
- Cross-cutting features
- Innovation tips
Guidance and information
H2020 Calls

Call and all necessary documentation are published on the Research Participant Portal

http://ec.europa.eu/research/participants/portal

- User friendly Participant Portal
- Easy to find funding opportunities
- Interaction with EC services through ECAS login
On this site you can find and secure **funding** for research & innovation projects under the following EU programmes:

- **2014-2020** Horizon 2020 - research and innovation framework programme
- **2007-2013** 7th research framework programme (FP7) and Competitiveness & Innovation Programme (CIP)

**Non-registered users**
- search for funding
- read the funding guide & download the legal documents
- check if an organisation is already registered
- contact our support services or check our FAQs

**Registered users**
- submit your proposal
- sign the grant
- manage your project throughout its lifecycle
When opened, to start submission you first need to select the Type of Action you would like to apply:
- Research and Innovation Action
- Innovation Action
- Coordination and Support Action
Submit your proposal
Admissibility conditions for participation

- Submitted in the electronic submission service
- Readable, accessible and printable
- Complete
- Includes a draft plan for the exploitation and dissemination of the results
- Page limits will apply
Electronic Submission

Electronic Submission System accessed from the call page
1. ECAS password
2. Participant Identification Code (PIC) compulsory for all partners
3. Prepare proposal
   - On-line for structured part – Administrative forms
   - Upload non-structured part – Technical annex - pdf files
4. Validation checks
5. Submit the proposal before the 17h00 deadline

Submission failure rate = ± 1%
Only reason for failure: waiting till the last minute
- Technical problems
- Panic-induced errors (uploading the wrong proposal)
- Starting the uploading too late → running out of time
Administrative forms

Section 1: General information
- Title, acronym, topic, etc.
- Fixed and free keywords
- 2000 character proposal abstract
- Previous/current submission
- Declarations

Section 2: Participants & contacts (one form per partner)
- PIC to identify the partner
- Department
- Dependencies
- Contact information
Section 3: Budget and requested grant

### 3 - Budget for the proposal

<table>
<thead>
<tr>
<th>Participant</th>
<th>Country</th>
<th>(A) Direct personnel costs/€</th>
<th>(B) Other direct costs/€</th>
<th>(C) Direct costs of sub-contracting /€</th>
<th>(D) Direct costs of providing financial support to third parties/E</th>
<th>(E) Costs of inkind contributions not used on the beneficiary’s premises/E</th>
<th>(F) Indirect Costs/E (=0.25(A+B+E))</th>
<th>(G) Special unit costs covering direct &amp; indirect costs</th>
<th>(H) Total estimated eligible costs/E (=A+B+C+D+F+G)</th>
<th>(I) Reimbursement rate</th>
<th>(J) Max. grant / € (=H*I)</th>
<th>(K) Requested grant / €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beird Consulting SCS</td>
<td>BE</td>
<td>1 000 000</td>
<td>200 000</td>
<td>30 000</td>
<td>4 000</td>
<td>500</td>
<td>299 875</td>
<td>60</td>
<td>1 533 935</td>
<td>100</td>
<td>1 533 935</td>
<td>1 500 000</td>
</tr>
<tr>
<td>TELEFONICA SA</td>
<td>ES</td>
<td>2 000 000</td>
<td>300 000</td>
<td>40 000</td>
<td>5 000</td>
<td>600</td>
<td>574 850</td>
<td>70</td>
<td>2 919 920</td>
<td>100</td>
<td>2 919 920</td>
<td>2 900 000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>3 000 000</strong></td>
<td><strong>500 000</strong></td>
<td><strong>70 000</strong></td>
<td><strong>9 000</strong></td>
<td><strong>1 100</strong></td>
<td><strong>874 725</strong></td>
<td><strong>130</strong></td>
<td><strong>4 453 855</strong></td>
<td><strong>170</strong></td>
<td><strong>4 453 855</strong></td>
<td><strong>4 400 000</strong></td>
</tr>
</tbody>
</table>

Section 4: Ethics' questionnaire

Section 5: Call specific questions

- Clinical trial, Stage 2, SME instrument, Open Data Pilot, ERANET, PCP, PPI
Based around evaluation criteria:

**Section 1: Excellence**
- E.g. Objectives, concept, progress beyond state-of-art,…

**Section 2: Impact**
- E.g. Potential impact (incl. with reference to WP); measures to maximise impact (**dissemination, communication, exploitation**)

**Section 3: Implementation**
- Including **work packages descriptions**
- Information on third parties and subcontractors
Technical annex – 2 pdf files

2\textsuperscript{nd} PDF: Sections 4 - 5

Section 4: Members of the consortium

Section 5: Ethics and Security

Templates supplied by the submission system and available on Participant Portal (under topic conditions)
Submission in H2020

- Simpler but tougher page limits:
  - 70 pages for RIA and IA full proposals
  - 50 pages for CSA
  - also for SME Instrument, PCP, PPI, ERANET co-fund, ...
  - apply only to sections 1-3 of the Technical Annex (1st PDF)

  - check page limit in topic conditions or proposal template
  - “warn and watermark” in first round of calls

- Self-check for SME status, financial viability
Successful electronic submission

- Each submission overwrites the previous one
- Make an early submission to check out the procedure and your proposal
- Make your final submission in good time ...
- ... then look at what you submitted while there is still time to resubmit a correct version

Never (ever!) plan to submit in the last 30 minutes of the call!

If in trouble, immediately call the submission service helpdesk
Evaluation process
Evaluation process

Receipt of proposals
- Eligibility check
- Allocation of proposals to evaluators

Individual evaluation
- Individual Evaluation Reports
  (Usually done remotely)

Consensus group
- Consensus Report
  (May be done remotely)

Panel Review
- Panel report
  Evaluation Summary Report
  Panel ranked list

Finalisation
- Final ranked list

Process monitored by independent experts
Same process than FP7... but adapting to Horizon 2020

Coherence across the programme

New types of calls; new types of proposals

- multi-disciplinary and multi-sectorial; more emphasis on innovation and close-to-market

Simplification, for applicants, experts, and for streamlined operations;

- 8 months time to grant:
  - 5 months to evaluate and inform applicants on evaluation outcome
  - 3 months for grant preparation and signing
No grant negotiation phase!

- A proposal is evaluated as submitted not on its potential if certain changes were to be made.

- Shortcomings are reflected in a lower score for the corresponding criterion.

- Shortcomings are mentioned, but no recommendations made.

- Proposals with significant weaknesses that prevent the project from achieving its objectives or with resources being seriously over-estimated must not receive above-threshold scores; any proposal with scores above thresholds can be selected as submitted.
Evaluation of proposals

- Evaluation carried out by independent experts

- **Award criteria**
  - Excellence
  - Impact
  - Quality and efficiency in the implementation

  Details, e.g. the sub-criteria, weightings and thresholds are described in the Workprogramme
Selection criteria

Operational capacity (no specific provisions)

• Operational capacity means that the applicants must have the professional competencies and qualifications required to complete the proposed action or work programme: it may be assessed on the basis of specific qualifications, professional experience and references in the field concerned.

• checked against the information provided in
  – Curriculum Vitae or description of the profile of the applicant
  – Relevant publications or achievements
  – Relevant previous projects or activities
  – Description of any significant infrastructure or any major items of technical equipment

• Financial capacity
  – Only coordinator of actions asking for 500 kEUR or more, except specific cases
  – No verification of public bodies, entities guaranteed by a MS or AC and higher and secondary education establishments
Selection of proposals

In each topic, all above threshold proposals are listed in descending order of overall scores.

We select proposals starting from the top of the list until the available budget is consumed.

Hence, the ranking of proposal is very important.
Cross-cutting features

- Standardisation
- RRI and SSH
- Dissemination
- Communication
Communication: Why should you communicate?

Because you have a good story and a clear message for a target audience.

Examples:
Your project is successful and you want to:

• show that investment in innovation is worth it and you wish to ask a specific audience (e.g. policy makers) for more investment

• highlight a successful partnership and influence a choice for replicating and scaling up (MS participation, co-funding, collaboration instruments, etc.)

• build a community for discussion, project development, scaling up, best-practice exchange, experience sharing, piloting before market, etc.

• show the impact of the project to your region ('localise' the content via your local media)
Communication action in practice

- Plan your communication actions: get started soon and identify the right timing
- Map your audience and stakeholders
- Build a narrative which includes the EU policy your project contributes to implement
- Find good stories: examples, facts and figures and use visualisation if appropriate (infographics, figures, videos)
- Choose the most appropriate style and language (it depends on your audience) to express the concepts and messages, choose the most appropriate tools to reach your goals and target audience
- Go social (use social media: Facebook, Twitter etc.)!
- Follow up, monitor and measure
- Keep your PO informed!
Our channels

**DAE Facebook page:** Digital Agenda for Europe

Twitter account: @DigitalAgendaEU, know your key hashtags

Digital Agenda web page, its Newsroom, its blog

Youtube Channel DigitalAgendaEU
Innovation
Tip 1:  
Innovation is mainstreamed in Horizon 2020  
(ignore this at your own risk!)
Tip 2: 'Innovation Actions' do not have a monopoly on Innovation

(100% funded Research & Innovation Actions should also address Innovation)
Tip 3: 

*Exploitation ≠ Innovation*
Tip 3 (expanded):

<table>
<thead>
<tr>
<th>Research &amp; Innovation Actions</th>
<th>Innovation Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic &amp; applied research</td>
<td>Limited R&amp;D activities</td>
</tr>
<tr>
<td>Testing / validation on small-scale prototype (in lab or simulated</td>
<td>Prototyping, testing, large-scale product validation &amp; market replication</td>
</tr>
<tr>
<td>environment)</td>
<td></td>
</tr>
<tr>
<td>Limited demo or pilot activities (to show tech feasibility in a</td>
<td>Demo or pilot activities (to show tech feasibility in operational environment)</td>
</tr>
<tr>
<td>near to operational environment)</td>
<td></td>
</tr>
<tr>
<td>Developing innovations meeting needs of markets</td>
<td>Developing innovations meeting needs of markets &amp; their delivery to market</td>
</tr>
</tbody>
</table>

Exploitation activities
Innovation management
Tip 4:
Different aspects of innovation are called for under each of the 3 evaluation criteria

(Bonus tip: The exact same criteria are used for R&I actions and for Innovation actions)
Tip 4 (expanded):

'Excellence' criterion (excerpt)

- Extent that proposed work is ambitious, has innovation potential, and is beyond the state of the art

'Impact' criterion (excerpt)

- Enhancing innovation capacity and integration of new knowledge;
- ...developing innovations meeting the needs of European and global markets; and, where relevant, by delivering such innovations to the markets

'Quality & efficiency of the implementation' (excerpt)

- Appropriateness of the management structures and procedures, including risk and innovation management.

Note: For 'Innovation' actions the score for 'impact' will be weighted by a factor of 1.5
Experts

Appropriately qualified professional should apply to work as experts in H2020 evaluations

Application via the Participant Portal

The selection per call is made to ensure broad ranging and expertise, and avoiding conflicts of interest
Find out more

On the Horizon2020 web site


On the participants portal


H2020 Helpdesk, including FAQ


Contact your National Contact Points

ICT 2015
20-22 October 2015 in Lisbon, Portugal

Features of the event:
- Conference
- Exhibition
- Networking

Venue:
CCL – Lisboa Congress Centre

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