



„GOP-3.3.4 pályázathoz kapcsolódó H2020 képzés”



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HORIZON 2020

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Schuman Associates in a snapshot



- A Brussels-based, independent European consultancy with more than 25 years experience in the heart of the EU.
- HQ in Brussels with a multi-lingual, multi-national team of consultants.
- Local Offices in Dublin, Milan, Madrid, Sofia, Bucharest, Athens and partners in the US and Asia.
- Work with corporate and public sector clients to understand EU labyrinth, dynamic visibility and to get EU funds.



Additional ICT Relevant EU Funds



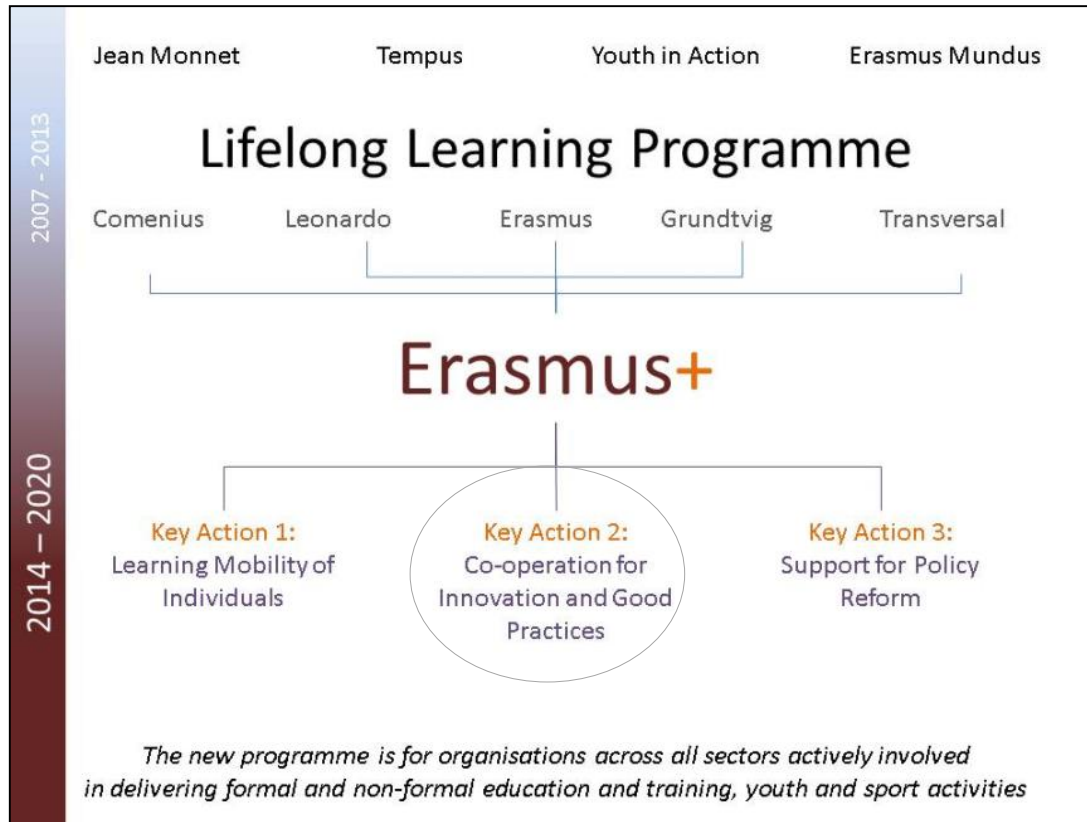
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- EU programme for the Competitiveness of SMEs running from 2014 to 2020 with a budget of €2.3bn. COSME will support SMEs in the following area.
 - Better access to finance for SMEs
 - Access to markets
 - Supporting entrepreneurs
 - More favourable conditions for business creation and growth
- COSME is managed by [EASME](#) (EU Executive Agency for SMEs)
- [Participant Portal](#): Published calls for tenders/proposals
- [COSME 2015 Work Programme](#)
- Open call (deadline 16/9):
 - setting-up and maintenance of a [web information platform on parcel delivery services](#).



Erasmus+



- Managed by [EACEA](#) in Brussels
- National contact point: [Tempus Public Foundation](#)
- €14.7 billion for 2014-2020 (Grants)
- Modernisation of teaching and training systems.
- Transnational and National dimension

Areas concerned

- Education - Training
- Youth
- Sport

Who can apply?

- Research centres
- Schools/Universities
- Corporations
- SMEs
- NGOs

Regions

- European Union
- Candidate countries
- European Economic Area
- For some calls, 3rd countries

- INTERREG Central Europe
- Danube Transnational Programme
- Other programmes (SME's not applicants, but may be end-beneficiaries)
 - INTERREG Europe
 - ESPON 2020
 - INTERACT III
 - URBACT III

NB: The main focus of these programmes is regional development, but they provide some funding opportunities for ICT SMEs.

All programmes are financed by the European Development Fund (ERDF)



- [Central Europe in Brief](#)
 - Austria, Croatia, Czech Republic, Germany (8 Länder), **Hungary**, Italy (9 regions), Poland, Slovenia & Slovakia
 - Focus areas: innovation; low carbon solutions; environmental and cultural resources; and transport
 - Minimum requirement for a project partnership: **3 partners from at least 3 different countries**
- Budget 2014-2020: €231 millions
- Co-financing rate: up to 85% for Hungarian partners
- Joint Secretariat (based in HU) currently being staffed. Interim contact point: Mr. Eloy Gómez Girón
- Additional information on the programme: [LINK](#)
- Currently no open calls for proposals



- [Danube Transnational Programme in Brief](#)
 - Austria, Bulgaria, Croatia, Czech Republic, Germany (2 Länder), **Hungary**, Romania, Slovenia & Slovakia, Moldova, Bosnia, Montenegro, Serbia and Ukraine (some regions)
 - Focus areas: innovation; environmental and cultural resources; and energy
 - Minimum requirement for a project partnership: **3 partners from at least 3 different countries**
- Budget 2014-2020: €222 millions
- Work Programme pending approval:
 - Danube Secretariat currently being staffed. Interim contact point: [Mr. Eloy Gómez Girón](#)
- First calls for proposals scheduled to be launched in Autumn 2015. Kick-off event in Budapest planned for Sep 23-24. Find more info [here](#)

Reaching the peak in H2020



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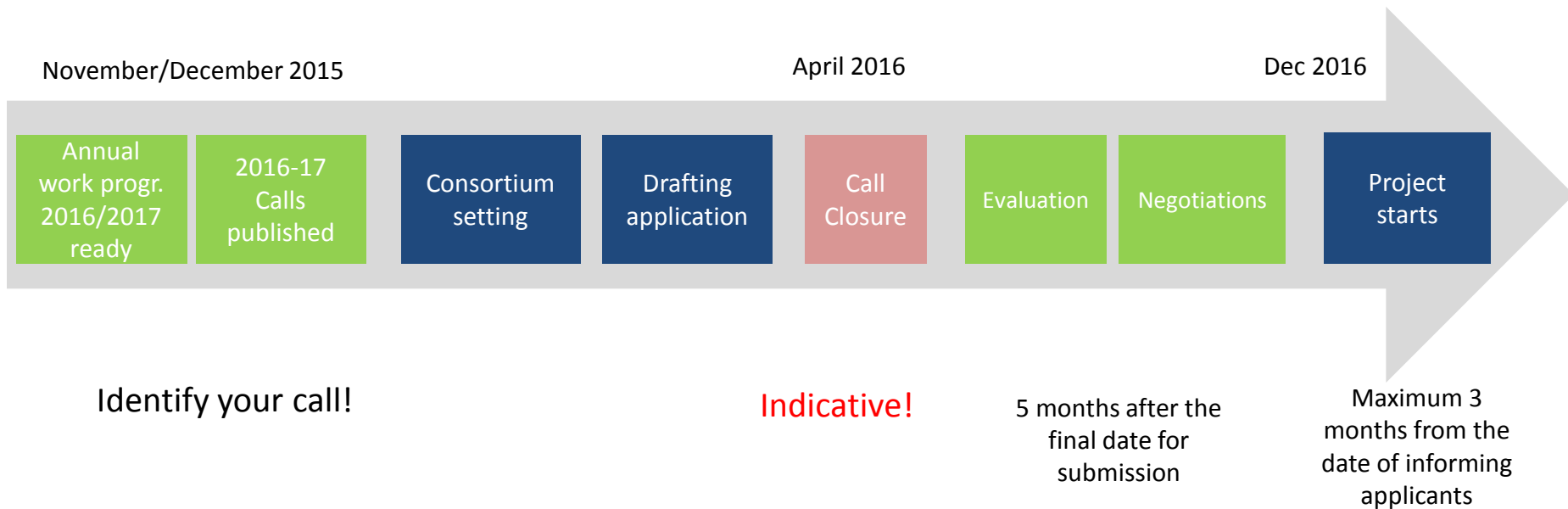
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The Timeline



A single programme for research activities

- Strong focus **on societal challenges**
- Reaching out to **non-traditional actors**



New Cycle to start now!

SME instrument in Horizon 2020



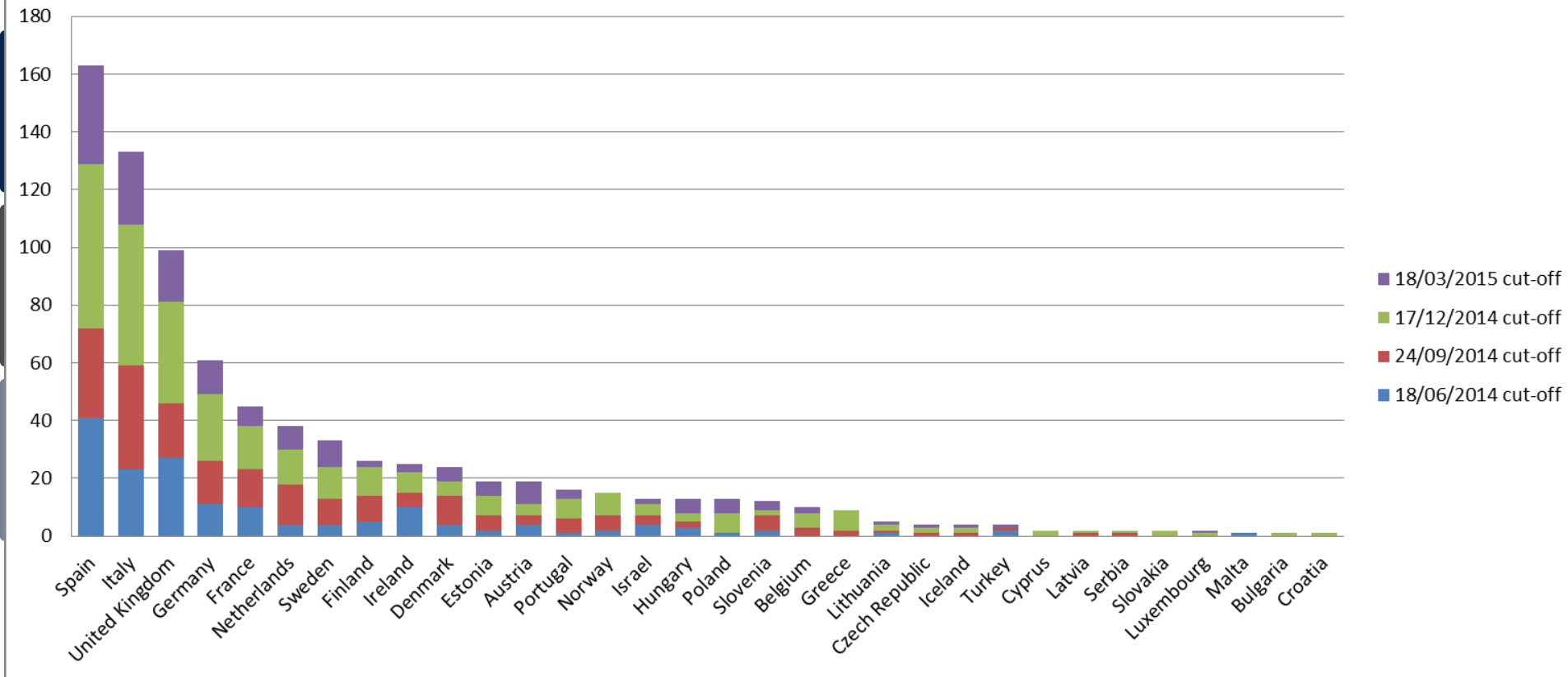


- General success rates
 - Most successful countries are ES, IT, UK and DE
 - The top-4 countries account for 50% of the 816 projects financed (Phase 1)
 - Hungary: 13 projects has received financing, including 5 in the March-2015 call
 - More than 50% of the countries have a success rate below 5% (HU included)

- By the end of 2015 around 600 MEUR will have been contributed to app. 1300 phase 1 and phase 2 projects

- SME Instrument insights
 - [Tips from an evaluator to potential applicants](#) (short video in English)

Horizon 2020 SME Instrument Number of beneficiaries per country Phase 1 cumulated



Hungary: 5 projects in last call. 13 projects finance in total

Most of the non-selected proposals were:

- Too much focused on the project and **not enough on the business opportunity**;
- Not convincing when **describing the company** (you have to explain why your company will succeed and not your competitor);
- Not providing enough information on **competing solutions**;
- Having a **too low level of innovation**, planning to develop a product that already exists on the market;
- Proposing just an idea **without any concept for its commercialisation**;
- Just **trying their luck** (the SME Instrument is not a lottery!).

Successful Applicants – SME Inst.



The 5 Hungarian winners (Phase 1 – 18 March 2015 Call):

City	Beneficiary	Proposal acronym	Project title	Topic
Budapest	BiFarma Szoftverfejlesztő és Tanácsadó Korlátolt Felelősségű Társaság	AutArt	Clinical validation of the AutArt rheumatoid arthritis diagnostic device	Clinical research for the validation of biomarkers and/or diagnostic medical devices
Budapest	Central European Research Center	BrailleJet	Digitally controlled Braille jet printing	Accelerating the uptake of nanotechnologies, advanced materials or advanced manufacturing and processing technologies by SMEs
Budapest	Intersoft-Hungary	Loca Credibilia	Data and document integrity for services provided through critical information infrastructures	Protection of Urban soft targets and urban critical infrastructures
Miskolc	Admatis Kutató, Gyártó és Kereskedelmi Korlátolt Felelősségű Társaság	MSR	Multifunctional Satellite Radiator	Space
Murakeresztúr	Dunagabona Terménykereskedelmi Kft	MycoQuest	Rapid on-site detection of Mycotoxin in wheat	Resource-efficient eco-innovative food production and processing

H2020 – Practical Tips

- Potential applicants: Advertise yourself/your project concept and search for partners on LinkedIn and Participants Portal
 - Join the LinkedIn Group “Horizon2020” Framework Programme for Research and Innovation (Official Group); +100.000 members

- Project concept: must be in line with requirements of the call...not the other way around

- Additional information:
 - [Participant Portal](#)
 - [H2020 Online Manual](#)
 - [Reference documents](#)
 - [National Contact Point \(NCP\) – Hungary](#)
 - [Examples of previous projects in ICT](#)

- You must demonstrate that your project has an European added-value
- "If you can't beat them, join them".....eliminate competitors by teaming up with them
- Dissemination of results is extremely important....do you have in-house dissemination experts ?
- To ensure that you have state-of-the-art experts in all domains of the project
- Learn from experienced H2020 partners

Recommended by the Commission:

- [National Contact Points \(NCP\)](#)
- [Enterprise Europe Network](#) special focus on SMEs.
- [B2Match networking](#) project ideas and participant profiles
- [Ideal-IST](#) partner search facility
- [Partner Search Services](#) partner search facility

At least,
3 legal entities,
each established
in different
[MS/AC](#)

Reality: 5 - 15

Others:

- [Cordis](#) - FP7 repository
- [LinkedIn: EU projects Partner Search \(All EU programmes\)](#)
- [LinkedIn: "HORIZON 2020" Framework Programme for Research & Innovation \[Official Group\]](#)

EU Partner Sources

- [EU Financial Transparency System](#)
 - All recipients of EU funding
 - Search by “financial instrument”
 - Less user-friendly
- Participants to EU or national events
 - Monitor events
 - Participate in person/streaming

The screenshot shows the 'FINANCIAL TRANSPARENCY SYSTEM' interface. At the top, there is a blue header with the European Commission logo and the text 'FINANCIAL TRANSPARENCY SYSTEM'. Below the header, there is a navigation bar with links for 'FTS', 'About', 'FAQ', 'Contact', and 'Help'. The main content area features a search interface with a map of Europe on the left and a search form on the right. The search form includes a 'Year' dropdown set to '2014', a 'Country' dropdown set to 'Any Country', and a search input field with the placeholder text 'Search for a beneficiary (name or VAT)'. Below the search input, there are several filters: 'Responsible Department' (set to 'All'), 'Action Type' (set to 'Rights and Citizenship programme'), 'Subject of grant or contract' (set to 'Subject of grant or contract'), and 'Amount' (set to '='). A 'Search' button is located to the right of the search input field.

Check

- eligibility criteria
- country eligibility

Map

suitable partners for your consortium:

- Adding value (technical, linguistic, geographical experience, financial strength)
- « if you can't beat them, join them »: Select front runners

Find

- Participation in events
- Review of previous successful bidders
- Online fora (e.g. LinkedIn groups, Facebook groups)
- Direct contact with EC officials

CONSORTIUM AGREEMENT

- a) The internal organisation of the consortium
- b) The distribution of the financial contribution
- c) The settlement of internal disputes

- **Eligibility criteria for partners:**
 - Size
 - Type
 - Geography
 - Etc.
- **What kind of skills/competences are you looking for?**
 - Technical
 - Economic/financial capacity
 - Languages
- Do you already know someone or can a colleague or somebody in your professional network recommend someone?
- If not, use the relevant EU partner sources

Tip:

Agree about the division of work already at the proposal stage



- Agreements **including rights and obligation** of the partners, must be in accordance with the co-ordinators' rights and obligations towards the contracting authority, i.e. The European Commission
- Decision-making procedures
- Organisation of work: Who does what and when?
- Payments

Tip:

It is always easier to agree on these issues early in the process, than when implementation has already started



- Develop a project organisation for this project, including:
 - ❖ Project Manager
 - ❖ Steering Committee
 - ❖ Working Groups
 - ❖ Etc.

- Develop guidelines or rules for:
 - ❖ Communication and feedback
 - ❖ Reporting, input and deadlines
 - ❖ Payments and other financial issues (EC pays PM, not all partners)
 - ❖ Rights and obligation of the lead partner/other partners

Tip:

Be aware of the cultural differences in an international partnership

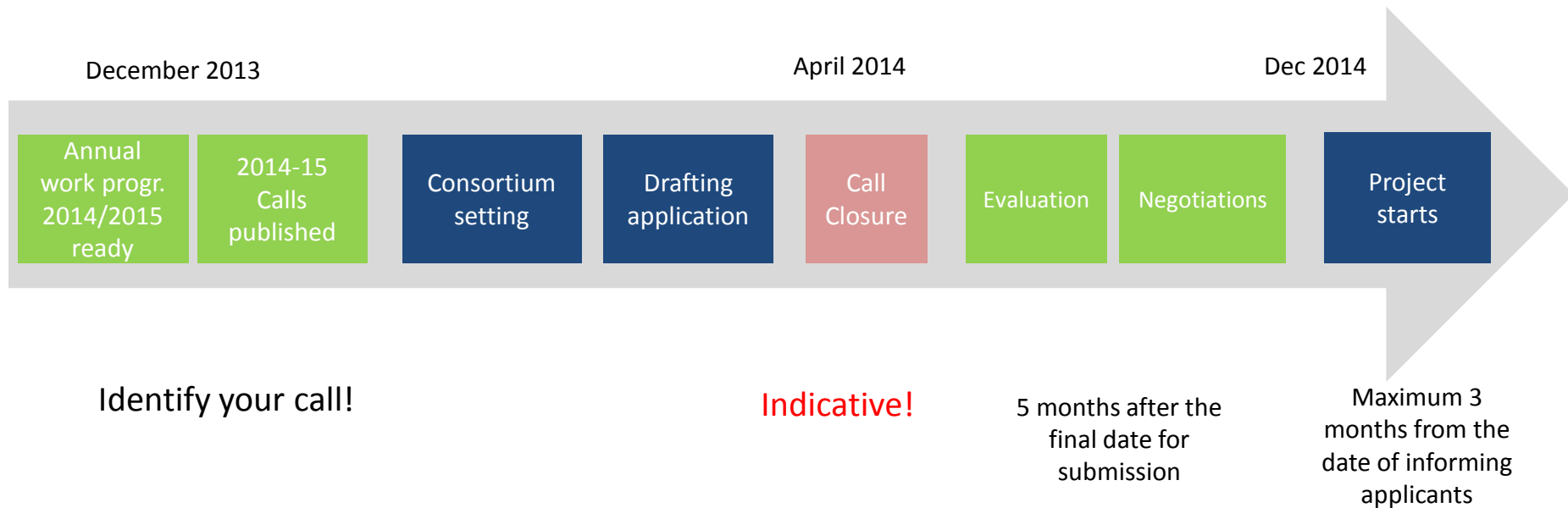


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New Cycle to start now!

Developing your Project Concept



The
golden
rule



YOU



Where?
Who?
Why?
What?



Pitfalls for (first-time) applicants

1. Looking for financial resources to continue regular activities of the organisation/company rather than having a project concept (problem & solution; beginning & end)
2. Too ambitious: raising too high expectations which in the end they cannot live up to
3. Co-operation in networks: building and maintaining partnerships
4. No/little experience in project management
5. No/little experience in budgeting a project and sound financial management
6. Are there enough financial resources within your company and all partner organisations to cover at least 6 months of project work before getting paid by the EU



What makes a good project?

- ✓ Relevant, in line with priorities
- ✓ Addresses a real need in the field
- ✓ Clear concept, well explained objectives
- ✓ Well established methodology
- ✓ Realistic/quantifiable outputs, relevant results involving the target groups
- ✓ Strong partnership
- ✓ Strong EU dimension, EU added value
- ✓ Sustainable results, good dissemination
- ✓ Good value for money, well planned budget

How to improve?

- Ask for additional feedback once you receive the evaluation results
- Team up with front runners and experienced partners
- Sign up as an Expert Evaluator of Horizon 2020 project proposals
 - [Sign up online](#)
- Increase the awareness of your company among policy makers and partners through participation in events and other networking opportunities
- Establish early contacts with relevant desk officers in the European Commission
 - Informal validation of your project concept

1. Key takeaways
2. Outstanding questions



Thank you!

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