

# Een call op de radar!?

## Hoe ga je te werk?

## Ervaringen & Tips

## vanuit Eindhoven

*Kenniscentrum/VLEVA Workshop*  
*22 september 2016*

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Brainport Eindhoven EU office  
22/09/2016

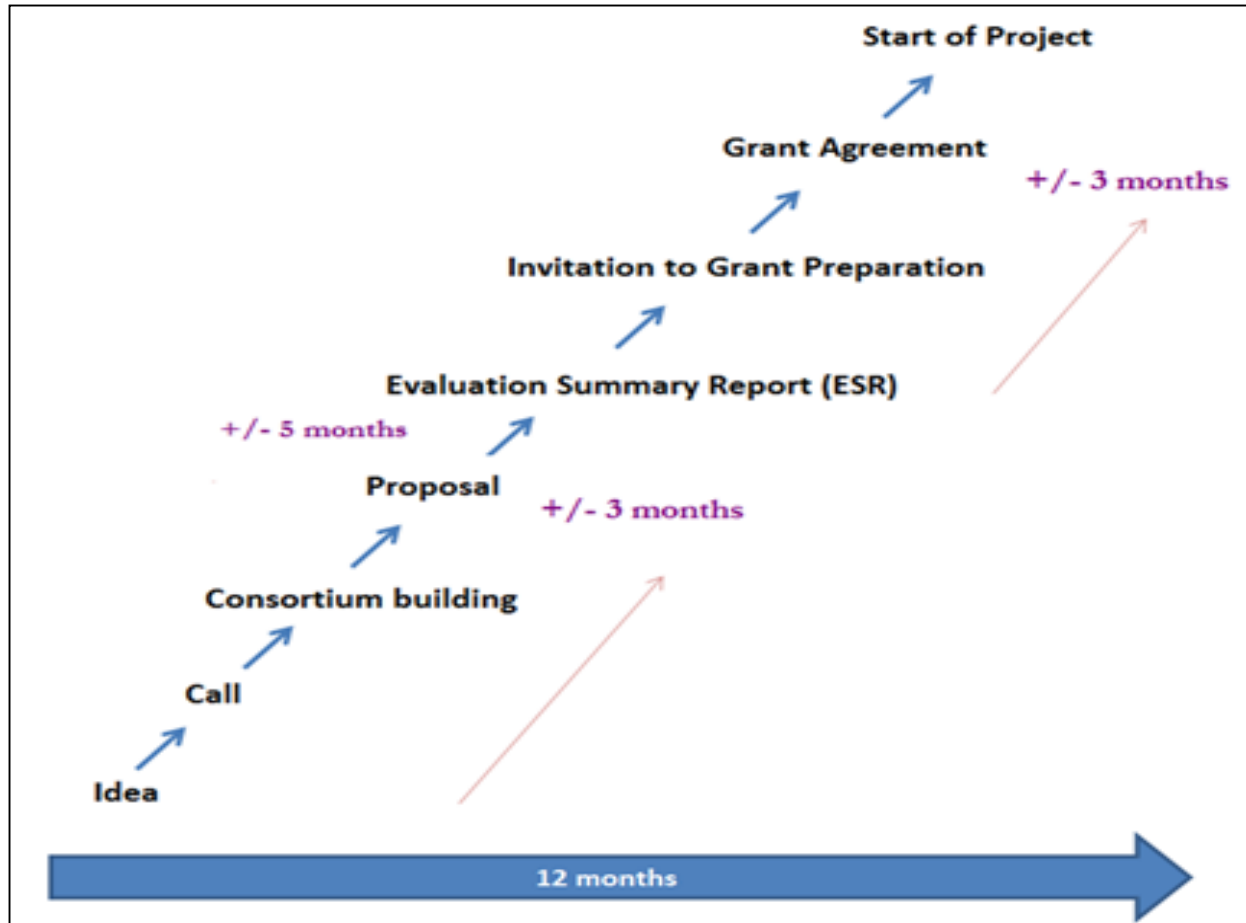


# IMPACT



EINDHOVEN

# From idea to project



# H2020: werkprogramma structuur

2014	2015	2016	2017	2018	2019	2020
Strategic Programme						
Work Programme 1 (plus tentative information for 2016)		Strategic Programme				
		Work Programme 2 (plus tentative information for 2018)		Strategic Programme		
				Work Programme 3 (plus tentative information for 2020)		
						Work Programme 4



# H2020 proposal

- read, read, read (work programme and topic)
- create the dream consortium
- write a killer proposal
  - significant effort that requires discipline and method
    - proposal development takes on average 400 hours
    - address all evaluation criteria
    - make it easy for the reviewers
    - only excellent applications get funded (aim for max. score)
  - frequent mistakes
    - too late start (less than 3 months before deadline)
    - vague objectives and KPIs
    - weak state-of-the-art review
    - no convincing exploitation and dissemination plan
  - how to get started as a newbie?
    - join a consortium led by experienced coordinator
    - use specialised external consultant



# The consortium

## Possible problems/challenges:

- No clear definition and distribution of work
- Not clear what the quality and relevant experience is of the individual participants
- Not able to explain what makes this consortium so strong



# Consortium building

- min. 3 partners from 3 different EU or associated countries
- complementary skills, no major overlaps
- a logical role for each partner, corresponding to skills and expertise
- international/European approach must be evident!
- DON'T build a consortium “because your friends”



# How to find suitable partners

- via previous collaborations
- via other consortium members
- via contacts at Commission sponsored events or Information Days
- via partner searches of network organizations, like Eurocities, ERRIN, ENoLL, Vanguard, etc.
- via meetings/brokerage events





# STANDARD AWARD CRITERIA

**EXCELLENCE**

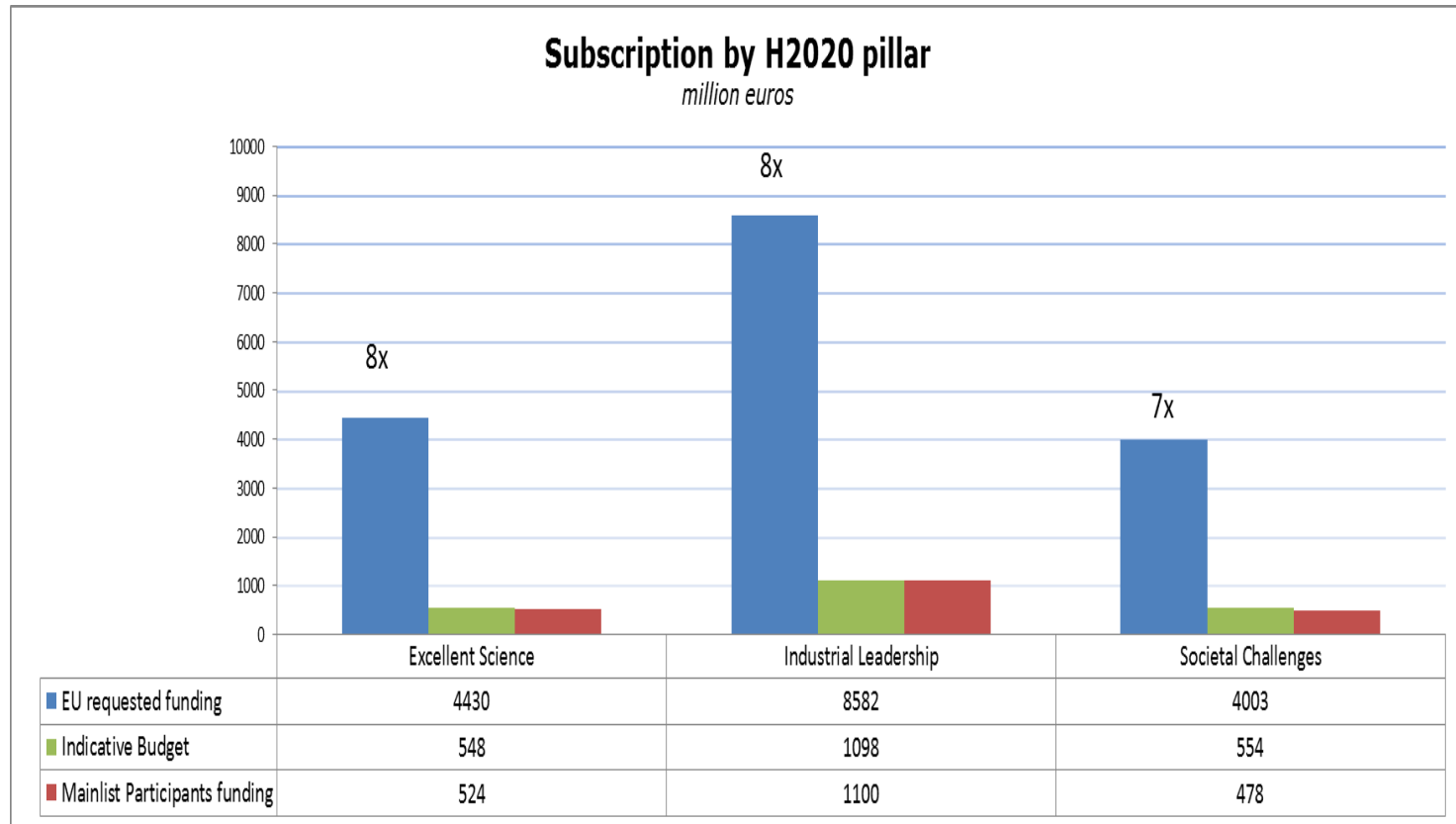
**IMPACT**

**QUALITY &  
EFFICIENCY  
OF THE ACTION**

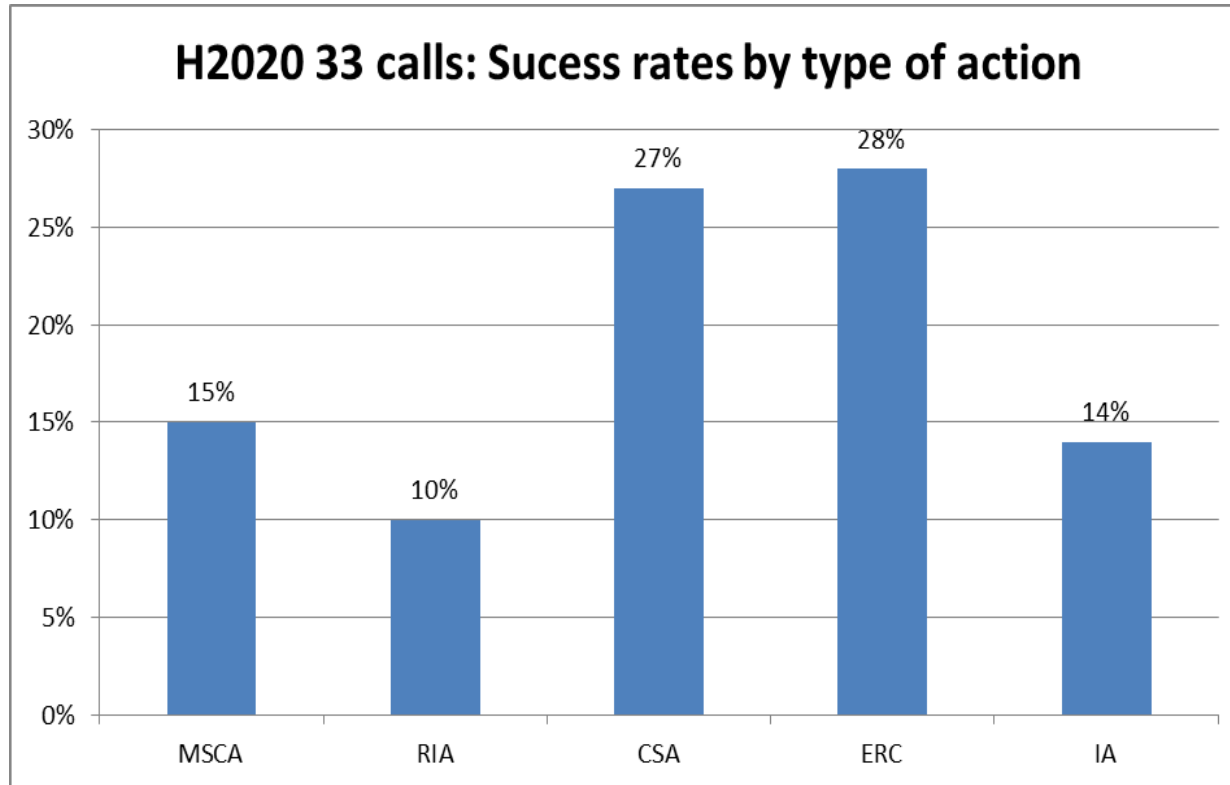
## *Evaluation criteria applicable to Collaborative project proposals*

<b>S/T QUALITY</b>  "Scientific and/or technological excellence (relevant to the topics addressed by the Call)"	<b>IMPLEMENTATION</b>  "Quality and efficiency of the implementation and the management"	<b>IMPACT</b>  "Potential impact through the development, dissemination and use of project results"
<ul style="list-style-type: none"><li>• Soundness of concept, and quality of objectives</li><li>• Progress beyond the state-of-the-art</li><li>• Quality and effectiveness of the S/T methodology and associated work plan</li></ul>	<ul style="list-style-type: none"><li>• Appropriateness of the management structure and procedures</li><li>• Quality and relevant experience of the individual participants</li><li>• Quality of the Consortium as a whole (including complementarity, balance)</li><li>• Appropriateness of the allocation and justification of the resources to be committed (budget, staff, equipment)</li></ul>	<ul style="list-style-type: none"><li>• Contribution, at the European [and/or international] level, to the expected impacts listed in the description of topics under the relevant topic/activity</li><li>• Appropriateness of measures for the dissemination and/or exploitation of project results, and management of intellectual property.</li></ul>

# H2020 – response to calls



# H2020 – success rate



# Project development process

## **Possible problems/challenges:**

- lack of commitment by (some) partners
- no clear planning
- not clear what is expected by each of the partners
- the submission system isn't clear to Coordinator
- forms / parts of proposal are missing
- the Call has not been unravelled sufficiently - specific items might therefore be missing in the proposal



# The project proposal

## **Possible problems/challenges:**

- There is no credible plan for how to do it
- Lack of description of exploitation of results
- Communication and dissemination issues are too vague
- Results/the method is not replicable in other countries/organisations
- The abstract of the proposal is unclear
- Not clear who are the end-users who will benefit from the results



# Examples of evaluations

*An interesting element is the Creation of a European network of (...). It is however unclear how the sustainability of such Network will be developed.*

The measures proposed to disseminate the project results are excellent because the dissemination strategy is clear and convincing. The measures that are proposed for knowledge diffusion are conventional but robust. The stakeholder and target groups are clearly identified as municipalities, universities and other energy related actors. However, the dissemination measure could be better tailored to the target group.

*The dissemination at external regional / national events is mentioned, though not very developed in operational terms.*

Clear dissemination actions!  
Exploitation!



# Examples of evaluations

*Overall, the approach, built on previous experience and (...) solutions developed by the project partners, is credible. Pilots are well described and are equipped with the technical solutions sensitive to users' behaviour. ... There is a strong focus on behaviour change of users but the proposal stays vague in explaining how exactly the (...) users will be motivated to use the IT Tool and act accordingly.*

*However, it is not sufficiently described how the existing solution that is focused on (...) will be successfully addressing the needs and interests of other users (e.g. students) and other (...) types.*

**Moreover, detailed information on some aspects is lacking e.g. on the method which will be used to evaluate changes in learning and productivity of the (...), which is a shortcoming.**

Too vague! IMPACT!



# maar **EERST...**

- sluit het aan bij je eigen prioriteiten?
- is je co-financiering geregeld?
- verzorg, vanaf de start, de landing in de eigen organisatie.  
Zowel het projectmanagement, maar ook de back office van financieel management, andere collega's/diensten die bij moeten dragen in de loop van de uitvoering, etc.





# een goed project

- versterkt je eigen organisatie  
op vlak van kennis  
maar ook op vlak van organisatie-inrichting
- verhoogt de impact
- versnelt de uitvoering
- breidt je netwerk uit



# Thank you for your attention



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