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TIPS ON HOW TO DESIGN A COMPETITIVE H2020 PROPOSAL

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TO DEAL WITH H2020 YOU HAVE TO KEEP IN MIND THAT:

- ✓ research is coupled to market-oriented innovation potential
- ✓ your future project idea has to be smartly tailored to fit as much as possible in the H2020 call you choose (absolutely not the opposite)
- ✓ to submit for different topics, (maybe under different calls) where you can fit your proposal, means to arise the success probability of your project
- ✓ for each topic you choose there are specific key words and features that you have to remind for all the time of your project planning (as lighthouse in the storm)
- ✓ a strategy concerning dissemination and exploitation of project results has to be strongly developed in the proposal

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BEFORE BUILDING YOUR PROPOSAL YOU HAVE TO:

- ✓ **read** carefully H2020 on line manual and reference documents
- http://ec.europa.eu/research/participants/portal/desktop/en/funding/guide.html

- http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html

- ✓ **read** carefully the H2020 structure
- http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/applying-for-funding/find-a-call/h2020-structure-and-budget_en.htm#ExSc

- ✓ **read** carefully the H2020 evaluation criteria
- http://ec.europa.eu/research/participants/data/ref/h2020/call_ptef/ef/h2020-call-ef-ria-ia-csa_en.pdf

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BRICK TO BRICK TO DESIGN YOUR PROPOSAL:

- ✓ find the call(s) you are interested to
- ✓ choose the individual topic(s)
- ✓ focus on its/their topic description(s) (specific challenge, scope, expected impacts, type of action)
- ✓ gather “the intelligence" for your project
- ✓ build up the best possible project team (have good and balanced consortium with a good mix between industry and academia)
- ✓ deliver the “killer” proposal (a killer proposal has at least 14,5 score)

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GATHERING INTELLIGENCE MEANS TO KNOW:

- ✓ the EC Unit´s agenda (priority areas, strategic policy, instruments, implementation)
- ✓ detailed rules for participation (financial rules and rules for applicants)
- ✓ what the state-of-the-art (SOTA) is (project landscape, scientific literature, European patent databases)
- ✓ your potential partners
- ✓ your potential competitors

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PROPOSAL CREATION

- ✓ What and whose problem?
- ✓ Is it a European problem ?
- ✓ Is the solution already available?
- ✓ Why now?
- ✓ Are you the best people to perform this project ?

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(MARKET-ORIENTED) INNOVATION POTENTIAL

- ✓ Does it solve a relevant industry /social problem?
- ✓ Does it cut costs / create job?
- ✓ Does it go beyond product innovation?
- ✓ Can you design a simple concept development model to determine product feasibility? How?

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FOCUS ON:

- ✓ opportunity/problem
- ✓ direct beneficiaries/end-users (one of the Consortium partner)
- ✓ measurable and tangible results
- ✓ main impacts (vision)

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SELF-EVALUATION FORM
RESEARCH AND INNOVATION ACTIONS
INNOVATION ACTIONS

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This form is made available to applicants who may themselves wish to arrange an evaluation of their proposal (e.g. by an impartial colleague) prior to final editing, submission and deadline. The aim is to help applicants identify ways to improve their proposals.

The forms used by the experts for their evaluation reports will be broadly similar, although the detail and layout may differ.

These forms are based on the standard criteria, scores and thresholds. Check whether special schemes apply to the topics of interest to you. The definitive evaluation schemes are given in the work programme.

A self-evaluation, if carried out, is not to be submitted to the Commission, and has no bearing whatsoever on the conduct of the evaluation.

Scoring

Scores must be in the range 0-5. Half marks may be given. Evaluators will be asked to score proposals as they were submitted, rather than on their potential if certain changes were to be made. When an evaluator identifies significant shortcomings, he or she must reflect this by awarding a lower score for the criterion concerned.

Interpretation of the scores

0 — The **proposal fails to address the criterion** or cannot be assessed due to missing or incomplete information.
1 — **Poor.** The criterion is inadequately addressed, or there are serious inherent weaknesses.
2 — **Fair.** The proposal broadly addresses the criterion, but there are significant weaknesses.
3 — **Good.** The proposal addresses the criterion well, but a number of shortcomings are present.
4 — **Very Good.** The proposal addresses the criterion very well, but a small number of shortcomings are present.
5 — **Excellent.** The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

Thresholds

The threshold for individual criteria is 3. The overall threshold, applying to the sum of the three individual scores, is 10.

Two-stage submission schemes

The scheme below is applicable to a full proposal. For the evaluation of first-stage proposals under a two-stage submission procedure, only the criteria 'excellence' and 'impact' will be evaluated. Within these criteria, only the aspects in bold will be considered. The threshold for both individual criteria will be 4.

Weighting

For Innovation actions and the SME instrument (phases 1 and 2), to determine the ranking, the score for the criterion 'impact' will be given a weight of 1.5.

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;**
- Credibility of the proposed approach;
- **Soundness of the concept, including trans-disciplinary considerations, where relevant;**
- **Extent that proposed work is ambitious, has innovation potential, and is beyond the state of the art (e.g. ground-breaking objectives, novel concepts and approaches).**

Comments:

Score 1:
Threshold 3/5

2. Impact

Note: The following aspects will be taken into account, to the extent to which the outputs of the project should contribute at the European and/or International level:

- **The 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 meeting the needs of European and global markets, and where relevant, by delivering such innovations to the markets;
- Any other environmental and socially important impacts;
- Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.

Comments:

Score 2:
Threshold 3/5

3. Quality and efficiency of the implementation*

Note: The following aspects will be taken into account:

- Coherence and effectiveness of the work plan, including appropriateness of the allocation of tasks and resources;
- Complementarity of the participants within the consortium (when relevant);
- Appropriateness of the management structures and procedures, including risk and innovation management.

Comments:

Score 3:
Threshold 3/5

Total score (1+2+3)
Threshold 10/15

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EXCELLENCE
EVALUATORS LOOK FOR:

- objectives (specific, measurable, achievable, relevant and time-related) and tangible results
- the project potential to go beyond the actual SOTA
- who are the end-users and how will they benefit?
- methodology
- suitable choice of your partners (with necessary skills)

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IMPACT
EVALUATORS LOOK FOR:

- ✓ Coherence between the project impact and those outlined in the topic description
- ✓ Strategy to disseminate and to exploit results
- ✓ Management of IPR: what (i.e. patents, copyright, know how, industrial designs), who (owns them), how

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IMPLEMENTATION EVALUATORS LOOK FOR:

- ✓ Coherence and effectiveness of the work plan, including tasks and resources (make sure budget is sufficient and justified!)
- ✓ Complementarity of the participants within the Consortium (suitable choice of your partners)
- ✓ Appropriateness of the management structures (diagram!) and procedures

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FOR FURTHER DETAILS, ADVICES AND SUPPORT IN A PROJECT PLANNING CONTACT:

Office Support to Research (Polo Collina)

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- Dissemination is defined as a planned process of providing information on the quality, relevance and effectiveness of the results of programmes and initiatives to key actors. It occurs as and when the results of programmes and initiatives become available.

- Exploitation consists of 'mainstreaming' and 'multiplication'.
  - Mainstreaming is the planned process of transferring the successful results of programmes and initiatives to appropriate decision makers in regulated local, regional, national and European systems.
  - Multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives

- Dissemination and exploitation are therefore distinct but closely related to one another. The keys to a successful **exploitation of results** are:
  - Producing relevant results from projects and programmes/initiatives to satisfy the demands of providers, policy-makers and ultimately society more generally
  - Ensuring, through the use of effective dissemination and exploitation, that such results reach the right target audiences in a format and at a time which enables them to benefit

Project management Diagram Types: