

H2020, what's it all about?

proposal preparation and **evaluation**

What is Innovate UK?

- The UK Innovation Agency - set up by government to stimulate business innovation
- We work across business, universities and government
- We mostly come from business; together our 300+ people have over 2000 years' business experience
- Investing over £440m per year in innovation in the UK

EU R&D and Innovation Support

- We help organisations to access specific EU Research and Innovation funding .
- We have a helpline, online resources and a network of National Contact Points.
- We directly support a number of specific programmes and ERA-NETs.

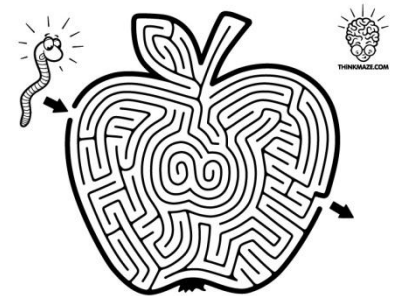
<https://www.h2020uk.org/home>



National Contact Points support

- Feedback to/from EC on work programmes
- Clarification of documentation and rules
- Guidance on choosing thematic priorities and instruments
- Scope queries with Project Officers
- Advice on administrative procedures and contractual issues

<https://www.h2020uk.org/national-contact-points>



NCP support

- Support with the application process (workshops and 1-2-1)
- Feedback on draft proposals
- Assistance in partner search
 - through theme specific databases or across the network of other Member State NCPs
 - through network support (EEN, KTN, etc)
- Some feedback on results...



Basic concept of Horizon 2020

- Simplified types of “action” (e.g. research and innovation 100%, innovation actions 70%)
- Strong emphasis on **expected impact**
- **Market exploitation** - industry participation and market impact is **vital**
 - Especially SMEs
- Collaboration: industry-academia links, transnational links
- Cross-cutting issues (social sciences, gender, climate...) incorporated

Business participation

- SME participation has a budgetary target of 20% overall
- Focus on promoting and supporting sustainable growth and overcoming the economic crisis
- Support to and involvement of industry, in particular high potential SMEs
- Importance of market relevance and market impact of research and projects

Proposal submission

- Proposals address topics described in a bi-annual work programme,
- Submitted in response to annual calls for proposals
- Some topics have two-stage submission schemes.
 - 2015 1st stage calls currently under evaluation
- 2016-17 Work Programme under construction
 - Due out September 2016

Possible Bio topics for H2020 (2016-17)

A scoping paper has been published and has this topic.

Mobilising stakeholders engagement for new bio-based markets covering;

This addresses two aspects of bio-based innovation.

- Securing sustainable biomass supply for bio-based goods and services:
 - the production, mobilisation and use of biomass e.g. new business and service models, sustainably secure raw material supply for a wide range of industrial products taking into account potential trade-offs of competing land-uses.
- Building the "bio-based markets of the future"- mobilising stakeholders engagement.
 - consider stakeholder engagement and demand-side measures supporting market development of bio-based products.



BioBased Industries JTI Call

The BBI Initiative aims to implement a programme of research

- and innovation it issues an Annual Work Programme / Call for Proposals, **Focusing on:**

Feedstock

- Fostering a sustainable biomass supply and building new value chains

Biorefineries

- Optimising efficient processing through R&D and upscaling in large-scale demo/flagship biorefineries

Markets, products and policies

- Developing markets for bio-based products and optimising policy frameworks

- The 2015 call is due to be published at the end of May.
- Deadline in September.

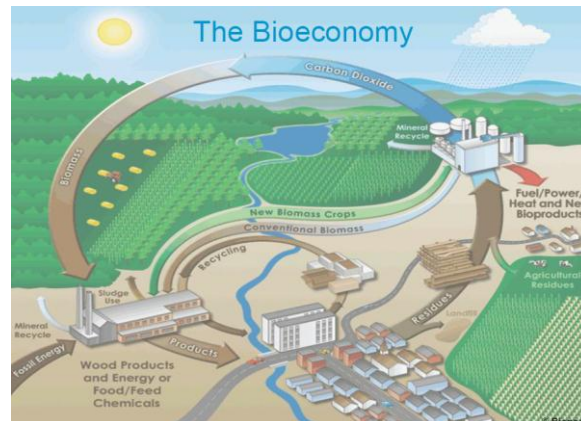
Value Chains

Value Chain 1: From lignocellulosic feedstock to advanced biofuels, bio-based chemicals & biomaterials

Realising the feedstock and technology base for the next generation of fuels, chemicals and materials

Value Chain 2: Next generation forest-based value chains

Utilisation of the full potential of forestry biomass by improved mobilisation and realisation of new added value products and markets





Value Chain

Value Chain 3: Next generation agro-based value chains

Realising the highest sustainability and added value by improved agricultural production, and new added value products and markets

Value Chain 4: New value chains from (organic) waste

From waste problems to economic opportunities by realising sustainable technologies to convert waste into valuable products

Value Chain 5: Integrated energy, pulp and chemicals biorefineries

Realising sustainable bio-energy production, by backwards integration with biorefinery operations isolating higher added value components

BBI Website: <http://bbi-europe.eu/participate>

Your proposal

- Must contribute to the objectives of '**Societal Challenge X**'
- Comply with requirements of the concerning type of action (General Annexes D)
- Responds to topic description in work programme.
- Delivers the “**Expected Outputs**”



Calls and topics in the context of H2020

- Calls are **challenge-based**, and open to innovative proposals
- Calls are less prescriptive –
 - They **don't outline the expected solutions**, nor the approach to be taken
- Emphasis on **impact**, each topics has an impact statement
 - Explain how you will address these impacts
- Bring together **different disciplines, sectors** and actors to tackle specific challenges
- “Horizontal” issues such as sustainability, climate, gender are intrinsic to all projects



How to read the calls

- **Call Title**

- This is the problem to be addressed

- **Specific challenge**

- This explains the reason for the challenge

- **Scope**

- This provides some insights to possible approaches / solutions
- It is not very prescriptive
- It will indicate the expected size of the project e.g. Euro 3 million

- **Expected impact:**

- This is what the project must deliver
- Justify how your approach is the best way to achieve these impacts



Useful Tips

- Start early
 - Assemble required documents (from partners)
 - Register on Portal
- Check for eligibility
 - Use your NCP
- Respect the page limits
 - (**excess pages are discarded!**)
- Be concise, less can be more
 - Put yourself in the evaluators shoes!
- Excellent science is not enough: consider all the criteria
- Consider sub-criteria
- **Know your market**

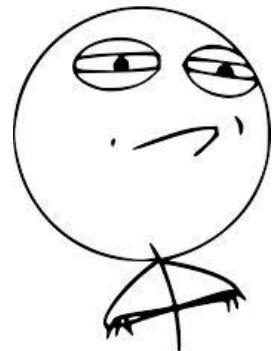
Useful Tips

- No guide for applicants, instructions are in the forms
 - **Read** the forms
 - **Answer** the questions
- Equal score ranking
 - **Coverage of WP**
 - **Criteria**
 - Excellence>impact>implementation (RIA & CSA)
 - Impact>Excellence (SME, IA)
 - **Highest SME funding goes first**
 - **Gender**
- Use your NCP
- Get impartial colleagues to read it before
- Check consistency between Part A and Part B

The Small Print

- This is not easy money or a “life line” for companies
- Make sure that your proposal is eligible!
- Make sure that your idea aligns with what is being asked for.
 - Don't waste your time and the evaluators time trying to “shoe horn” it in where it doesn't belong.
- Follow the guidance provided.
- Be concise and precise:
 - **respect the page limits. (extra pages will be ignored)**
- **Know your market**
- Get support!

CHALLENGE ACCEPTED



Important dates

- Stage two deadline for SC2 11/06/2015
- Stage One deadline for –
 - ISIB-2-2015: Closing the research and innovation divide: the crucial role of innovation support services and knowledge exchange
- Bio-Based Industries JTI call- Open End of May 2015
 - Info day 29th May 2015
- 2016-17 Work programme
 - Published 30th September 2015
 - Brussels Info Day 25th November 2015

Innovate UK

Technology Strategy Board

Horizon 2020 UK website

www.h2020uk.org

National Contact Point for SC2 – Ian Holmes

ian.holmes@innovateuk.gov.uk



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