



Tips for writing a successful proposal in H2020

Athens

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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*



RESEARCH & INNOVATION

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Participant Portal

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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



WHAT'S NEW?



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Other EU Programmes 2014-2020

Research Fund for Coal & Steel

COSME

3rd Health Programme

Consumer Programme

FP7 & CIP Programmes 2007-2013

Calls

Call Updates

Other Funding Opportunities

Horizon 2020 Calls for Proposals

Excellent Science

- European Research Council
- Future and Emerging Technologies
- Marie Skłodowska-Curie actions
- Research infrastructures

Industrial Leadership

- Leadership in enabling and industrial technologies (LEIT)
- Access to risk finance

Status

- Forthcoming
- Open
- Closed

ICT

FILTER

Filters only programme and call titles and IDs, for extended search go to the [Search Topics page](#).

Sort by

- Title
- Call Id
- Planned Opening Date
- Deadline Date

Industrial Leadership

ICT 2015 - Information and Communications Technologies
H2020-ICT-2015

Deadlines: 14/04/2015

Planned Opening Date: 15/10/2014

In addition to the search facilities, the full list of H2020 Calls can be found [here](#).



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Consumer Programme

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ICT 2015 - Information and Communications Technologies

H2020-ICT-2015

Planned Opening Date 15-10-2014

Publication date 23-07-2014

Total Call Budget €561,000,000

Deadline Date 14-04-2015 17:00:00 (Brussels local time)

Main Pillar Industrial Leadership

Status

Forthcoming

Topic: Technologies for creative industries, social media and convergence

ICT-19-2015

Topic Description

Topic Conditions & Documents

Submission Service

*The submission system will be available on the **planned opening date**. As soon as the submission is open, the topic will be moved to the category of **OPEN** calls. If the submission system is not yet open on the planned opening date, the topic will remain under the category **FORTHCOMING** calls.*

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Other Funding Opportunities

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

Topic Description

Topic Conditions & Documents

Submission Service

To access the Electronic Submission Service of the call, please select the **type of action** that is most relevant to your proposal from the list below. You will then be linked to the correct entry point.

To access existing draft proposals for this call, please login to the Participant Portal and select the My Proposals page of the My Area section

Innovation action [IA]

START SUBMISSION

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 = $\pm 1\%$

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



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Administrative forms

1/2

Section 1: General information

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

The screenshot shows the 'General Information' section of a proposal submission form. It includes fields for 'Topic', 'ACRD', 'Call identifier', 'Proposal title', 'Duration in months', 'Fixed keyword', and 'Free keywords'. There is also a large text area for the 'Abstract' and a checkbox for 'Has this proposal or a very similar one been submitted in the past 2 years or is currently under preparation to be submitted for a call for proposals of any EU programme (including Horizon 2020)'. The form is titled 'European Commission - Research - Participants - Proposal Submission Forms' and includes navigation links like 'Table Of Contents', 'Validation Form', and 'Save And Close'.

Section 2: Participants & contacts

- (one form per partner)
- PIC to identify the partner
- Department
- Dependencies
- Contact information

Administrative forms

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Section 3: Budget and requested grant

3 - Budget for the proposal



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

Section 4: Ethics' questionnaire

Section 5: Call specific questions

- Clinical trial, Stage 2, SME instrument, Open Data Pilot, ERANET, PCP, PPI

Technical annex – 2 pdf files

1/2

1st PDF: Sections 1 - 3

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

2/2

2nd 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

For calls with
fixed deadline



Successful electronic submission

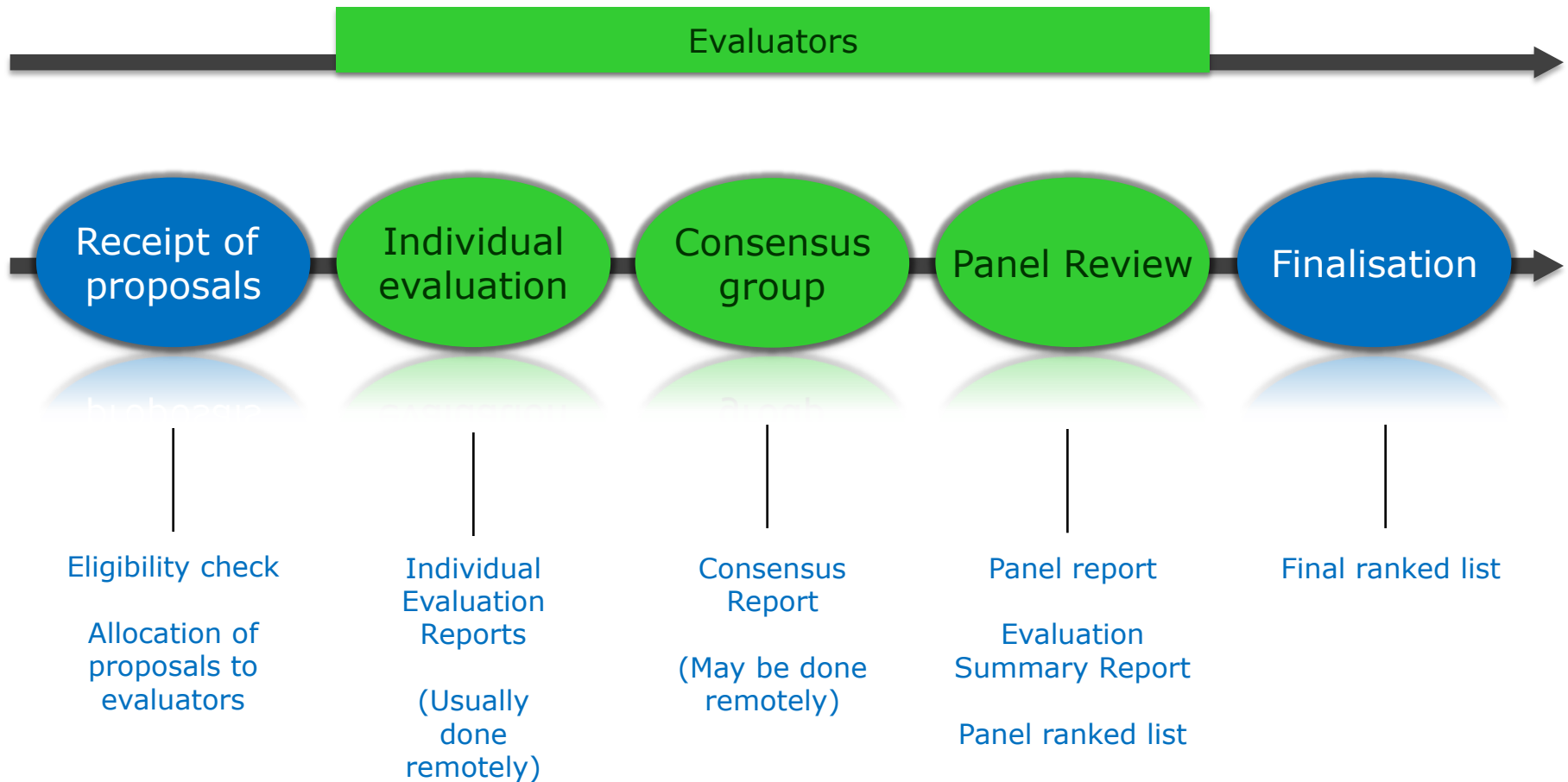
- Each submission overwrites the previous one
- Make an early submission to check out the procedure and your proposal
- Make your final submission in good time ...
- ... then look at what you submitted while there is still time to resubmit a correct version

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



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 ●●● **23**

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 2 (expanded):

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

Tip 3:

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 3 (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**

Some findings and lessons learnt after the first calls



Some numbers for LEIT ICT-related calls:

<u>H2020 ICT2014-1</u>	
Numbers of Proposals:	
•Submitted:	1639
•Ranked (above thresholds):	795
•Retained:	207
Quality (ranked/submitted):	49%
Success (retained/submitted):	13%
<u>H2020-FoF-2014</u>	
Numbers of Proposals:	
•Submitted:	55
•Ranked (above thresholds):	20
•Retained:	8
Quality (ranked/submitted):	36%
Success (retained/submitted):	15%

<u>SME Instruments -- ODI 1st cut-off date</u>	
Numbers of Proposals:	
•Submitted:	886
•Ranked (above thresholds):	107
•Retained:	30
Quality (ranked/submitted):	12%
Success (retained/submitted):	3%
<u>H2020-EUJ-2014</u>	
Numbers of Proposals:	
•Submitted:	23
•Ranked (above thresholds):	12
•Retained:	4
Quality (ranked/submitted):	52%
Success (retained/submitted):	17%

Lessons learnt

Oversubscription:

- *This may be a consequence of the decision to have less prescriptive calls.*
- *Pre-proposal checks might help to discourage out-of-scope proposals → NCP are tasked with the pre-proposal checks*

Innovation:

- *R&IA and IA have the same evaluation criteria: the topic description and the expected impacts reflect the difference*

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- *It is rather complex and clarity can be improved*

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



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