

Rappels sur les appels H2020 ?

UNIVERSITE
BRETAGNE / CAP
LOIRE / EUROPE

Rappels généraux Horizon 2020

□ Quelques définitions-clés

- **Programme de travail (WP):**

Regroupe les opportunités de financement (appels)

- **Action de recherche et d'innovation (RIA):**

Activités: création de savoir, étude de faisabilité, technologies nouvelles/modifiées, produits, processus, services...

Mots-clés: R&D, recherche appliquée , développement, intégration, prototypage, faisabilité technique

- **Action d'innovation (IA):**

Activités: productions de plan, design pour produits, services nouveaux/modifiés (inclus: prototypage, test, démonstration, ligne pilote, validation grande échelle...)

- **Action de coordination et de support**

(CSA):

Activités: standardisation, sensibilisation, communication, réseautage, dialogue politique, formations...

Taux de financement			
Type	« Non-profit » organisations	Entreprise	TRL
RIA	100%	100%	1-4
IA	100%	50-70%	5-9
CSA	100%	100%	N/A



Les grandes étapes de montage d'un dossier et les conditions d'accès aux financements européens (1)

- Contenu classique d'un appel à proposition

Challenge

Donne le contexte

Expected impact

Pendant et après

Scope

Précise le sujet à traiter

Type de proposition

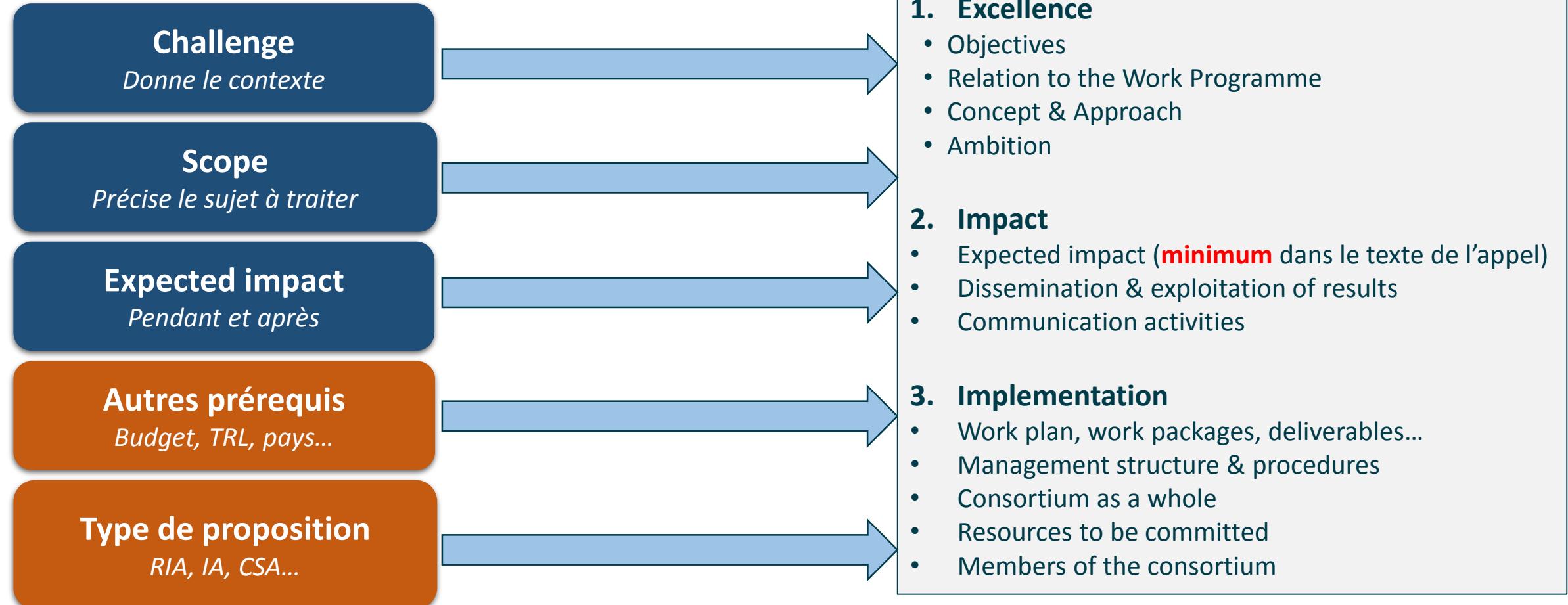
RIA, IA, CSA...

Autres prérequis

Budget, TRL, pays...

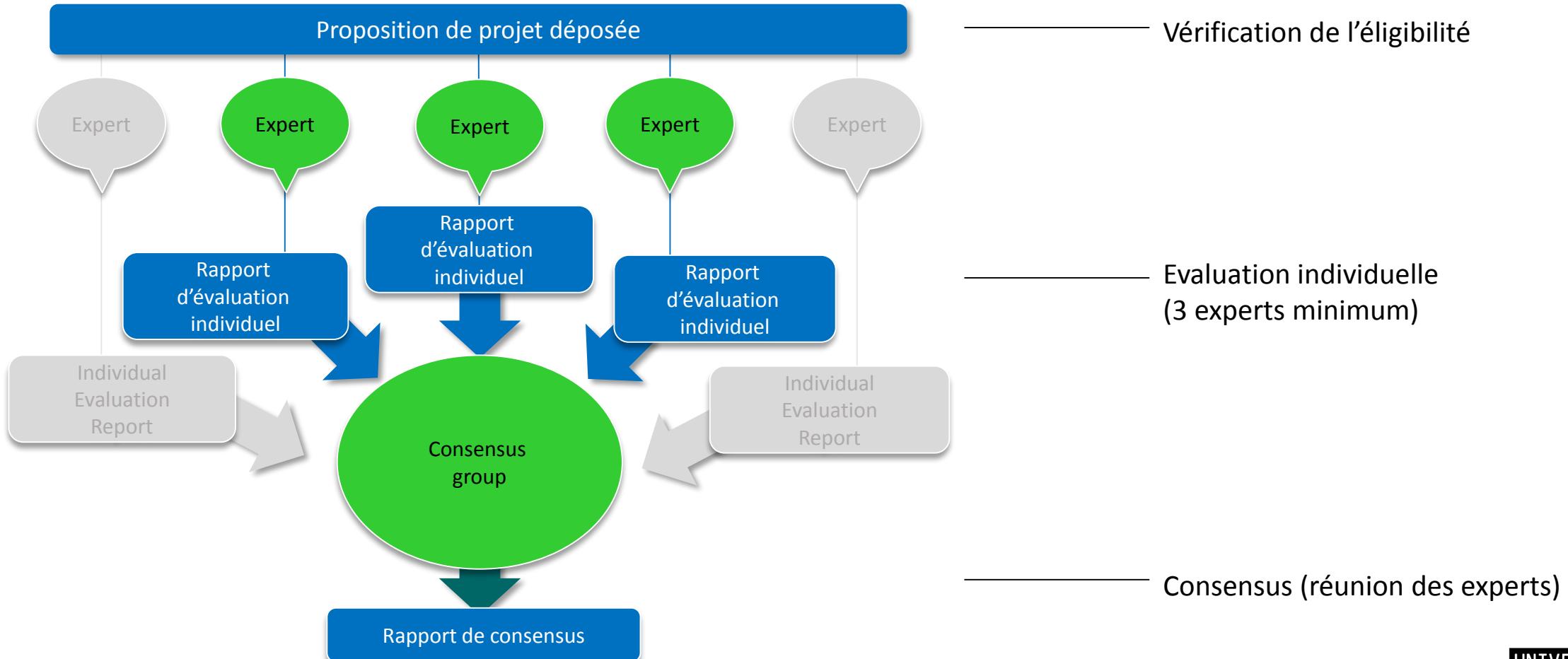
Les grandes étapes de montage d'un dossier et les conditions d'accès aux financements européens (2)

□ Comment répondre à un appel ?



Les grandes étapes de montage d'un dossier et les conditions d'accès aux financements européens (3)

□ Processus d'évaluation



Some key reminders on H2020

UNIVERSITE
BRETAGNE / CAP
LOIRE / EUROPE

Reminders when preparing a proposal

BEFORE PROPOSAL STAGE

1. Clear Strategy for the proposal
2. How to read a call
3. What are the key drivers of the proposal

STEP 1

AT PROPOSAL STAGE

4. Innovation
5. Impact
6. TRL
7. Differentiation
8. Synergies

STEP 2

Rule n°1 – Define a clear strategy

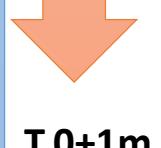
STRATEGY

- Clear strategy for engagement: **consolidate the alignment of the strategy with the vision and roadmap of your organization**, and if needed with the **regional or/and national priorities**
- **Define a strong partnership**: assess the expertise and the complementarity and contribution of the partners. EU recognized expertise is not mandatory for all.
- A clear message is to be defined in order **to get partners onboard** and to leverage the benefits for all the partners
- Organise the contribution of the Support Services, the one which have the experience to elaborate EU projects
- **Check which national action is in place or necessary to support the proposal** (e.g.: GTN / Alliances...)

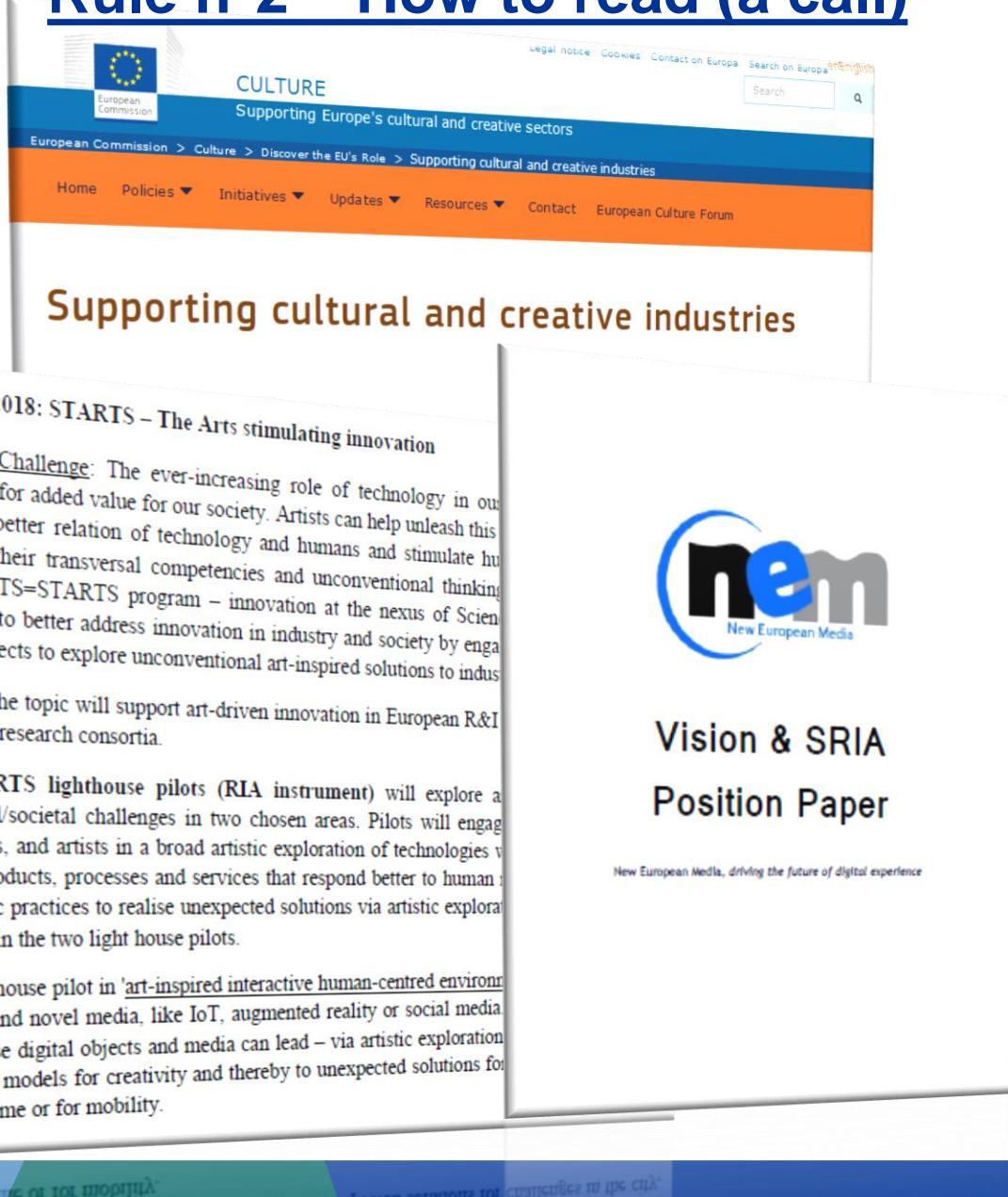
IMPLEMENTATION

- Step 0- A réception ou génération d'une idée de réponse au challenge
- Réception car venant d'un partenaire ou génération = idée spontanée d'un chercheur
- Recherche du topic qui accueille le mieux le sujet
- Recherche des partenaires proches
- 1ere Question: est-ce que le bénéfice pour ces partenaires proches est validé?
- Bénéfice pour le chercheur, bénéfice pour le end-user par exemple
- 2eme Question: qui sont les acteurs clés au niveau EU, sur la base du passé des dépôts
- Approche de ces acteurs - établissement d'un win/win basé sur la complémentarité des aspects scientifiques et industriels
- "Go" final sous 1 mois après Step 0
- Rédaction d'un *executive summary*, validation
- Check avec PCN et Project Officer en charge
- Définition du rôle pour chaque acteur
- Rédaction proposition

T.0



Rule n°2 – How to read (a call)



The screenshot shows the European Commission's Culture website. The top navigation bar includes links for 'legal notice', 'Cookies', 'Contact on Europa', 'Search on Europa', and language selection ('English'). Below the header, a breadcrumb trail shows: European Commission > Culture > Discover the EU's Role > Supporting cultural and creative industries. The main menu has options like 'Home', 'Policies', 'Initiatives', 'Updates', 'Resources', 'Contact', and 'European Culture Forum'. The main content area features a large orange banner with the text 'Supporting cultural and creative industries'. Below this, a specific call for proposals is highlighted: 'ICT-32-2018: STARTS – The Arts stimulating innovation'. The 'Specific Challenge' section discusses the role of technology in arts and innovation. The 'Scope' section mentions support for art-driven innovation in R&I consortia. A detailed point 'a) STARTS lighthouse pilots (RIA instrument)' is described, mentioning industrial/societal challenges, artistic exploration, and novel solutions. A sub-point '(i) Lighthouse pilot in 'art-inspired interactive human-centred environments'' is also mentioned.



Vision & SRIA Position Paper

New European Media, driving the future of digital experience

- AAP = partie émergée de l'iceberg
- Références croisées (autres WP, politiques UE, Agendas de R&I stratégiques)
- Prise de recul nécessaire: contexte AAP,
- Exemple d'AAP : **ICT-32-STARTS The Arts stimulating innovation (RIA)**
- STARTS = Silo-breaking collaboration between researchers, industry and artists
- STARTS encourages projects to :
 - consider including dedicated artistic practices
 - exploration of technological limits via art installations, developing unexpected uses of technology, testing of unusual technical solutions, and for working on social acceptance

Rule n°3 – Key drivers

- Think performance, impact & results!
- **BIG PICTURE:** Political aspects
 - Your project: puzzle piece to the big question at EU level
- **MEDIUM PICTURE:** Ecosystem
 - Identify WP general contribution to major EU challenges
 - Identify related domains (link with other WPs, Focus Area)
 - Identify national/regional/local challenges (e.g: [S3 Pays de la Loire](#)) :
 - Axis 2: Key competences for a sustainable economy
 - Computer science and electronics
 - Design and cultural and creative industries
- **SMALL PICTURE:** Project
 - Project expected impacts (see Rule n°4 – Highlight Impact)

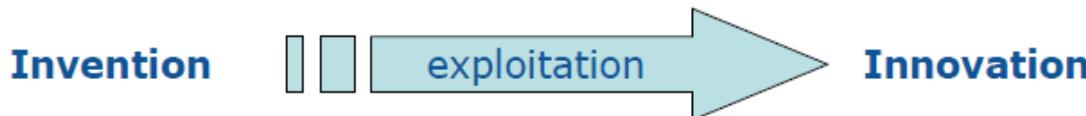


Rule n°4 – Highlight Innovation

- Innovation = Excellence + Impact (**x1,5 IA**) + Implementation
 - Excellence part = **Innovation potential**
 - How much benefit?
 - Impact part = **innovation capacity**
 - Can the invention/new creation/design be used to develop other innovations?
 - Implementation part = **innovation management**
 - Innovation management = management of all activities related to understanding needs (identifying new ideas, develop new products and services which satisfy these needs).

Innovation

The successful commercialisation of new ideas, which when used produces tangible benefits, satisfying needs and wants



LAROUSSE : Ensemble du processus qui se déroule depuis la naissance d'une idée jusqu'à sa matérialisation (lancement d'un produit), en passant par l'étude du marché, le développement du prototype et les premières étapes de la production

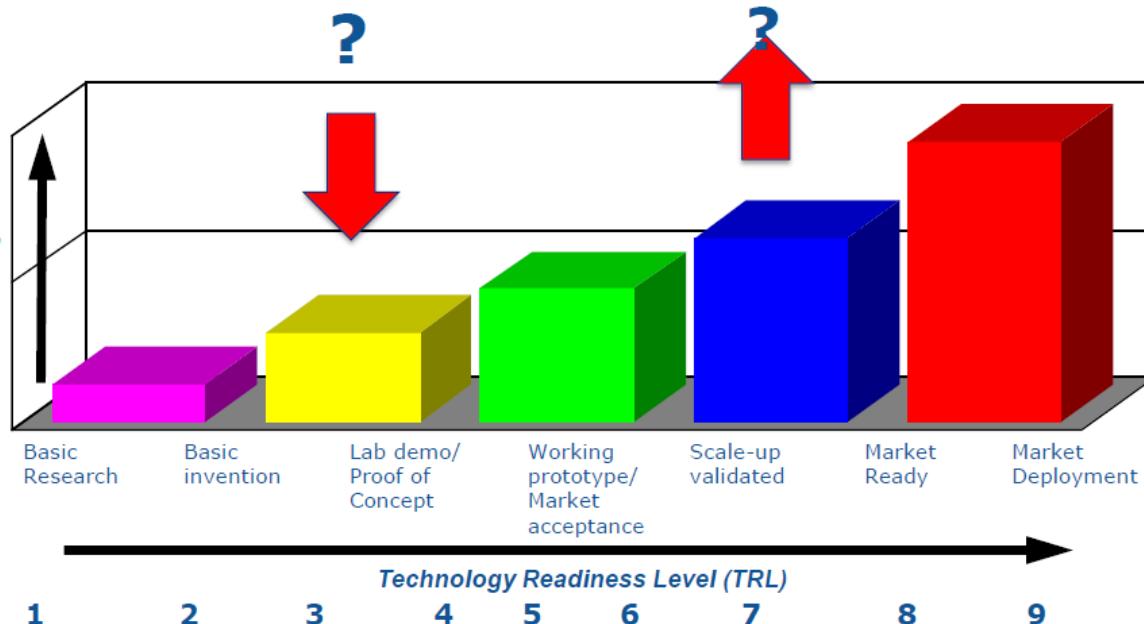
Rule n°5 – Highlight impact

- Minimum requirements: **Expected impacts mentioned in the WP/topic**
- **Substantial Impacts not mentioned in the WP** : Enhance innovation capacity, create market opportunities, strengthen competitiveness, address issues related to climate change (**Focus Area...**)
 - Digitising and transforming European industry and services
- Measures to maximise impacts:
 - Plan for dissemination & exploitation of results: **describe area in which you will make impact & who are the potential user of your results**

Rule n°6 – Clearly demonstrate the progress in the TRL scale

Technology Readiness Levels

Where are you starting from and where do you want to go?



Technology Readiness Levels (TRLs) are introduced in H2020 in order to emphasise the innovation dimension

- ✓ Demonstrate in the proposal that the concept of TRLs has been well understood
- ✗ Avoid activities falling outside to indicated TRL range for the topic (unless minor and well justified)

Show that the work of partners in the consortium is relevant to cover the TRL progress during the project and/or beyond.

E.g: Brick techno apportée par un labo = via Task d'un WP = résultat (qui apporte qui reçoit)



Rule n°7 –Differentiation

- Potentiel d'innovation (cf. Rule n°4):
 - Innovation incrémentale
 - Innovation de rupture (licornes)
- Etat de l'art (ex. Brevets...)
- Positionnement sur le marché
- Contribution pour les PME/artistes
- Genre : représentativité, responsabilité

3. Priority order for proposals with the same score:

Unless the call conditions indicate otherwise, the following method will be applied (except for the first stage of two-stage calls, where proposals having the same score are kept together and no prioritisation is made.)

If necessary, the panel will determine a priority order for proposals which have been awarded the same score within a ranked list. Whether or not such a prioritisation is carried out will depend on the available budget or other conditions set out in the call fiche. The following approach will be applied successively for every group of ex aequo proposals requiring prioritisation, starting with the highest scored group, and continuing in descending order:

- a) Proposals that address topics, or sub-topics, not otherwise covered by more highly-ranked proposals, will be considered to have the highest priority.
- b) The proposals identified under (a), if any, will themselves be prioritised according to the scores they have been awarded for the criterion excellence. When these scores are equal, priority will be based on scores for the criterion impact. In the case of Innovation actions, and the SME instrument (phases 1 and 2), this prioritisation will be done first on the basis of the score for impact, and then on that for excellence.
- c) If necessary, any further prioritisation will be based on the following factors, in order: size of EU budget allocated to SMEs; gender balance among the personnel named in the proposal who will be primarily responsible for carrying out the research and/or innovation activities.
- d) If a distinction still cannot be made, the panel may decide to further prioritise by considering how to enhance the quality of the project portfolio through synergies between projects, or other factors related to the objectives of the call or to Horizon 2020 in general. These factors will be documented in the report of the Panel.

Rule n°8 – Show synergies

- Strong consortium is key
 - Strong partners capable of providing relevant contributions. Trust / long-term collaborations is a must (existing local, regional or national projects/networks...)
 - Links with local/regional ecosystems: show complementarity between projects and regional/local ecosystems (=IMPACTS!)
 - Your Project idea does not come from nowhere : There is a need to be fulfilled!

Rule n°9 – Cross-cutting issues

- Social sciences and humanities research is fully integrated into each of the pillars of Horizon 2020 and each of the specific objectives (see reminder n°7 – Differentiation)
- Gender equality and the gender dimension in research and innovation content

Rule n°10 – Develop a knowledge base

- Think about project follow-up: Sustainability
 - Allow better sharing of project results
 - Reuse of data after the end of the project
 - Produce a stable and reliable database for the future
 - Integration of data into a market place
 - Take the B-to-B dimension into account

Exercice sur l'appel ICT-32-STARTS

"The Arts stimulating innovation"

UNIVERSITE
BRETAGNE \ CAP
LOIRE / EUROPE

ICT-32-2018

The Arts stimulating innovation (RIA)

THE CREATIVE AND CULTURAL INDUSTRIES ARE DIVERSE



RIA	<i>Deadline model</i>	1 stage	<i>Budget</i>	8 M€ (4 M€/ 2 RIA = 1 RIA in each area)
		17.04.2018	<i>TRL</i>	

Specific Challenge:

The ever-increasing **role of technology in our daily life offers huge potential for added value for our society.** Artists can help unleash this potential.

They can help shape a **better relation of technology and humans and stimulate human-centred innovation through their transversal competencies and unconventional thinking.**

The challenge of the S+T+ARTS=STARTS program – innovation at the nexus of Science, Technology and the Arts - is to **better address innovation in industry and society by engaging artists in European R&I projects to explore unconventional art-inspired solutions to industrial/societal problems.**

Scope: The topic will support art-driven innovation in European R&I projects by inclusion of artists in research consortia.

STARTS lighthouse pilots (RIA instrument) will explore art-inspired solutions to industrial/societal challenges in two chosen areas. Pilots will engage industry, technology, end-users, and artists in a broad artistic exploration of technologies with the aim of creating novel products, processes and services that respond better to human needs. The added value of artistic practices to realise unexpected solutions via artistic exploration must be clearly put forward in the two light house pilots.

1) Lighthouse pilot in 'art-inspired interactive human-centred environments' created by **digital objects and novel media, like IoT, augmented reality or social media**. The pilot will explore how these digital objects and media can lead – via artistic exploration – to novel experiences and new models for creativity and thereby to unexpected **solutions for challenges in the city, in the home or for mobility**.

- Objets numériques, nouveaux médias (IoT), médias sociaux, réalité augmentée
- IoT : échanges d'informations et de données provenant de dispositifs du monde réel avec le réseau Internet
- Cadre des problématiques/solution (impacts !) : villes, habitat, mobilité

Scope:

2) **Lighthouse pilot** in 'art-inspired urban manufacturing' driven by de-centralised digitally-enabled production systems and co-creation in urban environments. **The pilot will explore how digitally-enabled small-scale production/manufacturing systems and networks combined with artistic exploration and creativity in design and process** - can revive the social, ecological and economic urban space and lead to unexpected products and services in an urban environment.

- Objets "digitaux" = convergence pour des applications en milieu urbain
- Cadrage des problématiques/solutions : redynamiser les aspects sociaux, écologiques et économiques en milieu urbain
- Attendus : productions tangibles (produits & services)
- Small-scale/manufacturing systems = FABLABs; Makerspace



Expected Impact:

- The **demonstration of value-added to industry and society** in having artists contribute to the **development of radically new products, services and processes**.
 - Terreau de création, émergence de solutions (produits, services)
 - Finalités : industrie, société.
 - *Par exemple : The development of cultural and creative industries (CCIs) is vital for a vibrant economy and as a means of revitalising EU regions. The CCIs employ 7.5% of the EU's workforce and add around EUR 500 billion to GDP.*
- Signalling effect for **future uptake** of art-driven solutions to **concrete industrial and societal challenges** and art-driven **user-centred products and services**.
 - Solutions tangibles pour 1) et 2) : ex. Création de prototypes (TRL 4 : Tech validated in relevant environment)
 - Designers spécifiquement attendus pour 1) et 2) : intersection Art / Techno / Société
 - Sujet 2) implication des FABLabs attendue

Expected Impact:

- **Efficient working models** how art-technology collaboration can contribute to innovative processes in research, industry and society.
 - Méthodologie de projet spécifique : comment l'interaction sera-t-elle réalisée entre les acteurs (réconciliation) ?
 - Quel structuration / modèle ?
 - Lighthouse pilot = laboratoire

- **Burgeoning STARTS ecosystem** involving industry, technology, research, end-users, societal stakeholders, and the Art world that reconciles and unites the goals and thinking of industry and technology with that of the Art world.
 - L'idéal : Création d'un écosystème impliquant : industriels, recherche, utilisateurs, société civile, artistes, designers

Informations importantes

UNIVERSITE
BRETAGNE \ CAP
LOIRE / EUROPE

Informations importantes :

- Evénements

- 29&30 novembre 2017 : **NEM Summit 2017 (Madrid)**

- NEM Strategy / High-level roadmap 2025 for media and creative industry

- **Projet STARTS 2016 financé : "VERTIGO" <http://vertigo.starts.eu/vertigo-project/>**

- Créer de nouvelles synergies entre : artistes, institutions culturelles, projets de R&D en STIC, entreprises

- 3 actions principales :

- Résidences artistiques de projets R&D en STIC (3 appels annuels, sélection par jury international = 900 k€ pour 45 résidences)
 - Evénement annuel sur ces collaborations au Centre Pompidou : expositions sur les défis de l'art contemporain confronté aux écosystèmes technologiques et scientifiques
 - Développement de la plateforme : starts.eu (à venir fin 2017) pour mise en relation des acteurs et favoriser les collaborations (communication, offres, résidences tierces...)

Appels à propositions VERTIGO : <http://vertigo.starts.eu/call/for/call-for-ict-projects/>

Fiche d'identité de VERTIGO (CORDIS) : http://cordis.europa.eu/project/rcn/207024_fr.html



Informations importantes :

• Projet STARTS 2016 financé WEARSUSTAIN 2016-2017 : "WEARSUSTAIN"

- Site du projet : <http://wearsustain.eu/about/wear-rationale/>
- Technologies portatives, textiles intelligents/électronique
- Collaborations interdisciplinaires : artistes, designers, développeurs de techno.
- Applications très orientées “marché” : collection de données, Internet des objets, analyse de données
- Appels WEAR : <http://wearsustain.eu/open-calls/>
 - Appel à venir (ouverture : 15/11/17): **Evolution of critical, ethical, sustainable and aesthetic wearable technologies**
 - Voir les événements pour ce projet : <http://wearsustain.eu/events/>



Fiche d'identité de VERTIGO (CORDIS) : http://cordis.europa.eu/project/rcn/206415_en.html

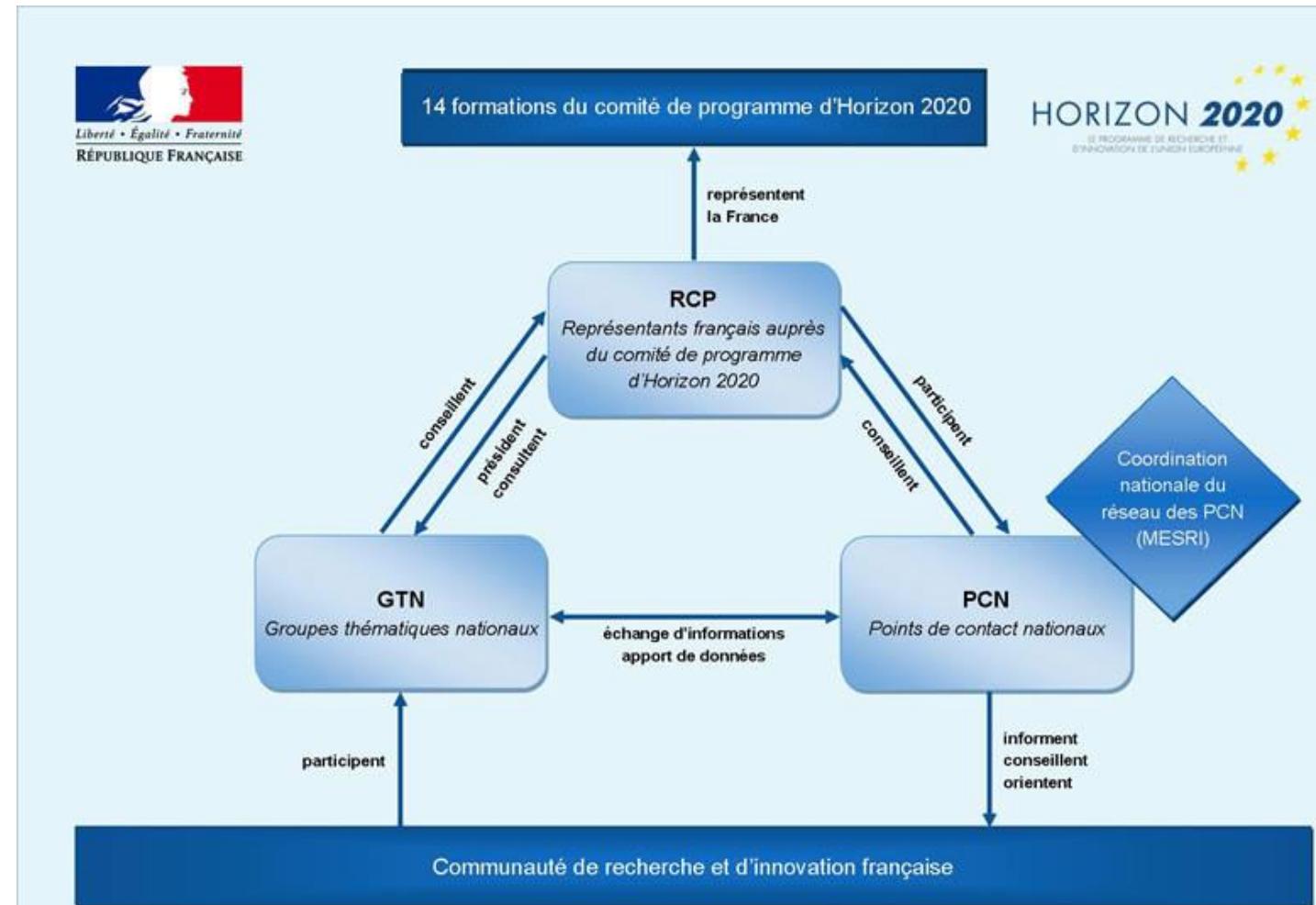
Informations importantes :

• Réseaux d'intérêt

- Site du Point de Contact National TIC : <http://www.horizon2020.gouv.fr/pid29761/tic.html>
 - Groupe Thématique National (GTN)

GTN = Consultation des acteurs de la recherche (publique et privée) dans un domaine précis qui sont animées par les RCP.

Ces derniers s'appuient sur leur GTN pour la **définition de la position de la France** qui sera présentée en comité de programme

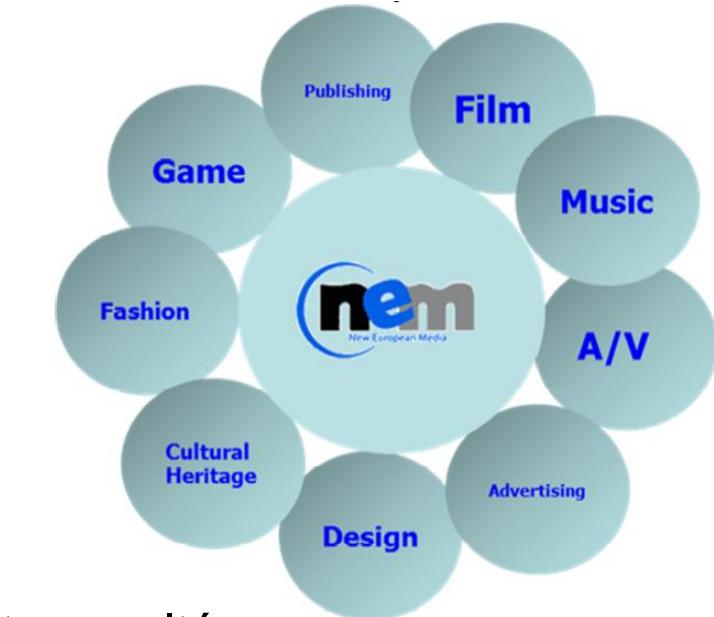


Informations importantes :

- Réseaux d'intérêt

- **Plateforme technologique européenne (ETP)**

For a d'acteurs dans des thématiques données et reconnu par la Commission européenne comme acteurs-clés de l'innovation, du transfert de connaissances et de la compétitivité.



Concrètement : ils participent à l'élaboration des appels à propositions et sont consultés Par la Commission européenne.

- **New European Media (NEM)**

- Rôle des plateformes : Stratégie, mobilisation dissémination
 - ✓ Agenda stratégiques européens
 - ✓ Participation des industriels
 - ✓ Opportunités de réseautage

Liste des plateformes : http://ec.europa.eu/research/innovation-union/index_en.cfm?pg=etp

A collage of 'thank you' in various languages, including Russian, German, Polish, Portuguese, Czech, Spanish, French, Italian, Dutch, Korean, Japanese, Chinese, and Arabic. The words are arranged in a scattered, overlapping manner.

Avec le soutien de :



**CE PROJET EST COFINANCIÉ PAR
LE FONDS EUROPÉEN DE DÉVELOPPEMENT RÉGIONAL**