



THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

# HORIZON 2020

## *Tips for proposers*

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# What are you looking for?

- **MAXIMISE IMPACT OF PROGRAMME** on R & D & I
- **INCREASED VISIBILITY OF EUROPEAN FUNDING**
- **IMPROVE THE EXPLOITATION OF SCIENTIFIC & TECHNOLOGICAL RESULTS**
- **STRONGER INDUSTRY/USER PARTICIPATION & COMMITMENT**

## Most common mistakes

- Explain the **what** but **not the how**
- Bring a partner that "**look good**", without clear added value
- Does not explain the **interdependencies** between WP/tasks
- Lack **concreteness**
- **Improvised Exploitation plan/Business case**
- Does not **DEMONSTRATE** the requested **expertise**

## Horizon 2020 – Proposal content

- *A short grant preparation phase – No negotiation → proposal = final project work plan, not a sales brochure*
- *The maturity, specificity and completeness of the work plan will be taken into account at the evaluation stage → weaknesses will be penalised*

# Horizon 2020 – Proposal content

- *Risk assessment*
  - Both project **management** risks and **content**
  - **Credible contingency plan**
- *Workpackages description*
  - **Measurable Objectives**
  - Reflected in the **tasks** descriptions and deliverables.
  - **Self-Assessment of progress** and results
  - **Interdependencies** between tasks
  - **Partners contributions to tasks**
- *Deliverables and milestones*
  - Keep the list **compact** + clear **description**
  - Specify major **milestones** + corresponding **measurable** objectives + means of **verification**

## Important points note

- Impact
  - Assess the expected impact given the whole package: the objectives, approach, work plan, consortium, dissemination & exploitation activities, etc. – i.e., what can be realistically achieved within the timeframe of the project
- Value for money is an important factor

## Exploitation plan - Crucial

- *Concrete exploitation strategy:*
  - *potential exploitable results*
  - *target users*
  - *mechanism planned DURING the project for attracting them*
  - *credible business case (as appropriate)*
  - *involvement of people with the right expertise (for technology transfer, patents etc.) is highly encouraged where appropriate*
  - *path towards exploitation (at partner level & project level).*

## Role of industries and end users

- *Industry has a far **greater role** to play in R&I than before. Involvement of industry as **manufacturers**, system **suppliers**, **integrators** or **users** is welcome, as appropriate, depending on the needs of the project and on the technology readiness level addressed.*
- *The involvement of **end users** in projects is greatly **encouraged**.*



## Dissemination/exploitation

- *If industrial dimensions -> not necessary to make all deliverables public. In that case, **justify why** and describe the plans to protect and exploit such results.*
- *H2020 rules on IPR assure that "Ownership of background is not affected by participation in a H2020 project", and "Results are owned by the beneficiary that generates them. "*
- **BUT DISSEMINATION -> DEMONSTRATE IMPACT OF THE FUNDING**

## Measures to maximise impact – dissemination of results

- *Concrete dissemination plan, scientific and non-scientific, with a coherent **vision**, not just a 'shopping list'*
- *Targeting **all types of** media channels and audiences (website, press releases, publications, exhibits at fairs, social media), **as relevant***

## Last but not least

- *Read the call text carefully*
- *70 pages (including references) is plenty provided you go to the point, and avoid repetition*



**THANK YOU!**