ETNA2020 webinar 05/12/2018

How to write a good proposal : 1 hour overview

The Brussels Agency for Business Support
NCP Academy – Partner
NCP Academy helps NCPs...

- Through **integrated high quality training courses** of Horizon 2020, including on cross-cutting aspects
- By bringing together **NCP Coordinators and NCPs for Legal & Financial aspects** of H2020 to share knowledge and best practices. And creating a joint **NCP knowledge hub** with thematic NCPs.
- Therefore contributing to further professionalisation of NCP services across Europe and a **simplified access to H2020 calls**

This project has received funding from the European Union’s Horizon 2020 research and innovation programme

www.ncpacademy.eu
Invited speaker of ETNA2020

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What will we achieve today

After this webinar, you will
• Understand when **Horizon 2020** is interesting for you
• Learn about **planning, preparing and submitting a proposal**
• Understand why **partners** are important and how to find them
• Know a few **writing tips & tricks** in relation to the evaluation process

*For first time applicants and NCPs with limited experience*
What is Horizon2020

- EU financial framework for Research, Development & Innovation 2014-2020
- Funds the whole cycle of a product, service or concept, -> from idea to market

SME friendly, more funds, less administrative... and more competitive
Is Horizon2020 for you?

- What problem are you trying to solve?
- Is it a European priority?
- Is the solution already available?
- Why now?
- Why you?
Preparing & Submitting your H2020 proposal – main steps:

1. Find a call
2. Find a partner
3. Plan
4. Write
5. Submit
Preparing & Submitting your H2020 Proposal – step 1

1. Find a call
2. Find a partner
3. Plan
4. Write
5. Submit

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The (NEW) Funding & Tender Opportunities Portal reflects the structure of H2020

Structured & keyword searches

Find calls for proposals in Horizon 2020

Filter by programme part:
- Excellent Science
- Industrial Leadership
- Societal Challenges
- Spreading excellence and widening participation
- Science with and for Society
- The European Institute of Innovation and Technology (EIT)
- Euratom Research and Training Programme 2014-2018

Filter by focus area:
- Building a low-carbon, climate resilient future
- Connecting economic and environmental gains – the Circular Economy
- Digitising and transforming European industry and services
- Boosting the effectiveness of the Security Union

Filter by cross-cutting priority:
- Cross-cutting Key-Enabling Technologies
- Contractual Public-Private Partnerships
- ERA-NET
- Gender
- International cooperation
- Open Innovation
- Open Science
- Open to the World

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/h2020
Calls are divided into topics
Integrated home renovation services

**ID:** LC-SC3-EU-2-2018-2019

**Focus area:** Building a low-carbon, climate resilient future (LC)

**Type of action:**

- CSA Coordination and support action
  - Deadline Model: single-stage
  - Planned opening data: 12 March 2019
  - Deadline time: 03 September 2019 17:00:00 Brussels
- CSA Coordination and support action
  - Deadline Model: single-stage
  - Opening: 25 January 2018
  - Closing: 13 September 2018 17:00:00 Brussels

**Horizon 2020**

**Work programme:** Secure, clean and efficient energy

**Work programme year:** H2020-2018-2020

**Call name:** BUILDING A LOW-CARBON, CLIMATE RESILIENT FUTURE: SECURE, CLEAN AND EFFICIENT ENERGY | **Call ID:** H2020-LC-SC3-2018-2019-2020

**See budget overview**
Read the description carefully

**Topic Updates**

- Mar 1, 2018 12:48:37 PM
  **IMPORTANT - Page limits applicable to proposals**
  Applicants are allowed to remove the page break in the cover page of the template for the technical annex, i.e. the proposal text can start on the cover page.
- Feb 16, 2018 2:16:31 PM

**Topic Description**

**Specific Challenge:**

Many project promoters – public authorities, individuals or businesses – lack the skills and capacity to set up, implement and finance ambitious low-energy and clean energy projects. In addition, many project developers still face obstacles in raising the necessary up-front costs for their projects – particularly as the small-scale of investments and the lack of implementation cost – and lack access to attractive and adequate financing products from the market.

**Scope:**

This topic aims at creating or replicating innovative local or regional "integrated home renovation services". The developed services should cover the whole "customer journey" and social diagnosis, technical offer, contracting of works, structuring and provision of finance (e.g. loans or EPCs), to the monitoring of works and quality assurance. Such services should be operational at the end of the project and create more demand for holistic approaches as a result of improved offer by trusted market operators and better awareness.
TRL – Technology Readiness Level

Helps to clarify EC’s expectations and to better target calls in accordance with your project’s progress (from lab to market)
Preparing & Submitting your H2020 proposal – step 2

1. Find a call
2. Find a partner
3. Plan
4. Write
5. Submit
Why do you need Partners?

• H2020 projects are collaborative & European
  ➢ Rule: Min. 3 partners from 3 different countries
  ➢ Partners from outside the EU
  ➢ Check carefully the eligibility criteria

• Anyone from an EU or a H2020 associated country can participate (and get funding if selected)

A few practical tips

- You can join an existing consortium or form a new one
- Be selective!
- Check the Portal

- Use NCP networks

![Partner Search](image)

**Organisations are looking for collaborating partners for this topic**

- View/Edit

LEARs, Account Administrators or self-registrants can publish partner requests for open and forthcoming topics after logging into this Portal.

![Network Logos](image)
Preparing & Submitting your H2020 proposal – step 3

1. Find a call
2. Find a partner
3. Plan
4. Write
5. Submit

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Planning is the key to H2020 success!!

Find the right call & know the conditions

Find & negotiate with partners

Write your first draft

2nd draft & partner meetings

3 months < deadline

2 months < deadline

6 months < deadline

4 months < deadline

7 months < deadline

Finalize your draft

Tip!

Be prepared to submit a week before the deadline

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Preparing & Submitting your H2020 proposal – step 4

1. Find a call
2. Find a partner
3. Plan
4. Write
5. Submit
Structure of a H2020 proposal:

Section 1: EXCELLENCE

- The proposal must correspond to the topic description in the work programme
- Must be credible
- The concept must be sounds including trans-disciplinary considerations
- Must be ambitious and beyond the start of the art

Section 2: IMPACT

- The project results should contribute at European level
- Strengthen the competitiveness and growth of companies by developing innovations meeting the needs of European and global market
- The proposal should include excellent dissemination and exploitation of results strategies

Section 3: IMPLEMENTATION

- Coherence and effectiveness of the work plan, including appropriateness of the allocation of tasks resources
- Complementary of the participants within the consortium
- Appropriateness of the management structures and procedures, including risk and innovation management
Writing tips (I)

• **Read the Work Program** for your topic
• Consider how your project will contribute to the **expected impacts** listed in the Work Program
• Think of social, economic and environmental impact (almost everything has impact)
• Know why this project requires a **European** (rather than national or local) funds
• Know your **market**: the latest developments, latest trends, etc.
Writing tips (II)

• Describe very well the end users
  Citizens, children, elderly persons, students, care givers, etc…

• Describe any positive effects your project can have
  Ex: better access to skills, data and key services

• Make reference to EU initiative and legislation

• Prove that your organization can handle the workload
  Accurate but not shy
  (success stories of organization, skilled people)
Writing tips (III)

Show the **advantages of your solution** = product, service or concept

• Compare your solution with other available products
• List the benefits for the use
• Use : Is the solution easier to use, more convenient?
• Price : Is the solution cheaper?
• Life time : is the solution longer lasting than solutions already available?
Writing tips (IV)

• Use visuals – graphs, pictures, etc.
• Project management tools:
Building your Work Plan

• Full picture of work to be performed
• Helps monitor progress (including by the EC)
• EC requires that you break down project into:
  • Work packages = major subdivision of the project
  • Tasks
• Indicate:
  • Deliverables = output (ex: a report)
  • Milestones = control points
Preparing and Submitting your H2020 proposal – step 5

1. Find a call
2. Find a partner
3. Plan
4. Write
5. Submit
Submit your proposal via the Funding & Tender Portal

Step-by-step manuals: content and IT processes

Type of Action: Coordination & support action [ CSA]

Start SUBMISSION

Get support

Online manual
"Submit a proposal"

IT HOW TO
"Submission of Proposals"

Save drafts
Do not leave it for the last moment

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You need to be registered first!

Step-by-step manual on how to register your organisation


What is needed

• Your personal **EU login** (previously ECAS)
• Your **organization’s PIC number**
• **PICs for all partners (if you are the coordinator)**
Know about the Evaluation Process

Evaluators (indep. experts subject to strict rules on conflict of interest)

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

Individual evaluation
- Individual Evaluation Reports
- 3 criteria + basic operational capability
- (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

Fierce competition:
Remember the evaluation criteria when writing
“Take home” messages

Added value of taking part in H2020 projects is demonstrated, not only financial (IP, publications...)

• Before you start: answer the 5 questions on “Is H2020 suitable for my project?”

• Find the right topic & the right partners

• Plan ahead