Proposal Intelligence

How to Support Researchers in Writing the Impact of a Horizon 2020 Proposal

Presented at EARMA Conference in Bologna
28th March 2019

COURSE PRESENTER

Dr. Seán McCarthy
(+Sylvia McCarthy)

HYPERION LTD.
Training Courses

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Hyperion Courses

Designer and Presenter of Courses: Dr. Seán McCarthy Hyperion Ltd.

Hyperion specialises in the development of training courses for Researchers and Research Support Staff in Universities and Research Centres. Since 1995, over 76,000 people have participated in Hyperion Training courses in 29 countries.

Hyperion provides training courses to 74 of the top 100 Universities and Research Centres in Horizon 2020.

Getting Ready for Horizon Europe

Target Audience: Individuals and departments responsible for planning European research strategies in Universities, Research Centres and Research Intensive Companies
Location of Course: In-house courses held on-site
Next Open Course: Brussels, Thursday 23rd May 2019 www.hyperion.ie/course4800.htm

How to Write a Competitive Proposal for Horizon 2020

Target Audience: Researchers, Research Managers and newly appointed H2020 Support Staff
Location of Course: In-house courses held on-site

How to Write the Impact of a Horizon 2020 Proposal (Pillar II / III)

Target Audience: Researchers and H2020 Support Staff
Location of Course: In-house courses held on-site

Details of all courses on www.hyperion.ie

Follow us on Social Media 

@hyperioncourses 

LinkedIn – Sean McCarthy Hyperion

Proposal Intelligence Reports

Who write the reports?
A Proposal Intelligence Report is an analysis of a research topic in Pillar II and III of Horizon 2020. The reports are designed to help researchers write the ‘impact’ part of their proposals.

The reports identify:
- EU Policies behind the topic
- Expert Groups consulted
- Research Projects already funded in the topic
- Impact of research results on EU policies

Horizon Europe Intelligence Reports
These reports are currently being prepared for Horizon Europe clusters and missions.

Contact sydna.mccarthy@hyperion.ie for more details on Hyperion’s Proposal Intelligence Reports.

Details of all courses on www.hyperion.ie

Next Open Course

Getting Ready for Horizon Europe

Location of Course: Hotel Leopold, Brussels
Date: Thursday 23rd May 2019
(10:00 to 13:30)
Details: www.hyperion.ie/course4800.htm

Course Content:
1. From Horizon 2020 to Horizon Europe
2. The Formal Process for Preparing Horizon Europe
3. Participating in the Decision Making Process (Lobbying)
4. EIC (European Innovation Council)
5. European Partnerships
6. Horizon Europe Synergies with other EU Programmes
7. Research Support Services for Horizon Europe
Course Presenter: Dr Sean McCarthy

Booking details on www.hyperion.ie

Hyperion Ltd., Main Street, Watergrasshill, Co.Cork, T16 C664, Ireland
Proposal Intelligence

How to Support Researchers in Writing the Impact of Horizon 2020 Proposals

PRESENTERS

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Sylvia McCarthy Hyperion Ltd.
(sylvia.mccarthy@hyperion.ie)

COURSE CONTENTS

1. Background to Impact in Horizon 2020
2. Impact in Horizon 2020 (Pillar II and III)
3. Proposal Intelligence for Horizon 2020
4. Proposal Intelligence for Horizon Europe
5. Guide for Research Support Staff on ‘Impact’
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Background of Presenters

Dr. Seán McCarthy
Seán specialises in the design of training courses for researchers and research support staff. Since 1995, over 76,000 researchers and research support staff have attended his courses in 29 countries. In 2017 the European Commission published the list of the top 100 research Organisations in Horizon 2020. Seán McCarthy has delivered training courses in 74 of these top 100 research Organisations.
Seán has a PhD in Engineering from University College Cork (Ireland)

Sylvia McCarthy
Sylvia is an EU Policy Analyst. Based in Brussels since 2008, Sylvia has worked in the European Parliament and various EU consultancies and representations.
Sylvia has a Bachelor’s degree in European Studies (University College Cork, Ireland) and a Master’s degree in International Politics and Europe (University of Warwick, UK).

www.hyperion.ie/seanmccarthy.htm

From Policy to Programmes to Projects

1. Strategic Phase
   (Impact Assessment)

2. Programme Planning Phase
   (Impact Indicators)

3. Work Programmes (Topics)
   (Excellence and Impact)

Politicians

EU Policy

Political Lobby

European Commission

Researchers

*COMMISSION
Consulting Stakeholders

*RESEARCHERS
Participating in the Decision Making Process

What the Researcher Sees!
Horizon 2020 (From EU Policy to Programmes)

Pillar I
Excellent Science
- European Research Council
- Future and Emerging Technologies
- Marie Curie Actions
- Research Infrastructures

Pillar II
Industrial Leadership
- Leadership in enabling and industrial technologies (LEIT):
  - Information and communication technologies (ICT)
  - Nanotechnology, Advanced Materials, Biotechnology, Advanced Manufacturing and Processing (NMBP)
  - Space
- Innovation in SMEs
- Access to Risk Finance

Pillar III
Societal Challenges
- Health, demographic change and wellbeing
- Food security, sustainable agriculture, marine, bio-economy
- Secure, clean and efficient energy
- Smart, green and integrated transport
- Climate, Environment, resource efficiency & raw materials
- Innovative, Inclusive, Reflective Societies
- Secure Europe

Top-Down vs. Bottom Up Programmes

Pillar I
Excellent Science
- European Research Council
- Future and Emerging Technologies
- Marie Curie Actions
- Research Infrastructures

Pillar II
Industrial Leadership
- Leadership in enabling and industrial technologies (LEIT):
  - Information and communication technologies (ICT)
  - Nanotechnology, Advanced Materials, Biotechnology, Advanced Manufacturing and Processing (NMBP)
  - Space
  - Innovation in SMEs
  - Access to Risk Finance

Pillar III
Societal Challenges
- Health, demographic change and wellbeing
- Food security, sustainable agriculture, marine, bio-economy
- Secure, clean and efficient energy
- Smart, green and integrated transport
- Climate, Environment, resource efficiency & raw materials
- Innovative, Inclusive, Reflective Societies
- Secure Europe
Impact of ERC Projects

**Pillar I**

**Excellent Science**

- European Research Council
- Future and Emerging Technologies
- Marie Curie Actions
- Research Infrastructures

‘Bottom Up’

**Technology (or Social) Readiness Level**

| 1 | 2 | ???????????????? |

**Impact Indicator for ERC**

“Share of publications from ERC funded projects which are among the top 1% highly cited.” (EC)

Boolean Logic

**Technology Readiness Level**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

**Basic Research**

- Laboratory Research
- Technology Development
- Technology Demonstration
- Product Development
- Product Complete

1854

George Boole Publishes

“*An Investigation of the Laws of Thought*” (Cork, Ireland)

1938

Claud Shannon

MIT

‘discovers’ Boole’s Algebra

Scientific Impact (Book)

Today

Boolean Logic

Hardware/Software

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Impact of FET Projects

**Pillar I**

- Excellent Science
- European Research Council
- Future and Emerging Technologies
- Marie Curie Actions
- Research Infrastructures

**'Bottom Up'**

Technology (and Social) Readiness Level

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<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
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FET

Impact

Research Organisation

Research Intensive Companies

“Initiating a radically new line of technology.”

“Kick-starting an emerging innovation eco-system.”

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**MP3 Technology**

Technology Readiness Level

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<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<th>7</th>
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<th>9</th>
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</thead>
</table>

Basic Research 1977
- Prof. Dieter Seitzer
- Patent Rejected

Laboratory Research 1989
- Patent for MP3 awarded

Technology Development 1994
- First Prototype on the market

Technology Demonstration 1997
- Era of MP3 begins

Product Development Complete
- Product Development

“We put in almost 15 years of hard development work between the initial concept and the finished standard”

(Source: Fraunhofer Magazine 2.09)


### Impact of Marie-Sklodowska-Curie Projects

<table>
<thead>
<tr>
<th>Pillar I</th>
<th>European Research Council</th>
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<tbody>
<tr>
<td></td>
<td>Future and Emerging Technologies</td>
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<tr>
<td></td>
<td>Marie Curie Actions</td>
</tr>
<tr>
<td></td>
<td>Research Infrastructures</td>
</tr>
</tbody>
</table>

**‘Bottom Up’**

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### Impact on Career

Marie Curie Actions add to researchers' employability, develop their entrepreneurship and innovation-related competences.”

Source: Marie Curie Work Programme (H2020).

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### Impact on EU Policy

“62% of Marie Curie budget (2014-2015) was awarded to projects related to Sustainable Development”

Source: Work Programme 2018-2020

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### Notes
COURSE CONTENTS

Background to Impact in Horizon 2020

Impact in Horizon 2020 (Pillar II and III)

Pillar II
Industrial Leadership

Pillar III
Societal Challenges

‘Top-Down’
Who Wrote the Topic?
Impact on EU Policies?

Impact of Pillar II/III Projects

<table>
<thead>
<tr>
<th>Technology (or Social) Readiness Level</th>
<th>End Users (Economic or Social)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9</td>
<td></td>
</tr>
</tbody>
</table>

Pillar II and Pillar III

RIA (Research and Innovation Action)
IA (Innovation Action)

Fundamental Research Centres
Universities
Research Organisations
Civil Society Organisations

Research

High Tech Companies

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Impact on EU Policies? (Pillar II/III)

What the Researcher Sees!! (Pillar II/III)
How Pillar II/III Proposals are Evaluated

- Eligibility
- Scientific Evaluators
- Panel
- European Official
  (Are forms filled in properly?)
- Independent Experts
  - Score B1 (Excellence)
  - Score B2 (Impact)
  - Score B3 (Implementation)
  - Agree Consensus Report
- Final Selection of Proposals
  - Evaluator’s Scores
  - Impact on EU Policies

How to Prepare Pillar II/III Proposals

- Eligibility
- Scientific Evaluators
- Panel
- Full Proposal
  (70 Pages)
- Evaluators’ Consensus Report
  (Evaluators’ Questions)
- Impact on EU Policies?
  (Proposal Clinic)
### Proposal Clinic (Pillar II/III)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Who Wrote the Topic?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact Questions</td>
<td>Background to Impact Questions?</td>
</tr>
<tr>
<td>Outputs to Impact</td>
<td>Impact of Project on EU Policies?</td>
</tr>
<tr>
<td>Impact Partner</td>
<td>Who is the ‘Impact Partner’?</td>
</tr>
</tbody>
</table>

#### The Project

<table>
<thead>
<tr>
<th>Title</th>
<th>Title (Slogan) ACRONYM (Brand name)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective</td>
<td>What is the Research Question? TRL?</td>
</tr>
<tr>
<td>Research</td>
<td>Overview of the Proposed Research</td>
</tr>
</tbody>
</table>

### The ‘Impact Partner’ in Pillar II/III Proposals

<table>
<thead>
<tr>
<th>Who writes?</th>
<th>‘Impact Partner’ (not written by Researcher!)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work Package</td>
<td>Impact Work Package (Led by ‘Impact Partner’)</td>
</tr>
</tbody>
</table>

#### Type of Project

<table>
<thead>
<tr>
<th>Industry</th>
<th>Profile of ‘Impact Partner’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>Political Scientist/Economist/Civil Society</td>
</tr>
</tbody>
</table>
COURSE CONTENTS

- Background to Impact in Horizon 2020
- Impact in Horizon 2020 (Pillar II and III)
- Proposal Intelligence for Horizon 2020
- Proposal Intelligence for Horizon Europe
- Guide for Research Support Staff on ‘Impact’

Who Wrote the Topic? (Pillar II and III)

- Politicians
- Researchers
- Which EU Policies?
- Which Expert Groups? (Potential Partners)
- Understand ‘Impact’ Questions
- Topic (Excellence and Impact)
- ‘Lobby’
UN Sustainable Development Goals

GOAL 1: No Poverty
GOAL 2: Zero Hunger
GOAL 3: Good Health and Well-being
GOAL 4: Quality Education
GOAL 5: Gender Equality
GOAL 6: Clean Water and Sanitation
GOAL 7: Affordable and Clean Energy
GOAL 8: Decent Work and Economic Growth
GOAL 9: Industry, Innovation and Infrastructure
GOAL 10: Reduced Inequality
GOAL 11: Sustainable Cities and Communities
GOAL 12: Responsible Consumption and Production
GOAL 13: Climate Action
GOAL 14: Life Below Water
GOAL 15: Life on Land
GOAL 16: Peace and Justice Strong Institutions
GOAL 17: Partnerships to achieve the Goal

Topic MIGRATION-03-2019
Social and economic effects of migration in Europe and integration policies

Politicians

EU Policy

SDG 10: Reduced Inequalities
Commission Action Plan:
Integration of 3rd country nationals (2016)
Parliament: 24 Reports on Migration
Council: Finding solutions to migratory pressures
Expert Group:
European Integration Network

Projects

H2020: 15+ Projects
FP7: 17+ Projects
COST Actions: 2

Researchers

Funded Projects

Lobbying

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Impact of Research on EU Policies?

Impact of MIGRATION-03-2019
Social and economic effects of migration in Europe and integration policies

Politicians
- Justice & Home Affairs Council
- COREPER II
  - Working Party on Integration, Migration and Expulsion
  - Working Party on Asylum

European Commission
- DG HOME: Directorate-General for Migration and Home Affairs
- DG DEVCO: Unit B.3: Migration, Employment

European Parliament Committees
- LIBE: Civil Liberties, Justice and Home Affairs
- AFET: Foreign Affairs
- DEVE: Development
-EMPL: Employment and Social Affairs

European Agencies
- EASO: European Asylum Support Office
- Eurofound: Foundation for the Improvement of Living & Working Conditions
- Europol: European Police Office
- FRA: Agency for Fundamental Rights
Research Area: Personalised Medicine

Politicians

EU Policy

Projects

Funded Projects

Researchers

SDG 3: Good Health and Well-Being
Commission: Digital Transformation of Health and Care in the Digital Single Market
Council: Personalised medicine for patients (2015)
ICPerMed: International Consortium for Personalised Medicine

EIP on Active and Healthy Ageing
IMI: Innovative Medicines Initiative

H2020: 30+ Projects
FP7: 20+ Projects

Impact of Research on Personalised Medicine

Politicians

Employment, Social Policy, Health & Consumer Council
COREPER I
Working Party on Public Health
Working Party on Pharmaceuticals and Medical Devices

European Parliament Committees
ENVI: Environment, Public Health & Food Safety
IMCO: Internal Market & Consumer Protection
ITRE: Industry, Research & Energy
EMPL: Employment & Social Affairs

European Commission

DG RTD: Unit E2 Innovative and Personalised Medicine
DG SANTE: Unit B3 European Reference Networks and Digital Health
DG CONNECT: Unit H3 eHealth, Well-Being and Ageing

European Agencies
CHAFEA: Consumers, Health, Agriculture & Food Executive Agency
EMA: European Medicines Agency
COURSE CONTENTS

- Background to Impact in Horizon 2020
- Impact in Horizon 2020 (Pillar II and III)
- Proposal Intelligence for Horizon 2020
- Proposal Intelligence for Horizon Europe
- Guide for Research Support Staff on ‘Impact’

Negotiating Horizon Europe (9th Dec 2018*)

Pillar I Excellent and Open Science
- ERC (European Research Council)
- MCSA (Marie Skłodowska-Curie Actions)
- Research Infrastructures

Pillar II Global Challenges and European Industrial Competitiveness
- Clusters and Missions
  - 1. Health, 2. Culture, Creativity and Inclusive Society,
  - 5. Climate and Energy 6. Mobility, 7. Bioeconomy, Food,
  - Natural Resources, Agriculture and Environment, 8. JRC

Pillar III Innovative Europe
- EIC (European Innovation Council)
- European Innovation Ecosystems
- EIT (European Institute of Innovation and Technology)

Widening Participation and Strengthening the European Research Area

* Titles subject to change – Negotiations still in progress
Proposed Missions (19th February 2019)

1. Adaption to Climate Change (+ Social Transformations)
2. Cancer
3. Healthy Oceans, Seas, Coastal and Inland Waters
4. Carbon Neutral and Smart Cities
5. Soil Health for Sustainable Food

Mission Healthy Oceans (Proposal Intelligence)

- SDG 14: Life Below Water
- EU POLICIES
  - Bioeconomy Strategy
  - Blue Growth
  - Sustainable Blue Economy (2017)
- European Parliament
  - 4 Reports on Healthy Oceans
- Joint Programming Initiative on Oceans: Healthy & Productive Seas & Oceans
- H2020: 3 Projects
- FP7: 3 Projects
**COURSE CONTENTS**

- Background to Impact in Horizon 2020
- Impact in Horizon 2020 (Pillar II and III)
- Proposal Intelligence for Horizon 2020
- Proposal Intelligence for Horizon Europe
- Guide for Research Support Staff on ‘Impact’

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**Support Needed by Researchers**

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<tr>
<th>Content</th>
<th>Part B</th>
<th>‘Filling in the Forms’</th>
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<tbody>
<tr>
<td></td>
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<td>B1: Excellence</td>
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<td>B2: Impact</td>
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<td>B3: Implementation</td>
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<td>Level 2 Support</td>
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<td>Rules</td>
<td>Part A</td>
<td>‘Competitive Proposal’</td>
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<td>- Legal Rules</td>
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<td>- Procedures</td>
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<td>Organisation’s Rules</td>
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<td>Level 1 Support</td>
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<tr>
<th>Proposal Intelligence</th>
<th>Level 2 Support</th>
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<tbody>
<tr>
<td>Screening Proposals</td>
<td>Level 4 Support</td>
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<tr>
<td>Coaching/Mentoring</td>
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<th>Streamlining Processes</th>
<th>Level 3 Support</th>
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<tr>
<td>- Templates</td>
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<tr>
<td>- Sample Proposals</td>
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<tr>
<td>- Guidelines</td>
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<td>- Process Analysis</td>
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Support in Understanding the Topic (Pillar II/III)

Horizon 2020

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<tbody>
<tr>
<td>Lobby Phase</td>
<td>Work Programmes Call 6 Call 7</td>
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SUPPORT NEEDED
Who Wrote the Topic?
Partners/Competitors?

SUPPORT NEEDED
Topic (Challenge, Scope, Impact)

What is the ‘Big Picture’?

Politicians

EU Policy

Horizon 2020

Researchers

Policy

Big Picture (‘Ageing Society’)
10-15 Year Vision
TRL 9

Projects

3-5 Years
Research Outputs
TRL 3-7

B1.3 “Concept and approach
Describe the positioning of
the project e.g. where it is
situated in the spectrum from
idea to application.”
Proposal Clinics for Pillar II/III Proposals

How Proposals are Evaluated

EU Official

Scientific Evaluators

Panel

Screening Proposals

Full Proposal (Proposal Forms) (70 Pages)

Evaluators’ Consensus Report (Evaluators’ Forms) (4 Pages)

Impact on EU Policies? (Proposal Clinic) (1 Page)

Getting Ready for Horizon Europe

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<tr>
<td>FP7</td>
<td>Horizon 2020</td>
<td>Horizon Europe</td>
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Preparation of Horizon Europe

Work Programmes

Call I --- Call 7

Intelligence Needed for Horizon Europe (Pillar II)

<table>
<thead>
<tr>
<th>Impact</th>
<th>Increase in Impact in Pillar II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics</td>
<td>Who Will Write the Topics?</td>
</tr>
<tr>
<td>Missions</td>
<td>Who will Define the Missions?</td>
</tr>
<tr>
<td>Partnerships</td>
<td>Who will Define the Partnerships?</td>
</tr>
</tbody>
</table>

* Top-Down Programmes
Hyperion Ltd. provides a training programme to help research organisations design and implement their 'European Research Strategy'.

**Hyperion provides training courses to 74 of the top 100 Organisations in Horizon 2020 (EC Annual Report)**

**Hyperion provides training courses to 58 of the top 100 European Universities (THE Ranking)**

The training courses are relevant to Research Centres, Universities, research active companies and regional development organisations. Since 1995, over 76,000 researchers have participated in Hyperion's training courses in 29 countries. The courses are based on over 36 years experiences in all aspects of European research. We deliver our courses as In-house (in the host organisation) and Open (Course organised by Hyperion Ltd.).

All courses are delivered by Dr. Seán McCarthy [www.hyperion.ie/seannmccarthy.htm](http://www.hyperion.ie/seannmccarthy.htm)

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### In-house Courses

**Dates available for in-house courses in 2019** [www.hyperion.ie/2019.htm](http://www.hyperion.ie/2019.htm)

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<tr>
<th>Workshops for Directors and Senior Support Staff</th>
<th>Handbook Sold Out</th>
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<tr>
<td>Getting Ready for Horizon Europe</td>
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**Training Courses for Researchers and Research Support Staff**  
(From Telling to Selling)

- How to Write a Competitive Proposal for Horizon 2020
- How to Write the Impact of a Horizon 2020 Proposal
- Proposal Clinics (Pillar II and Pillar III of Horizon 2020)

**Training Courses/Workshops for Research Support Staff**

- How to Support Researchers in Writing Competitive Proposals
- Presentation Skills for Research Support Staff (Horizon 2020)

**Finishing School for Researchers**

- How to Present R&D Activities to Business Executives, Public Officials and Politicians
- Skills for International Business
- Workshop on Innovation (from Science to Shares)
- Horizon 2020: Opportunities for Companies
- Horizon 2020: Opportunities for Voluntary Organisations

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http://www.hyperion.ie/