



Alliance for IoT  
and Edge Computing  
Innovation



# How to prepare EU proposals ?

Online Workshop, 25.04.2024



# Agenda



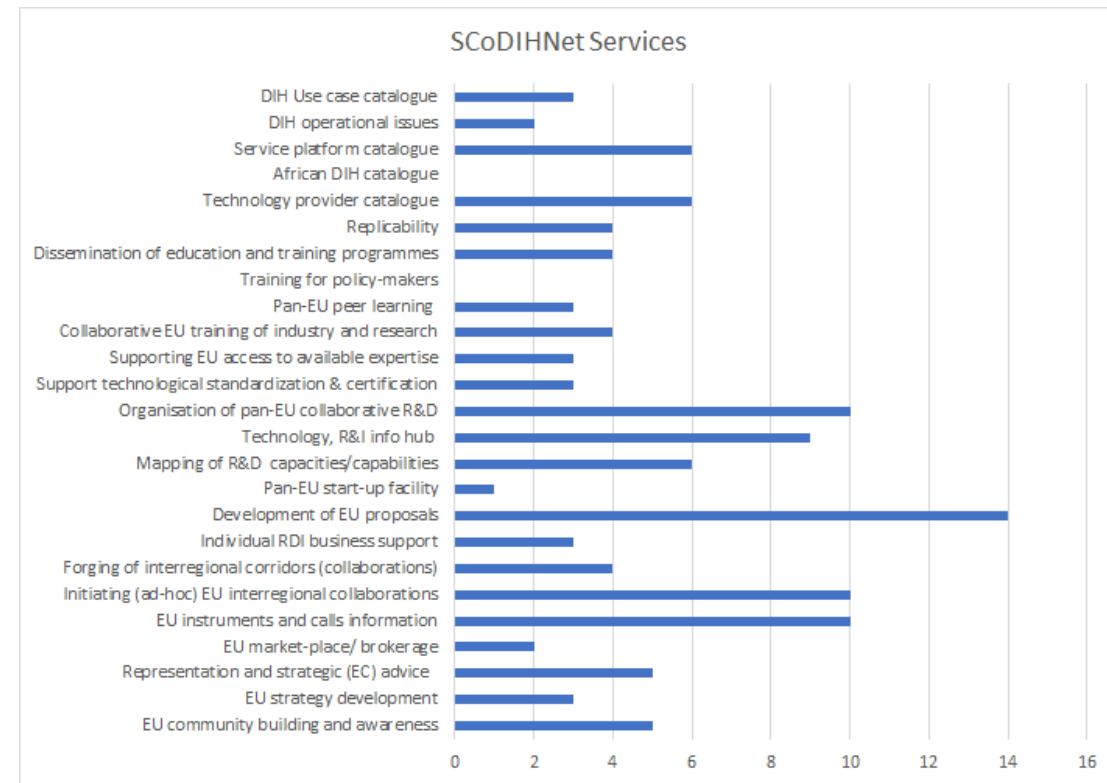
1. WORKSHOP PRESENTATION: Pierre-Yves Danet (SCoDIHNet Leader)
2. FUNDING CALL PHASE: Jara Pascual (Collabwith)
3. PREPARATION: Eric Armengaud (Armengaud Innovate)
4. CONSORTIUM PHASE: Jara Pascual (Collabwith)
5. WRITING PHASE: Jara Pascual (Collabwith)
6. Q&A: Pierre-Yves Pierre-Yves Danet (SCoDIHNet Leader)

# SCoDIHNet service offer survey results



Following the survey conducted since the beginning of 2024, it happens that the 5 key services designated by the 68 respondents are the following:

- 1/ **Development of EU proposals**
- 2/ Organisation of pan-EU collaborative R&D
- 3/ Initiating EU interregional collaborations
- 4/ EU instruments and call information
- 5/ Technology, R&I info Hub





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# Screening for the calls

# Where to find information

- The communities

- SCoDIHNet - <https://eurescom-lfr.6g-ia.eu>
- AIOTI - <https://aioti.eu>
- 6G IA - <https://6g-ia.eu>
- SNS-JU - <https://digital-strategy.ec.europa.eu/en/policies/smart-networks-and-services-joint-undertaking>

- The calls

- SNS calls - <https://smart-networks.europa.eu/current-call-for-proposals/>
- Horizon Europe (calls) <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/calls-for-proposals>
- Horizon Europe (overview): [https://research-and-innovation.ec.europa.eu/document/download/9224c3b4-f529-4b48-b21b-879c442002a2\\_en?filename=ec\\_rtd\\_he-investing-to-shape-our-future.pdf](https://research-and-innovation.ec.europa.eu/document/download/9224c3b4-f529-4b48-b21b-879c442002a2_en?filename=ec_rtd_he-investing-to-shape-our-future.pdf)

# Important pre-requisites

**Innovation = research + industrialization + exploitation**

- Be ready for collaboration and open innovation
- Funding is to increase your competitiveness



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# The proposal template

# The standard application form

- Where to find: [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/temp-form/af/af\\_he-ria-ia\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/temp-form/af/af_he-ria-ia_en.pdf)
- **Part A:** general information about the project, participants, budget
- **Part B:** Technical description
  - **Section 1: Excellence** – describes the objectives, ambition (beyond state of the art), methodology (to reach the objectives)
  - **Section 2: Impact** – describes the expected impacts of the actions on the society, and the activities required for that (communication / dissemination / exploitation)
  - **Section 3: Quality and efficiency of the implementation** – describes the work-packages / timing / required competences to implement the objectives



# Section 1: Excellence

## ***Excellence – aspects to be taken into account.***

- Clarity and pertinence of the project's objectives, and the extent to which the proposed work is ambitious, and goes beyond the state of the art.
- Soundness of the proposed methodology, including the underlying concepts, models, assumptions, interdisciplinary approaches, appropriate consideration of the gender dimension in research and innovation content, and the quality of open science practices, including sharing and management of research outputs and engagement of citizens, civil society and end users where appropriate.

# Section 2: Impact

## ***Impact – aspects to be taken into account.***

- Credibility of the pathways to achieve the expected outcomes and impacts specified in the work programme, and the likely scale and significance of the contributions due to the project.
- Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities.

# Section 3: Quality & efficiency of the implementation

## ***Quality and efficiency of the implementation – aspects to be taken into account***

- Quality and effectiveness of the work plan, assessment of risks, and appropriateness of the effort assigned to work packages, and the resources overall*
- Capacity and role of each participant, and extent to which the consortium as a whole brings together the necessary expertise.*



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# Recommendations

# Recommendations

- Efforts and competition
  - Do not underestimate the efforts (and resources) required to create a competitive proposal
  - There is a high competition – the winner takes it all
- Identify the roles for proposal preparation
  - Who is coordinating the proposal, will make strategical decisions and ensure that the proposal is addressing the correct topics?
  - Who is the back-office to distribute templates, follow-up the actions and fills the forms?
  - Who is the principal investigator to manage edition of Section 1 / Excellence?
  - Who is the business expert and strategist to manage edition of Section 2 / Impact?
  - Who is the experienced project manager to manage edition of Section 3 / Implementation?

# Recommendations

- Phases in proposal preparation
  - The concept: create a 1 pager with main objectives and partners to onboard
  - Onboarding the core team: refining the concept toward a 3-5 pages extended abstract while (i) engaging the core members, (ii) identifying the intended contributions, and (iii) ensuring a full coverage of the call text (**both** “expected outcomes” and “Scope)
  - Finalizing the consortium: engaging the remaining partners while drafting (i) work-package structure and timing as well as (ii) budget; (iii) finalizing contributions and alignment with call text
  - Finalizing & submitting the proposal

# Recommendations

**Phase 1:** how to select the best open call to work on:

**Phase 2:** how to coordinate to write a proposal in a consortium:

## EU GRANTS CANVAS

Nothing holds you back

DATE

TYPE OF FUNDING	LEGAL	PARTNERS	OBJECTIVES
<p>What type of funding are you looking for?</p> <ul style="list-style-type: none"> <li>&gt;&gt; Innovation (go-to-market, accelerators, etc)</li> <li>&gt;&gt; Research (discovering, deep tech, etc)</li> <li>&gt;&gt; Consortium (sharing knowledge, applied technology or research)</li> </ul>	<p>How is your legal situation? Are you ready to co-create and share ownership of patents and intellectual property, or how do you some legal and ethical prerequisites or issues?</p>	<p>Do you have preferred partners? As well, if you have a strategy about with whom you are collaborating, please write it here.</p>	<p>Why do you need public funding? What is your strategy?</p> <p>Make a first one-page description of your organization and team, with the services and products you provide to the consortium, and how you would like to contribute to the European projects.</p>
DOMAINS	IMPACT	TRANSITIONS	RESOURCES
<p>Which are the domains, sectors, industries you operate and research? And in which sectors, industries and domains you can apply your research and innovation?</p>	<p>What is the impact would you like to make with the European funding? Do you have a storyline where you explain the benefits for the society, industry and future of Europe?</p>	<p>Describe how your technology, knowledge and research will support the digital and green transitions including how to support Europe to create a resilient economy.</p>	<p>How many resources do you have to participate in a consortium? In some calls, you need to bring budget from your organization to the consortium. Additionally, you have to have clear team members capable to make the project happen.</p>

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## WRITE A PROPOSAL CANVAS

One step at a time

PROJECT NAME

PROPOSAL DEADLINE

BASEGROUND	PREPARATION	CONTENT	ADMINISTRATION
<p><b>PARTNERS:</b> (make a list of the consortium partners and their roles.)</p>	<p><b>PROPOSAL OBJECTIVES:</b> (write here the proposal and project objective.)</p>	<p><b>PROPOSAL:</b> (&gt;&gt; obviously, answer what they are looking for &gt;&gt; Draft the storytelling strategy of your solution &gt;&gt; Write milestones and deliverables first &gt;&gt; Write roles and responsibilities per partner &gt;&gt; Write the output of the project &gt;&gt; Write benefits and impact you bring &gt;&gt; Define very well the target group!)</p>	<p><b>ADMIN:</b> (write down per partner: PIC number, ECHE, name organization, country and contact details -and some specifics for ethics, security, etc.)</p>
<p><b>COUNTRIES:</b> (write here the mandatory countries in Europe and internationally that should be represented in the proposal.)</p>	<p><b>EVERY PARTNER OBJECTIVE:</b> (write here every individual objective to understand how the proposal objectives can match each partner goals. Here, please include what you bring to the table, why, how and the impact in the proposal.)</p>	<p><b>EXTRA DOCUMENTATION:</b> (prepare all the links: &gt;&gt; Official proposal call description &gt;&gt; Official webinar with slides links explaining the call &gt;&gt; European strategy documents related to the call &gt;&gt; Mandatory KPIs for the proposal and the European documents where to find them with writers strategy &gt;&gt; Other documents related to the proposal)</p>	<p><b>PROPOSAL MANAGEMENT:</b> (&gt;&gt; Create a shared co-work document &gt;&gt; Create one proposal storytelling &gt;&gt; Identify mandatory documents to submit &gt;&gt; Schedule a weekly meeting with all partners &gt;&gt; Missing docs: only send email to the partner &gt;&gt; Emails with progress and "mood" motivation &gt;&gt; Master conflict management, motivation, frustration and celebrations &gt;&gt; Create a networking event after submission.)</p>
<p><b>STRATEGY:</b> (&gt;&gt; search partners receiving European public funding in your call &gt;&gt; Search new partners, SMEs and startups who never receive funding and you can use their technology or knowledge.)</p>	<p><b>BASIC DOCUMENTATION:</b> (&gt;&gt; create a shared-folder for proposal and partner &gt;&gt; Collect partner information, description, services, activities &gt;&gt; Short-bio and role from every personnel &gt;&gt; How every partner will exploit the results &gt;&gt; Partnerships and networks from each partner &gt;&gt; Former EU projects from each partner &gt;&gt; PM (personnel/month budget) per partner &gt;&gt; Uniqueness of every partner.)</p>	<p><b>STRATEGY:</b> (The new European strategy is to focus on impact in the society and industry, on legacy at the end of the project, on dissemination beyond one post in LinkedIn and adapt your project for green transition and digital transformation.)</p>	<p><b>SUBMISSION:</b> (create a folder only with submitted documents: final proposal, letters of intent, letters of commitment and other mandatory documents)</p>

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# What type of financing you do need

INNOVATION  
PROGRAMS  
EIT

INNOVATION  
AND RESEARCH  
HORIZON  
EUROPE

CASCADE  
FUNDING

CHALLENGES

INNOVATION  
PUBLIC  
PROCUREMENT

CAPACITY  
ERASMUS+

But there are more



# Partners


## STRATEGIC PARTNERS

RIS countries have priority inside all proposals and diversity of organizations (SMEs, startups, RTO, HEI, etc.) where you can include new partners and other typical old partners and sectors.

**RIS:** Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain.

**Associate countries:** Montenegro, Republic of North Macedonia, Serbia, Turkey, Ukraine and Albania.

**Regions:** Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin (France), the Azores and Madeira (Portugal), and the Canary Islands (Spain).



Create conversations before create consortiums. So, it would be faster and easy when you need them.

# Checklist to select partners

## Let's Dive In...

Matching is about you, your idea, your research, your organization, about the European strategy, about the Grant strategy and about your future partners! This is your BASEGROUND to match your consortium partners based of partners and roles, because every organization has its own strategies and competencies, match with the required countries of the grant and the grant strategy. You can use Collabwith Marketplace and Directories to search consortium partners!

### MAKE A LIST OF THE CONSORTIUM PARTNERS:

### WRITE HERE THE MANDATORY COUNTRIES IN EUROPE AND INTERNATIONALLY THAT SHOULD BE REPRESENTED IN THE PROPOSAL:

The European Commission wants to share its funding with organizations who have already received funding because they know how to administrate funding and create impact. Also, the European Commission wants to bring funding to new Super Innovators. Here we are talking about your strategy, you have to have well-known organizations as a partner and new organizations to help them to bring their research results and technology to life.

### SEARCH NEW PARTNERS, SMES AND STARTUPS WHO NEVER RECEIVE FUNDING AND YOU CAN USE THEIR TECHNOLOGY OR KNOWLEDGE:

This thinking and search exercise is your homework about your innovation ecosystem. The European Commission wants to connects local innovation ecosystems. This is your opportunity to meet them and have a list of the engaged organizations. This exercise is not only beneficial for your public grant proposal but also for your organization to gain visibility to your target ecosystem and start building relationships with them.

### WHICH PARTNERS ARE ALREADY RECEIVING EUROPEAN PUBLIC FUNDING RELATED TO THE GRANT?

## PARTNERS

Do you have preferred partners?  
Mandatory countries?  
Different organizations?  
Do you know any proposal winner?

Do not forget that each partner within a new consortium also has objectives... and you have to know them and write them down. The magic of negotiation is to match the objectives of the "summon" with the objective of each partner and create a puzzle around them. The success of storytelling is based on this "matching" of objectives. Now, make a list of partners with your own objectives and see which ones match the objectives of the "summon". Here, it is time to include what you are proposing, and what each partner is contributing to the project and how and the impact of the proposal on their organizations.

# Recommendations

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# Best practices to write proposals

COORDINATOR  
ADMIN

COORDINATOR  
PURPOSE

ONE WRITER PER  
PARTNER

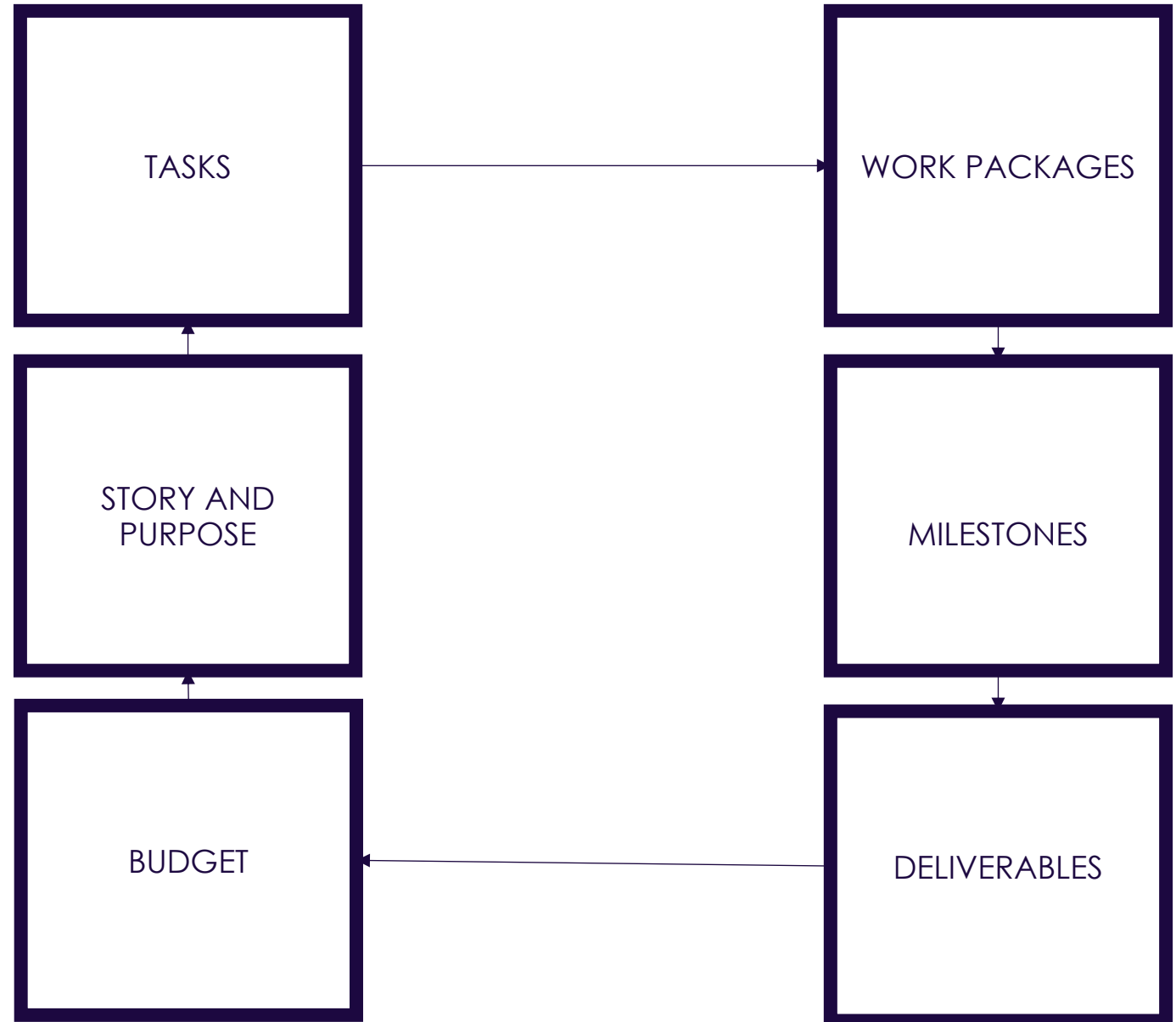
ONE CRITIC PERSON  
WHO REVIEW THE  
PROPOSAL

ONE CRITIC PERSON  
WHO REVIEW WHAT  
THE PROPOSAL IS  
ASKING FOR

\*consultants can help, but at the end you are writing too.  
\*learn from evaluators and winners in several proposals.

# Consistency

Review, review, review and review, everything should make sense with everything, because a lot of people write it.



# Further hints

- Performing the review of your own proposal – as an official reviewer would do:  
[https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/experts/standard-briefing-slides-for-experts\\_he\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/experts/standard-briefing-slides-for-experts_he_en.pdf)



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**Q&A**