

Korean ICT Expert Forum - 25 May 2018, Brussels

Developing a successful H2020 proposal

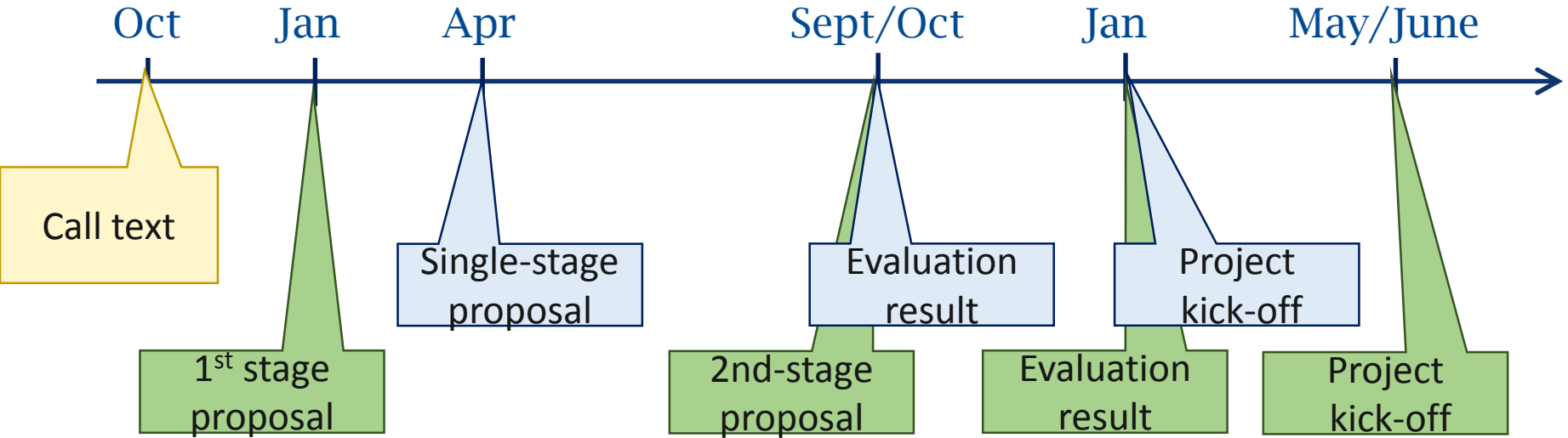
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Introduction

- Why am I participating in proposal?
 - Carry out activities relating to my business in the scope of a call
 - Receive funding
- Thus criteria for a good proposal are:
 - Winning the competition and get funded
 - Running a project providing exploitation results

From Calls to Project Kick Off



Find a Call

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RESEARCH & INNOVATION Participant Portal

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EU Programmes 2014-2020

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H2020

3rd Health Programme

Asylum, Migration and Integration Fund

Consumer Programme

COSME

European Statistics Programme

Hercule III Programme

Internal Security Fund - Borders

Internal Security Fund - Police

Justice Programme

Pilot Projects & Preparatory Actions

Promotion of Agricultural

Calls for Proposals

Horizon 2020

- Excellent Science
 - European Research Council (ERC)
 - Future and Emerging Technologies (FET)
 - Marie-Sklodowska-Curie Actions
 - Research Infrastructures
- Industrial Leadership
 - Leadership in enabling and industrial technologies (LEIT)
 - Information and Communication Technologies

Status Calls with forthcoming topics Calls with open topics Calls with only closed topics

Sort by Call title Call identifier Publication date Filter a call FILTER

Excellent Science	Industrial Leadership	Industrial Leadership
Call for proposals for ERC Advanced Grant	EIC Horizon Prize for 'Blockchains for Social Good'	EIC Horizon Prize for 'Epidemics'
ERC-2018-ADG	H2020-Blockchain-EICPrize-2019	H2020-epidemics-EICPrize-2020
Publication date:17 May 2018	Publication date:16 May 2018	Publication date:26 April 2018

Find calls using the Research and Innovation portal/funding opportunities:
<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/index.html>

Select and filter types of calls

Open selected call

Access call information

The screenshot displays the European Commission Participant Portal interface. At the top, there are navigation links: (A-Z) Sitemap, About this site, Contact, Legal Notice, Search, and a language dropdown set to English. The main header includes the European Commission logo and the text 'RESEARCH & INNOVATION Participant Portal'. Below this is a search bar and a secondary navigation menu with options like HOME, FUNDING OPPORTUNITIES, HOW TO PARTICIPATE, PROJECTS & RESULTS, EXPERTS, SUPPORT, LOGIN, and REGISTER. The main content area is titled 'EU Programmes 2014-2020' and features a sidebar with search topics and updates. The central focus is a call listing for 'CALL: INFORMATION AND COMMUNICATION TECHNOLOGIES' with call identifier H2020-ICT-2018-2020 and a publication date of 27 October 2017. A link for 'Call budget overview' is provided. Below the call title, there is a section for 'Horizon 2020' with details on the pillar (Industrial Leadership), work programme year (H2020-2018-2020), and work programme part (Information and Communication Technologies), accompanied by a link to the 'H2020 website'. Further down, a 'Call summary and aims' section states the call is expected to continue in 2020 and mentions leveraging cascading grants. A '+ More' button is visible. The 'Call updates' section shows a recent update from 17 April 2018 at 17:24, noting that call H2020-ICT-2018-2 closed at 17:00 and 530 proposals were submitted.

Link for downloading the work-programme part (e.g. ICT)

Call details

Type of actions (extract)

- Research and Innovation Action (100%)
 - *Activities aiming to establish new knowledge and/or to explore the feasibility of a new or improved technology, product, process, service or solution*
- Innovation Action (70%)
 - *Activities directly aiming at producing plans and arrangements or designs for new, altered or improved products, processes or services*
- Coordination and Support Action (100%)
 - *Accompanying measures such as standardisation, dissemination, awareness-raising and communication, networking, coordination or support services, policy dialogues and mutual learning exercises and studies*

From Call to consortium

1. Analyse call text and identify
 1. Required areas of expertise
 2. Types of stakeholder needed according to impacts
2. Form the consortium in 2 stages
 1. Core group
 1. Key/essential partners
 2. Proposal expert writers
 3. Decide coordinator
 2. Remaining partners
 1. Gather remaining partners according to actual needs (minimum 3 EU countries)

Proposal structure

- Part A
 - General information, participants, budget, ethics, call specific questions
- Part B – 5 sections
 1. Excellence – 5 points/15
 2. Impact – 5 points/15
 3. Implementation – 5 points/15
 4. Members of the consortium
 5. Ethics
 - Size limited for sections 1, 2 and 3:
 - 50 pages for CSA
 - 70 pages for RIA and IA (exceptionally 100 pages)

Part B sections 1 to 3 - ratios

#	title	Pages	Points	Comment
1	Excellence	40-50	5	Selling the ideas
2	Impact	20-30	5	Outreach
3	Implementation	20-30	5	Organisation - governance
		70	15	

Evaluation criteria:

- Excellence
- Impact
- Quality and efficiency of the implementation
 - Also to assess operational capacity to carry out the work

Evaluation thresholds:

- Per criteria: 3 points - Overall: 10 points

Rating aspects for excellence

1. Excellence

Note: The following aspects will be taken into account, to the extent that the proposed work corresponds to the topic description in the work programme:

- **Clarity and pertinence of the objectives**
- **Soundness of the concept, and credibility of the proposed methodology**
- **Extent that the proposed work is beyond the state of the art, and demonstrates innovation potential (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models)**
- **Appropriate consideration of interdisciplinary approaches and, where relevant, use of stakeholder knowledge and gender dimension in research and innovation content**

Comments:

Score 1:
Threshold 3/5

https://ec.europa.eu/research/participants/data/ref/h2020/call_ptef/ef/2018-2020/h2020-call-ef-ria-ia-csa-2018-20_en.pdf

Evaluation process

- Validity check by EC (Completeness – Nr. of pages, format ...)
- Evaluation by independent experts
 - 5 experts doing an individual evaluation and meeting then together for providing a global evaluation based on consensus
 - EC is attending the expert meeting as “observer” – do not influence the evaluation

Excellence

1. Introduction – backgrounds
2. Vision (opt.) – objectives
 1. Overall objective
 2. Detailed objectives
3. Relations to the work programme
4. Concept and approach
5. Ambition
 - State of the Art – beyond SoA

Objectives

- The starting blocks
 - Convincing or not the reviewers – provides the good or bad mood for reading and evaluating the remaining part of the proposal
 - Needs to be “*clear, measurable, realistic and achievable within the duration of the project*”
 - It is recommended to provide elaborated and well structured objectives

Example

OBJECTIVE 4: Explore and asses new business opportunities for CCAM with 5G.

Means to achievement:

- **Explore:** 1) **Financing schemes** such as Public-Private Partnerships, subsidisation, crowdfunding, in-kind contribution, venture capital, etc. along with the associated products; 2) **Revenue allocation models** taking into account concepts concerning e.g., OEMs, as well as transport operators The revenue allocation models to be followed in each trial will be finalised at the early stages of the project and applied during the trials;
- Finalise the propositions using the **results of the trials and the business impact assessment** (T5.3).

Measurable outcomes:

The set of deliverables of WP6, particularly: D6.3 – *Report on the 5G enabled business models for automated mobility.*

Combine full text and tables to ease reading and understanding

Relation to the work Programme

Scope	Contribution of the project	Link to objective and WP
<p>Qualify and quantify, from a business perspective, the added value of cellular connectivity compared to pure meshed connectivity or to purely disconnected scenarios.</p>	<p>On one hand, ...provide the appropriate technical context to service providers. On the other hand, .. provide a reference for optimally serving V2X applications needs to MNOs. Therefore, ... expected financials to invest, deploy and operate 5G infrastructures and CCAM services with improved autonomy, cooperation, robustness, cost-effectiveness and reliability. This analysis will lead to a map matching different business models with different compliance profiles or QoS levels.</p>	<p>Objective 4 by means of innovative business models in WP6.</p>

Call text

Concept and Approach

- Concept
 - The “what” the project will implement to achieve the objectives
 - Based on existing technology and asset and explaining how to extend them or create/develop new concepts
 - Reasonable balance of text and figures
- Methodology
 - The “how” – project organisation and phases
 - Matching the Work Package structure in the section 3

Section 2 - impacts

- What are the expected impacts
 - Societal, scientific, strategic, business ..
 - Use of methodology: SWOT
- Maximising the impact
 - Dissemination communication
 - Business models - CANVAS
- Provide KPIs

Section 3 - Implementation

- Work packages and Tasks
 - Logical structure according to the project activities
 - Clear task description:
 - Objectives - activities - results - Participant roles
- Deliverables (example: 1/task)
- Milestones (5 to 10)
- Governance - cost
- Rationale for the consortium

WP structure example

WP1
Coordination

WP2
Specifications

WP3
Implementation

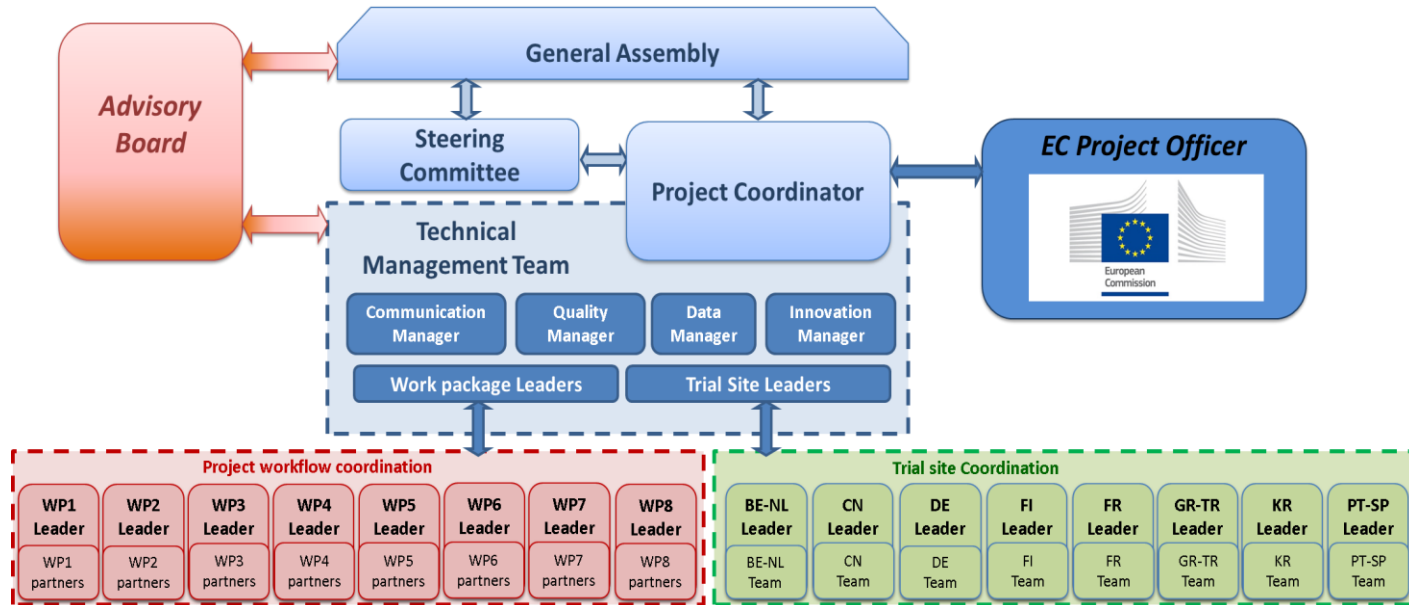
WP4
Trials/Pilots

WP5
Evaluation

WP6
Dissemination

T3.1 - Platform
T3.2 - Connectivity
T3.3 - Application
T4.4 - Verification

Governance example



Conclusions

- Proposal = selling document
 - Need to convince the reviewer – not only yourself
 - Always relate to the call text and other objective elements, which reviewer have: e.g. Papers and other presentation referenced by the EC
 - Convince at the start of the reading with the first paragraphs and the objectives
 - Keep clarity consistency
 - Cross relate the different part to prove consistency- use deliverables and other results as a proof of realistic objectives
- Avoid
 - Unclear terminology – add definitions as necessary
 - Statements or views subject to interpretation
 - Unreadable figures
- Organise proof and quality check by external experts or “dummies”



Thank you

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