



Guidance from a National Contact Point

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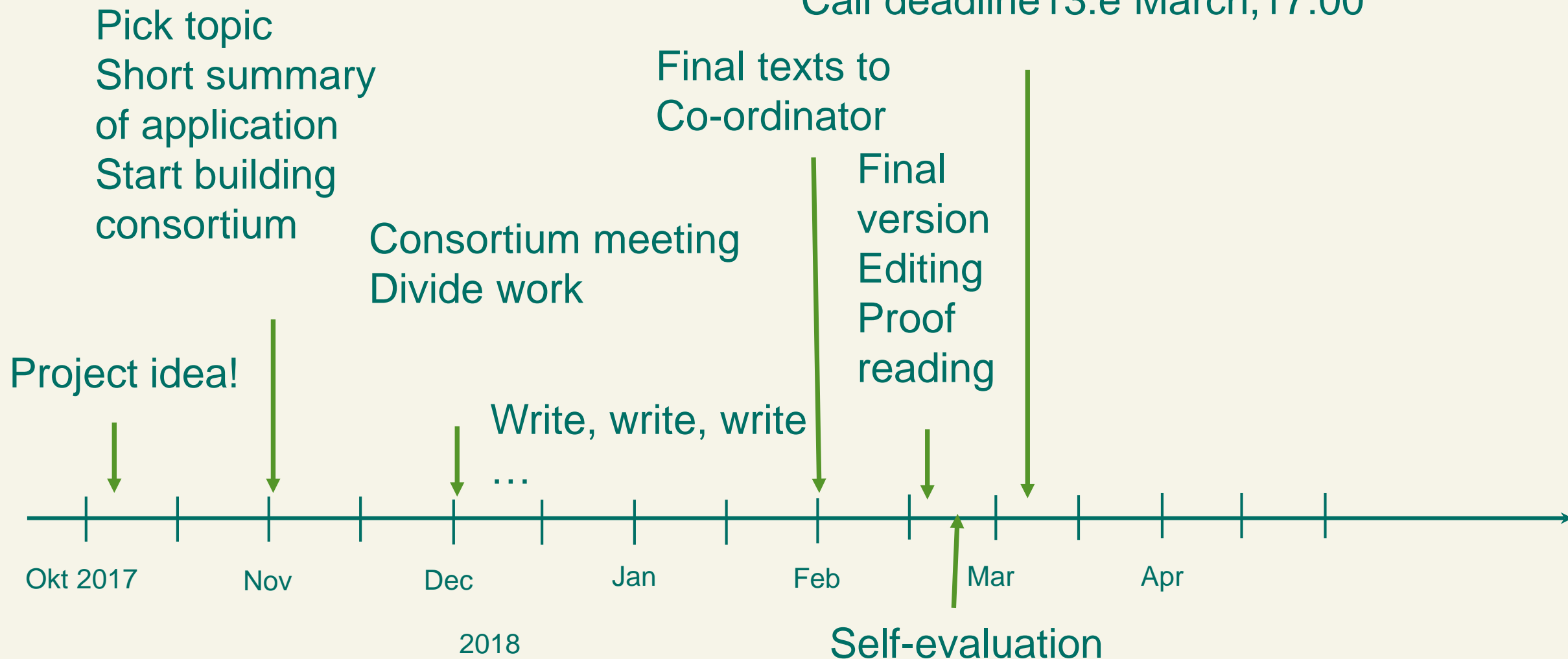
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Timeline for H2020 application

Call deadline 13:e March, 17:00



Horizon 2020 Evaluation criteria

Excellence

Impact

Implementation





Why are we doing this?

Clear and measurable
Communicative, political
and societal goals.

Impact criterion often decisive

Leave a trail of bread crumbs!

Excellence necessary but not sufficient

Leave a trail of bread crumbs!

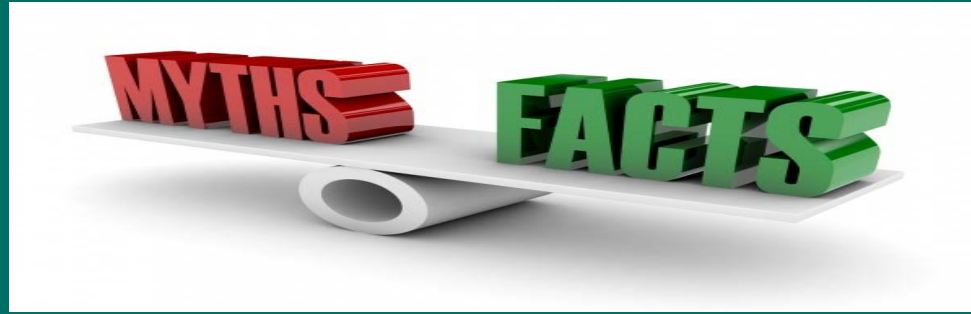


How to leave bread crumbs?

- High level of industry/end-users engagement
- The expected outcome is of primary importance for EU strategy
- A specific WP and activities devoted to knowledge transfer to relevant stakeholders
- Address all the expected impacts listed in the call
- Previous experience has shown that...



Building a team



- The more the merrier
- Only large organisations and universities can be partners
- You have to include a Greek or a small eastern European country
- You need a particular type of partner
- People will always steal your intellectual property

Consortia

- Clearly demonstrate the necessary expertise to develop each project task
- Each field of knowledge should be covered
- Include detailed information on all partners involved
- Try a balance between partners with experts in ICT and SSH
- Do not include decorative partners
- Work with people you know



Different driving forces in the Consortium

- Research of Interest
- Results of Importance
- Return on Investment



Lack of skills?

- Partner search
 - Look in your own networks
 - Existing networks
 - Cost, etc
 - International Info days and Brokerage event
 - Networking at conferences in specific fields
 - Look into existing EU-projects
 - www.h2020viz.vinnova.se



Summary: Winning proposals

- Original or creative project ideas
- Start early
- Well articulated (measurable) objectives
- A well-matched partnership
- Impacts stated in call are fully addressed
- Evidence of a strategy to move knowledge beyond the research community
- The implementation plan is mature
- The proposal is reasonably priced



Do not tell me that you are fantastic and unique, tell me what it is specifically that is fantastic and unique.