



#H2020Energy

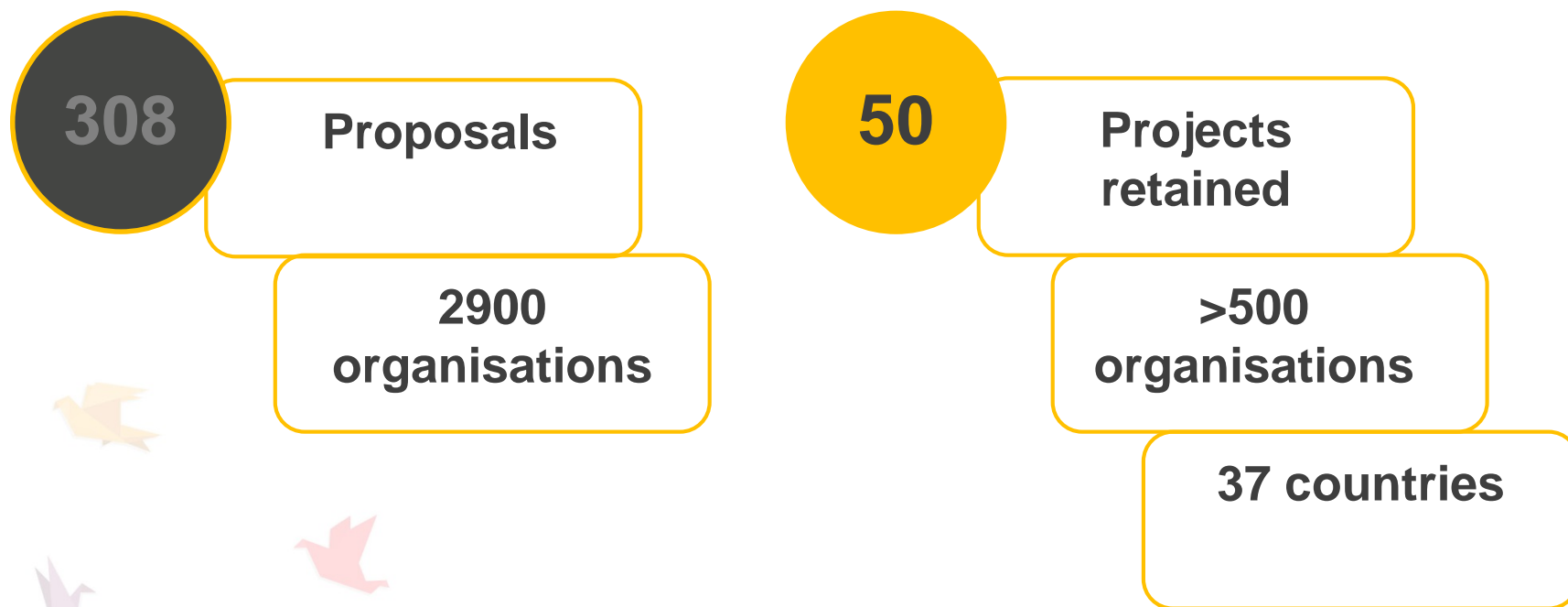
Horizon 2020 Work Programme for Research & Innovation 2018-2020

**Energy Efficiency Topics –
How to prepare ~~a good~~ an
excellent proposal**

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EASME - Executive Agency for Small &
Medium-sized Enterprises

Research and
Innovation

A typical Call for Proposals in numbers



*Example of 2017 Energy Efficiency Calls - Preliminary data on number of retained projects subject to successful grant preparation



Energy Efficiency: Types of action

Research & innovation

actions that establish new knowledge or develop more energy-efficient technologies and solutions.

EU funding rate: 100%.

Minimum 3 beneficiaries

Innovation

actions that demonstrate the viability of new technologies and solutions or support their first deployment in the market.

EU funding rate: 70%.

Minimum 3 beneficiaries

Coordination & support

actions* that improve skills, mobilise large-scale investments or facilitate EU policy implementation.

EU funding rate: 100%.

*Mostly minimum 3 beneficiaries (check the Work Programme 2018-2020)

Funding areas



Buildings



Consumers
& Services



Industry



Public
Authorities
& Policy Support



Financing
Energy
Efficiency



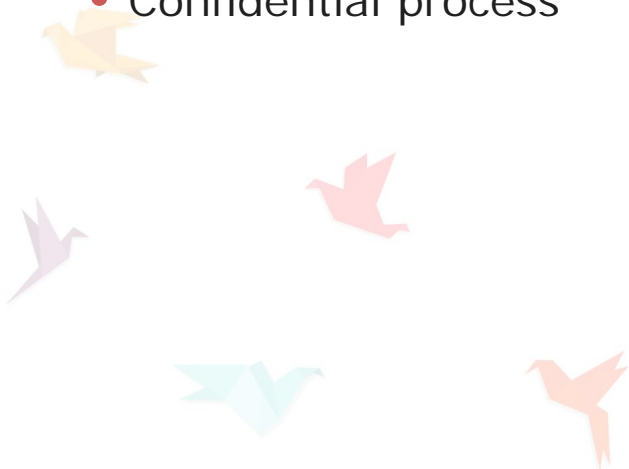
European
Commission

- The evaluation process – basic principles
 - Before you start - tips and lessons learnt
 - Keys to success - feedback from our experts
 - How to inform yourself - the information gateways

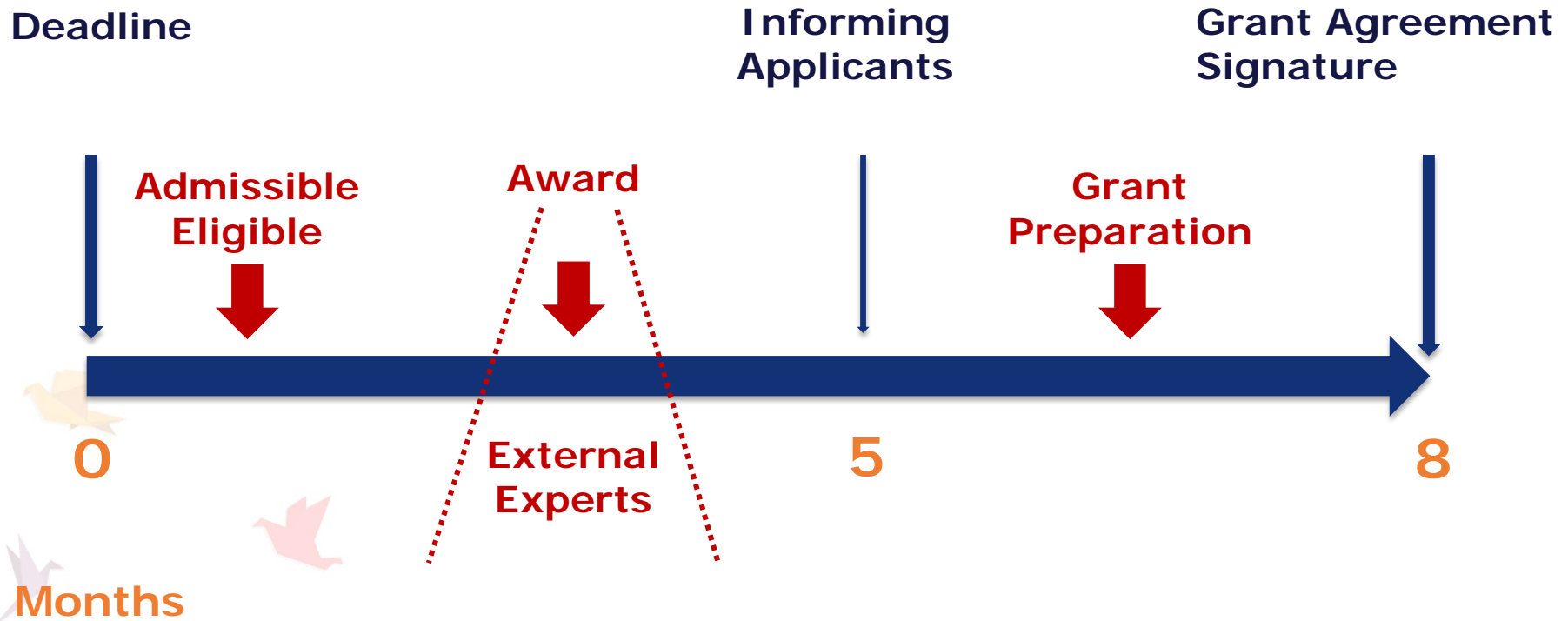


Evaluation Principles

- Fair and equal treatment of all proposers
- Based on the criteria announced in the Call
- Independent external experts
- Avoidance of conflicts of interest
- Confidential process



H2020 evaluation process



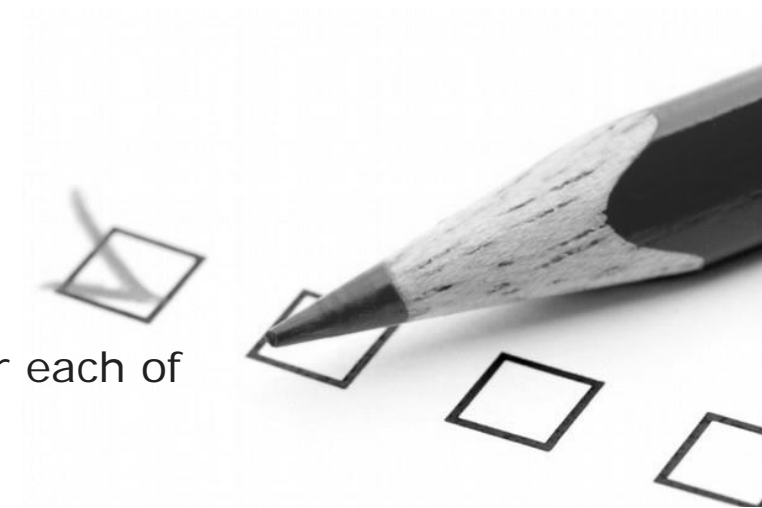
How do we brief the experts?

- Experts are briefed to understand the Call text, the evaluation criteria - and their mandate
- Only the best proposals should be selected – not requiring any negotiations
- Only evaluate the proposal, no other source
- Clear drive towards tangible impact (Topic in Work Programme, application form)
- Evaluate individually 7-9 proposals, half day per proposal



Evaluation – Award Criteria

- **Excellence**
- **Impact**
- **Quality & efficiency of implementation**
- **Detailed aspects** to be taken account of for each of the main criteria
- **Self-evaluation** form available
- **No negotiation** takes place → only the very best are retained for funding



Ethics assessment

- An ethical review is carried out to assess and address the ethical dimension of your activities
- The ethical review ensures that all activities under H2020 are conducted in compliance with fundamental ethical principles
- Specific issues are checked, e.g. humans cells, animals, environmental protection, protection of personal data,...
- Participants should conduct an Ethics Self-assessment
- All proposals considered for funding will undergo an Ethics Review carried out by independent ethics experts



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Start early ... start now!

From today, 25 October:

- ... <3 months until the Call opens
- ... >10 months until the submission deadline

Call opening: 25 January 2018

Submission deadline: 4 September 2018



Learn the language ...

- **Proposal:** Your application for funding
- **Participants Portal:** Commission's electronic submission tool – compulsory gateway for H2020 proposals
- **Consortium:** A team of organisations *jointly* submitting a proposal – with one defined Coordinator



Read the relevant information ...

- **Energy Challenge Work Programme 2018-2020:** background, topics and budgets
- **General annexes to the Work Programme:** list of countries, eligibility and admissibility conditions, evaluation criteria and procedure, scoring and thresholds, etc.
- **Submission forms and templates:** essential forms and guides to draw up and submit your proposal
- **Guide** to the submission and evaluation process



Know the structure of your proposal

Section 1-3 'Technical Annex'

Your Proposal description

- Excellence
- Impact
- Implementation

Section 4-5

- Description
of your
partnership
& CV's
- Ethics

Online Forms

- Admin.
data

Optional Annexes

- Where
relevant

Ask some questions, make some choices ...

Ask yourself if you have:

- a clear project **objective**?
- a clear **understanding** of the current (research or market) situation and your starting point
- a clear (set of) **target group(s)**?
- a clear **set of partners** – are they *the* voice of the market?
- a clear path to **make a difference** – what impact do you want to have?

Produce a first outline of your idea

Write a preliminary 2-3 page outline:

- **objectives**
- **target group**
- **major steps** (work packages)
- **intended consortium** (countries, types of organisations)

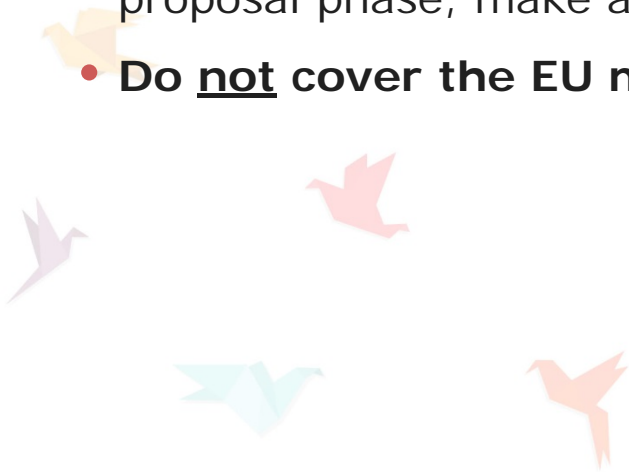


Internal reality check: Use it as first base to discuss with potential partners

External reality check: Consult with market actors – check their understanding and interest.

Your consortium

- **Be consistent** – remain relevant to your objective & target group
- **Be adaptable** - be ready to renounce a country if you do not secure the right partner
- **Involve partners in the preparation** – avoid surprises after submission
- **Keep consortium motivated** - agree a working method for the proposal phase, make a plan for their contributions
- **Do not cover the EU map artificially**



Start writing the detailed proposal – Work Plan

- **Fine-tune** your objectives and your target group
- **Take your time** to decide the best methodology to be applied – can it deliver? Think impact!
- Define your **main working steps**
- Follow the guidance in the **application forms**
- Keep to the **number of pages**



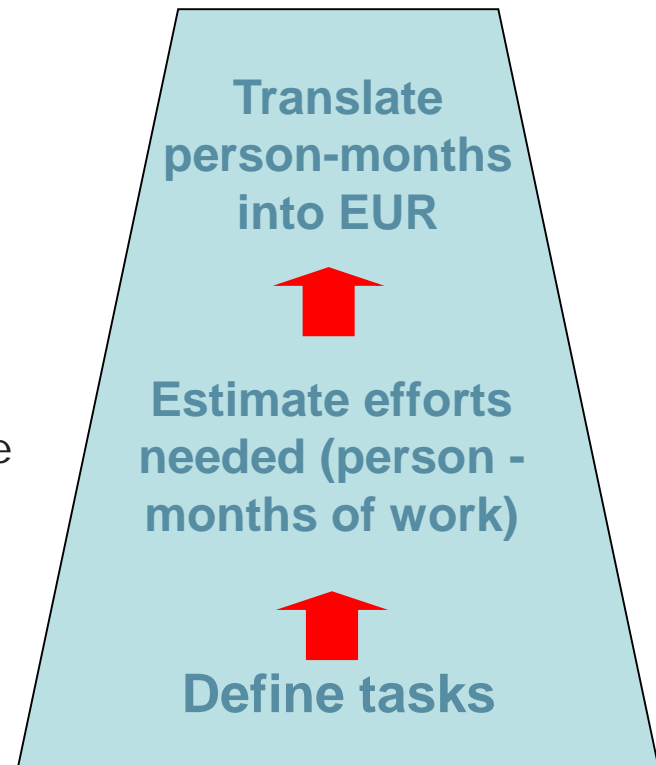
Final polishing

- The technical annex must give a detailed description of the project idea and work plan, which:
- divides the planned work into work packages,
- assigns the related responsibilities and resources within the consortium,
- sets out a project time schedule, main milestones and deliverables,
- describes the project management structure,
- describes the communication and exploitation plans.



Create the budget

- Define your budget 'bottom-up'
- Wait until the tasks are sufficiently specified and agreed – then design define the budget
- Check consistency regularly while advancing on with your Work Plan - share of resources, appropriate levels between partners, appropriate weight of person-months between major work steps



Last check: consistency / language

- Ask an 'informed outsider' for critical reading and feedback
- Check consistency of your description of activities and budget
- If you have the chance, have a native speaker check the English



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Frequent mishaps – Eligibility / Admissibility

- **Call deadline is unchangeable:** use all advantages of the electronic submission system to meet the deadline!
- **Completeness:** one section missing makes your proposal inadmissible
- **Partnerships:** remember the principle of 3 participants from Member States or Associated Countries (always check the Work Programme 2018/20 for exceptions)
- **Page limit:** 50 pages for Coordination SA / 70 pages for IA+RIA: applied strictly during evaluation

Excellence – your selling point to the experts

- **Innovate:** Horizon2020 is the European Union's Research & Innovation Programme
- **Focus:** Make choices, have a clear direction
- **Check what's being done by others:** >200 proposals were financed until today in Horizon2020 Energy Efficiency. Check them out:
<http://cordis.europa.eu/>
- **Win by explaining:** experts are briefed to make their decision based on the content of your proposal, not on other sources
- **If you are re-submitting:** use the feedback in your Evaluation Summary report

Frequent mishaps – Excellence

- Evaluation feedback: **Proposal lacks an explanation of the concept / Added value and innovation are insufficiently demonstrated**

What to do in your proposal:

- Focus and show how you innovate
- Explain the overall concept underpinning the project not only from the perspective of the Coordinator... input from your partners is essential
- Don't assume that the evaluators know your specific context
- Be clear - you win by explaining!

Frequent mishaps – Impact

- Evaluation feedback: **Ambition is not quantified / not realistic / not supported by action**



What to do in your proposal:

- Quantify! Describe in a concise, yet robust, manner your baseline, benchmarks and assumptions
- Keep your 'challenge' in mind
- Plan activities to monitor your performance
- Highlight the link between the actual activities in your work plan and the impact that they will lead to

Frequent mishaps – Quality of implementation

- **Evaluation feedback:** The work plan is not sufficiently detailed / Budgets are not justified / Budgets seem top-down



What to do in your proposal:

- Make sure the work description is sufficiently detailed, clear and consistent
- Invest time into this: this is the opportunity to convince evaluators that you can materialise your vision
- Invest time into your resource planning –bottom up



Perfect proposals ... ?

We don't expect perfection, but:

- We look forward to innovative, well implemented proposals
- Submitted by competent, motivated and inspired project teams
- Aiming to deliver and make a 'change'

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Information sources and support

Horizon2020 Participant Portal

- Check the Frequently Asked Questions
- Contact the Horizon2020 Research Enquiry Service

National Contact Points (NCPs)

- C-Energy-2020 Network of national contact points

Horizon2020 and FP7 projects

- CORDIS database

Intelligent Energy Europe (IEE II)

- IEE database

Information platforms and portals

- BUILD Up, ManagEnergy (coming soon), ...

EASME H2020 Energy newsletter

- Register for updates and success stories



Horizon 2020 Energy Brokerage Event

Some Key Figures:

- ~280 B2B Participants
- ~500 Cooperation Profiles
- ~35 countries involved
- ~1150 B2B Meetings

Horizon 2020 Energy - Brokerage Event
Calls for Work Programme 2018 - 2020
24 October 2017 | Brussels, Belgium

Home | Participants | Event 2015 | How it works? | C-Energy 2020 | NUCLEU 2020 | Contact | Register | Login

GET INVOLVED in the next H2020 Energy Proposals!
Register for this event opens until 13 Oct 2017.

A Brokerage Event in the field of Energy Technologies

- Are you interested in submitting a proposal for "Energy" in Horizon 2020?
- Start building your consortium of excellent partners from industry and academia now! Do not miss the following opportunity - free of charge.

H2020 Energy - New Calls

- 23rd - 25th October 2017 - EU Energy Infodays
NOTE: A separate registration for the Infodays is necessary - Link will follow as soon as available!
- 24th October 2017 - Brokerage Event
This Brokerage Event will be organised on the 24th of October 2017 in conjunction with the Horizon 2020 Energy and Euratom Infodays 2017 of the European Commission!

FOCUS

The event will target a wide spectrum of companies, universities and researchers from Europe and beyond to foster the creation of consortia for the upcoming Horizon 2020 Energy and Euratom Calls 2018/19 in the following main areas:

- ENERGY EFFICIENCY
- COMPETITIVE LOW CARBON ENERGY
- SMART CITIES AND COMMUNITIES
- EURATOM FISSION

Furthermore, submissions to other energy or Euratom related topics are also highly welcome!

YOUR ADVANTAGES

- Present your innovative ideas/technologies and call the attention of cooperation partners!
- Meet prospective cooperation partners in a CIVIC8 day - reduce the amount of time and money for finding new partners

The event is free of charge, registration mandatory!

SCHEDULE

Registration	21 Aug - 13 Oct
Meeting Selection	2 Oct - 18 Oct
Event	24 Oct

DETAILS

Venue: rue Mont des Arts, Brussels, Belgium

BILATERAL MEETINGS

Participants	33
Meetings	0

PARTICIPANTS

Belgium	1
Bulgaria	1
Cyprus	1

Find YOUR Cooperation Partner at:
<http://b2match.eu/energycall2018>

Thank you!

#H2020Energy

www.ec.europa.eu/research





#H2020Energy

Horizon 2020 Work Programme for Research & Innovation 2018-2020

Time for your questions!

Research and
Innovation



#H2020Energy

Horizon 2020 Work Programme for Research & Innovation 2018-2020

25th October 2017
Coffee break
10:30 – 11:00

Research and
Innovation