

How to improve your chances of getting funded under Horizon 2020

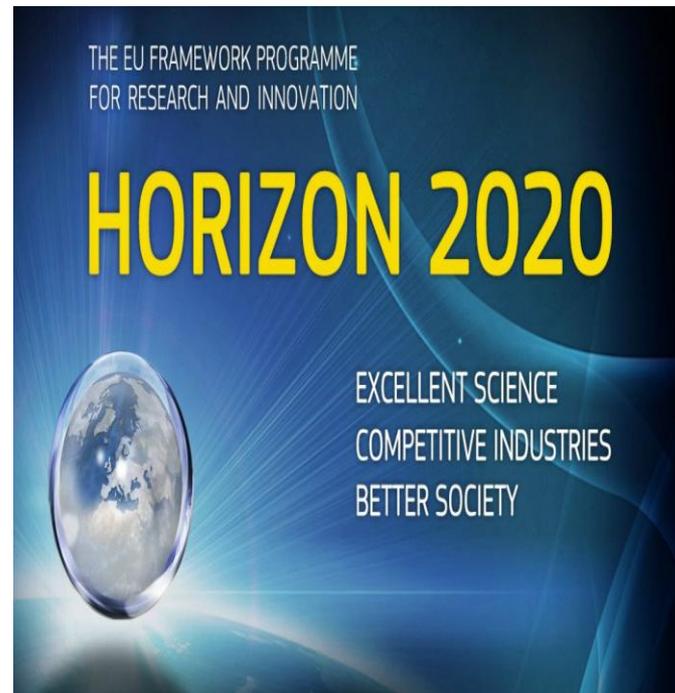
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Outline

- **Context – Horizon 2020
Research Framework**
- **Top tips to get your
project funded**



EU's Horizon 2020 Research Framework

- Horizon 2020 is the world largest research and innovation programme with a budget of €70 billion, €20 billion more than the Framework 7 budget.
- Horizon 2020 presents many opportunities for individuals and organisations such as higher education institutions to access funding.

EU's Horizon 2020 Research Framework

- Unlike the Framework 7, H2020 contains a number of different funding programmes and mechanisms that are grouped into three funding pillars – excellent science, industrial leadership and societal challenges.

EU's Horizon 2020 Research Framework

- The choice of pillar and underlying programme depends on what a researcher or an organisation is looking for funding for in terms of the size of the planned project.



Excellent
Science



Industrial
leadership



Societal
challenges

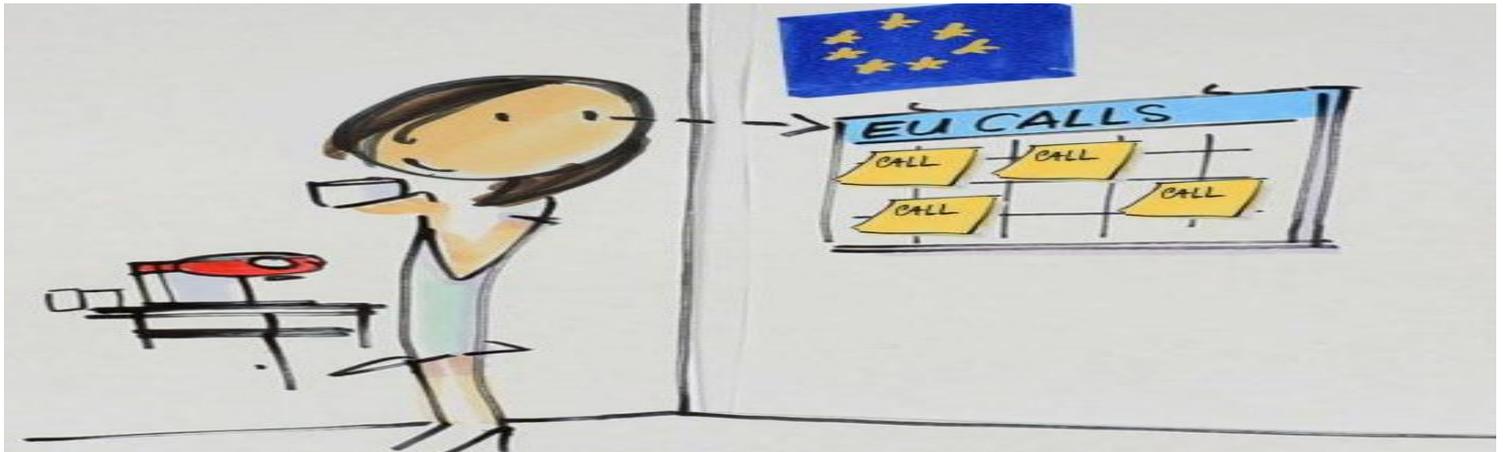
Top tips to get funded: Deeper Understanding of H2020

- First thing first. Ensure that you are super-secured or cast-ironed in your understanding of what H2020 is all about. The term ‘innovation’ is written in stone all over the three pillars of H2020 and it is absolutely important that you understand the thrust of the programme



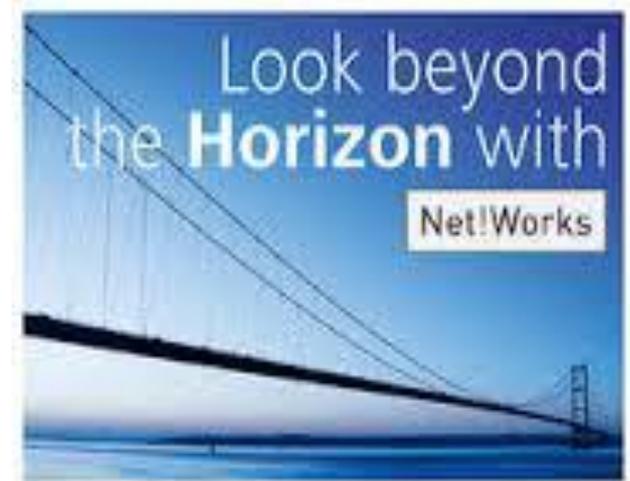
EU Calls

- Then ensure that you have a clear and deeper understanding of the particular call or programme that you are after.



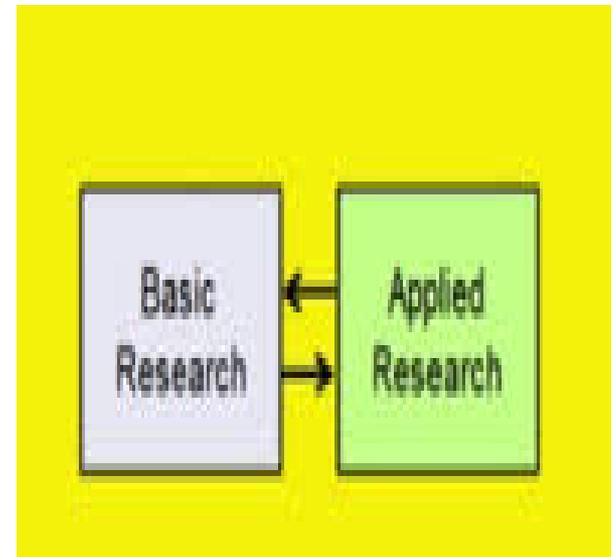
Be self critical

- Ask yourself what is so exceptional about the work you are proposing. You will not impress EU evaluators if you talk about how the work is so ‘special’. That is assumed! Network, if necessary, to get it right.



Basic or applied research? That is the question ...but

- Think about the basic and applied aspects of the work you are proposing and ensure that both are demonstrably connected.



Play with ideas – do some creative thinking

- Ask yourself how the work you are proposing can be innovatively or/and perhaps creatively addressed.



EU loves the 'S' word

- Ask yourself how the work will significantly raise the bar in knowledge that will lead to practical, demonstrable and sustained, permanent solutions. Call this **sustainable** impact if you will. This is important. Money is tight for member states who contribute to the H2020 budgets. What the European Council will not do is to stump up funding for a similar project a few years down the line!

Dissemination... Dissemination.... Dissemination

- Ask yourself if there are output-specific or unique ways to disseminate the findings. Please avoid, if possible, well-worn, weather-beaten dissemination methods ...



Dissemination... Dissemination.... Dissemination

- ... For instance, the web or internet is one of the common dissemination tools among project applicants. While the web is important the fact is that there are still large swathes of the European population who exist outside the web! If this category of people is one of your project stakeholders, the question is how best can you reach them?

Project findings

- How would you, innovatively, apply the findings of the project in different European settings? Remember H2020 is pan-European! Although I mentioned ‘different European settings’, but if your findings would make a earth-shaking difference in poorer European countries – especially in member countries that have benefited little from previous frameworks – then you are on a winning streak.

Stakeholders or users involvement

- It is not enough to identify users or stakeholders of the outputs of the work you are proposing, you need to state in clear and explicit terms how each stakeholder would be involved and demonstrate, quantitatively, the benefits of their involvement – personally, professionally and the industry and community they serve.

Partnerships

- Finally, many colleagues have asked me what do I think about 'partnership'? Well, I would say farewell to the time when the European Commission and the Council of Europe were keen more on building 'friendship' and 'solidarity' among people from across the EU region than engaging in 'serious' project work. I call this hand-shaking across the EU region!

Partnerships

- It does not matter much whether you go for a small or large partnership, what is absolutely important is that you must be cast-ironed, clear and explicit, about the role of each partner and how each partner will embed value in the work that you are proposing. **Notice the word ‘embed’ not ‘added’** – you will not impress EU project evaluators if you go on about your project ‘value added’. That’s music in to airs!

Concluding remarks

- Remember Horizon 2020, with a total of €70 billion budget, is the world's biggest research and innovation programme and if you can demonstrate, absolutely, **game-changing** or **world-beating** innovation that will result from the work you are proposing, you are virtually guaranteed a slice of the EU's €70 billion largesse! And why not?

Thank you.

Concluding remarks

Thank you.