Europa Media Trainings

How to smoothly lead a proposal to submission

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Horizon Europe proposal development: the first steps
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Proposal coordination
Key issues

Before partners join

- Formulation of the idea and concept
- Finding the core partners and building your consortium

After partners join

- Joint agreement on concept and methodology
- Development of the scientific sections
- Relevant past and ongoing projects
- Work plan and work packages
- Finding the right targets and KPIs
- Exploitation intentions and IP issues
- Budget Development
- Partner profiles
- Administrative part
- Letters of Support

Proposal abstract
Proposal basis & partner scouting tool

= your proposal's **movie trailer** (1-3 pages)

- Utilize actively the **topic text**

- Avoid proprietary or confidential information

To include

- Background

- Objectives

- Key activities and results

- Key expected impacts

- Contacts

- Potential role of the organization you're approaching

- Timeline: submission deadline, expected evaluation date, expected start of the project, duration of the project

Proposal abstract - Example

Project Concept Note

Call: Raising awareness of circular and sustainable bioeconomy in support of Member States to develop bioeconomy strategies and/or action plans (Topic ID: HORIZON-CL6-2021-GOVERNANCE-01)

Destination: Innovative governance, environmental observations, and digital solutions in support of the Green Deal

Potential Title: Empowering the Central and Eastern European Countries to Develop Bioeconomy Strategies and Action Plans (**CEE2ACT**)

The Challenge: The European Green Deal, the Commission's growth strategy, has set Europe on its path to be the first climate neutral continent by 2050 and achieve a green transition that must be just, fair and inclusive. One of the seven core pathways to deliver on climate neutrality, identified in the Clean Planet Strategy is the bioeconomy. The updated EU bioeconomy strategy has highlighted the relevance of developing national bioeconomy strategies and action plans to deploy a sustainable and circular bioeconomy across Europe considering economic, social and environmental aspects. To date, there are still Member States, including many from Central and Eastern Europe that do not have a national bioeconomy strategy and/or action plan despite their high biomass resource base and new bioeconomy potential. This project will support Member States to develop strategies and/or action plans by improving knowledge and raising awareness of a sustainable, circular bioeconomy, its challenges, and opportunities as well as experiences made elsewhere.

Objective: The overall objective of this project is to empower the 12 beneficiary countries in Central Eastern Europe and beyond to develop bioeconomy strategies and action plans, through knowledge transfer and innovative governance models enabling sustainability and resilience, to achieve better informed decision-making processes, societal engagement and innovation. In so doing, the project will help CEE countries to make the transition to climate neutrality. Ensuring the active participation of decision makers and public administrators in different ministries will be crucial, as well as the involvement of relevant stakeholders such as knowledge providers, universities, investors, industry, primary producers and NGOs, and general public.

Geographical scope: Hungary, Slovakia, Czech Republic, Romania, Poland, Bulgaria, Croatia, Greece, Serbia, Germany, The Netherlands, Spain, Denmark, Austria, Finland, Sweden.

Funding: EUR 4M (only 1 project to be funded), Coordination and Support Action, single stage call.

Expected timeline
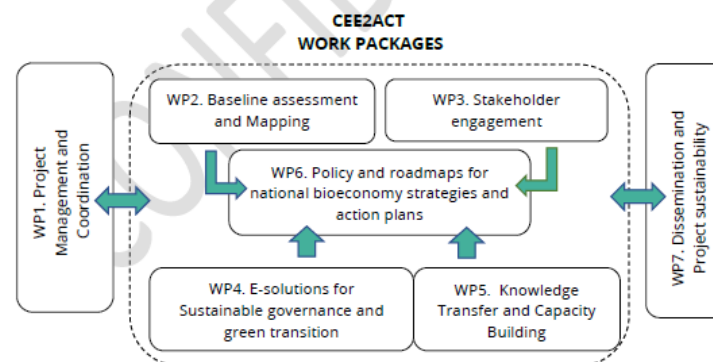Deadline for submission – **6 October 2021**
Expected evaluation results – January-February 2022
Potential launch of the project – May 2022
Duration of the project: 2 years

Initial Methodology: WP2 will consist of a baseline assessment of the socio-economic, environmental aspects and challenges for the development of national bioeconomy strategies in the beneficiary countries, comparative studies in the bioeconomy sphere and different sectors will be carried out to outline the coping strategies which have emerged in the recent years, comparing different regions and the mechanisms, including carrying out interviews with policy makers and review interrelations between types of policies. WP3 will focus on stakeholder engagement activities and will be carried out to ensure the proper involvement and active participation of all relevant stakeholders (policy and decision makers, public administrators, investors, industries, SMEs, feedstock providers (e.g., waste, side streams, farmers, foresters, fishermen). WP3 will also prepare these stakeholders for the strategy development process (trainings) to create a level playing field. WP4. will focus on developing digital solutions for sustainable governance and the promotion of a green transition in the beneficiary countries. WP5. will consist of knowledge exchange and interaction, exchange of know-how and best practices on technology transfer, and building the capacities of the stakeholders to develop bioeconomy strategies and action plans. In WP6, the findings of WP2, WP3, WP4, WP5 will be synthetized, in an analytical framework. Through this framework, practical tools, guidelines, and recommendations will be developed to support beneficiary countries to develop strategies and/or action plans, improving social understanding and citizen involvement and assisting them in the transition to climate neutrality. WP7 will consist of dissemination and project sustainability activities to ensure proper internal communication as well as external communication maximising project visibility, facilitate outreach, and increase exploitation of project results. WP1 (project coordination) will ensure smooth project implementation.
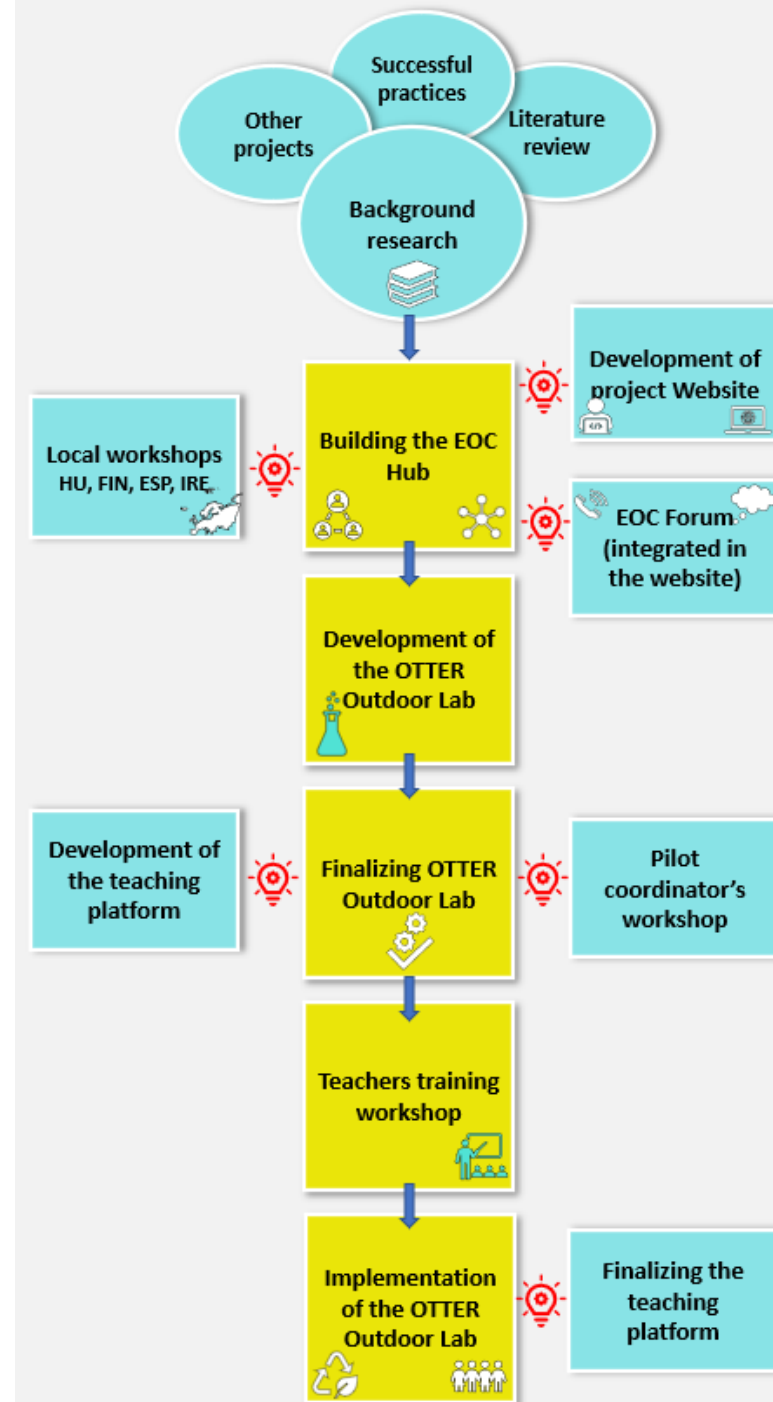
CEE2ACT WORK PACKAGES

The project will monitor and evaluate its activities and output development throughout the project lifetime to enable ongoing improvement and ensure expected project impact. A project evaluation plan will be developed and carried out to structure this process.

#	Name	Country
	CEE2ACT Partners	
1	Geonardo Environmental Technologies (GEO) (WP1, WP4)	Hungary
2	The Institute of Soil Science and Plant Cultivation (IUNG-PIB) (WP2)	Poland
3	Centre on Sustainable Consumption and Production (CSCP) (WP3)	Germany
4	University of Wageningen / Wageningen Research (WUR)- (WP5)	The Netherlands
5	Czech University of Life Sciences- (WP6)	Czech Republic
6	Greenovate Europe (GIE) – (WP7)	Belgium
7	Centro de Investigación CIRCE de Recursos y Consumos Energéticos (CIRCE)	Spain
8	Cluster of Bioeconomy and Environmental of Western Macedonia (CLUBE)	Greece
9	University of Natural Resources and Life Sciences (BOKU)	Austria
10	Ministry of Environment, Water and Forests	Romania
11	Research Institutes of Sweden (RISE)	Sweden
12	Institute of Forestry	Serbia
13	WWF Adria	Croatia
14	Natural Resources Institute Finland (LUKE)	Finland
15	Executive Forest Agency	Bulgaria
16	Anteja ECG	Slovenia
17	Bioeconomy Cluster	Slovakia

Contact details (Geonardo): María Beatriz Rosell (project manager) (maria.beatriz.rosell@geonardo.com)

Concept & methodology

- **Collaborative work** on defining and introducing the concept (including visually)

- **Input from WP leaders and other specialist partners** to the sub-sections of the concept and methodology

- **Input from all partners** on past and ongoing projects

- **Sex and gender** aspects by a specialist partner

D&E&C strategy and measures

- Defining together all the **users and uses** of the results

- Presenting the **individual exploitation** plans

- Defining the dissemination and communication **targets and KPIs**

- Demonstrating the consortium's **outreach potential**

- Identifying **IP issues**

Partner	Background	Foreground	Results of interest	Exploitation route
XY	What is the partner bringing to the project?	Which results is the partner contributing to develop?	Which results is the partner interested in?	What is the partner planning to do with the results?
EXAMPLES	*e.g.* *brining in data* *earlier training methods for manufacturing SMEs* *advisory services and expertise on advance manufacturing* *network* *data on manufacturing SMEs* *ADMA experience, etc.*	*(Alone or with others jointly)* *I will develop the learning framework* *I will develop the toolbox* *I will build up the new learning network, being a member*	*Interested in* *Self-learning frameworks and toolbox* *regional/national/EU level SME data* *Advanced manufacturing tools, methods, technology information* *Services on FoF to SMEs* *Training services/method/ to SMEs* *Coaching network*	***Internal use:*** *e.g. we would like to use the benchmarking and advisory services to improve our own company. We would like to get access free of charge to all results after the end of the project.* *e.g. we are an association and want to offer the tools and services, xChange to our members on beneficial terms* ***External use:*** *e.g. we would like to use the training material and framework and offer training courses within our business line* *e.g. we want to set-up a joint service with a DiH/EEN and offer the toolbox together in partnership* *e.g. we would like to continue working with the FoF coaches and support our local, regional SMEs further* ***Financial sustainability -*** *we will finance our activities from e.g.* *European Social Funds* *funds for European Digital Innovation Hubs* *EEN funding* *Own sources* *Market service where SMEs will pay to us*

Partner	Background	Foreground	Results of interest	Exploitation route
(all or most)	What is the partner bringing to the project?	Which results is the partner contributing to develop?	Which results is the partner interested in?	What is the partner planning to do with the results?

Intellectual Property Rights (protection)

Patent (technical invention)
Copyright (Software, written work, engineering drawing, etc.)
Design rights (functional or aesthetic)
Database rights (organising and querying and retreiving data)
Trade mark
Utility model
Trade secret
Plant varieties
Etc.

EC useful tools
Horizon Europe

To consider

- Continuous reporting beyond the end of the project on D&E activities and adapting the reporting templates

- Enhanced guidance and support to applicants offered by the EC on dissemination and exploitation strategy.

- Enhanced D&E support to projects based on the reported needs

- Fostering synergies

- Strengthening feedback to policy

EC useful tools
Horizon Europe

Tools

- [Horizon Impact Award](#) contest
- [Horizon Results Platform](#)
- [Horizon Results Platform TV](#)
- [Horizon Result Booster](#) by META Group
- [Open Research Europe](#) platform
- [European Open Science Cloud](#)

Resources & budget

- Estimating the **efforts** and identifying the **other resources required** (travel, equipment, consumables, etc.)

- Collecting **person-month rates**

- Defining the number, destination and scope of the **travels**

- Drafting and finalizing the budget

EM **T R A I N I N G S**

Partner	WP1	WP2	WP3	WP4	WP5	WP6	WP7	Total PM per Participant
P1 EM	**9**	0.5	1.5	2.5	0	1.5	**8**	23
P2	**3**	1	1	1	**9**	2	3	20
P3	1	0.5	**9**	2	1	**4**	1	18.5
P4	1	**8**	1	2	1	3	2	18
P5	0.5	0	4	0	0	0.5	1	6
P6	1	2	4	1	4	**4.5**	2	18.5
P7	1	2	0.5	**9**	2	2	2	18.5
P8	0.5	3.5	2	2	4	2	2	16
P9	0.5	3	3.5	3	2	2.5	2	16.5
P10	0.5	3	4	4	1	2	2	16.5
P11	0.5	3	2	2	3.5	2	2	15
P12	0.5	2	2	2	2	2	2	12.5
P13	0.5	0	0	3	3.5	2	2	11
P14	1	6	0	1	2	3.5	2.5	16
Total Person/Months	20.5	34.5	34.5	34.5	35	33.5	33.5	**226**

The Coordinator
& working together

- Get ready to **work a lot**…

- **Delegate tasks** – e.g. to specialists, WP leaders – collaborative work starts at the proposal stage

- **Do not scare your partners** – prepare templates, ask for input to specific sections with clear instructions by realistic deadlines

- **Gather and consolidate input on collective capacity:** projects, networks, geographical outreach, exploitation potential, etc.

- There should be **one editor** – typically the coordinator (person) who has the overall picture of the project

The Coordinator
Checklist for submission

- **Check language, style and formatting:** grammar, spelling, terminology
- Ensure **proper conceptual and logical flow**
- Background => Objectives => Methodology => Work plan => Outputs => Outcomes => Impact
- Ensure that **everything has been addressed** (e.g. cross-cutting issues)
- Cross-check for **consistency** (WP titles, deliverable names, Gantt, PMs)
- Ensure **balanced resources and budget**
- Address the **evaluator's perspective**
- Double-check the **admin forms**
- **Upload** and press **submit**

Recap
Cooperation is key!

- Map the **strengths of your partners**

- **Distribute writing tasks:**
    - State of art?
    - Ambition?
    - WP leaders (milestones, risks)?
    - Task leaders?
    - Contributors?
    - Dissemination?
    - Exploitation?

- Potential for proposal writing vs. Potential for tasks in the project

Take the time, you need it!

Especially for finding the right partner organisations

QUESTIONS?

Thank you

for your attention

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