APRE
Agenzia per la Promozione della Ricerca Europea

Understanding public funding options in Europe

TETRA Master Class
02.03.2022

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Horizon Europe National Contact Point
Cluster 4 – Digital Industry and Space

Who am I?

- Project Manager since 2013 in international cooperation funded projects in ICT [PICASSO, ClusMED] and of National Contact Points (NCP) [IdealIST'14, '18, '20, A2EIC].
- Coordinator FETFX, technical coordinator EFFECT
- Since 2016 NCP in H2020 "Information and Communication Technologies " and "Future and Emerging Technologies".
- Since 2021 HE NCP in CL4 - Digital, Industry and Space (Competence Team Leader), EIC and EIE, and CL1 – Health, and Competence Team member in EIT
- As Trainer, Marta Calderaro hosted numerous training in Horizon Europe, Digital Europe Programme and Horizon 2020 (+50)

Agenda

Webinar 1 - Understanding public funding options in Europe and how to decipher open call texts

- Overview of funding opportunities for SMEs/Startups in different programmes
- Differences between the programmes
- TIPS from a National Contact Point
- Good practices/examples from SMEs/Startups already funded

Understanding the audience

Technology building blocks: internet commons

SSI
DID
IRMA
IPFS
F-droid
Qubes OS
Replicant OS
Maemo Leste
Scion
Nixos
PowerDNS
OpenPGP
Tor
Let's connect
Wireguard
Nitrokey
Libre SOC
Balthazar
RISC V SOC
RISC V Phone

Data and AI 40

Applications (e.g. email, instant messaging, video chat, collaboration) 81

Vertical use cases, Search, Community 25

75 Software engineering, protocols, interoperability, cryptography, algorithms, proofs

Decentralised solutions, including blockchain/distributed ledger 125

Middleware + identity, including DNS, authorisation, authentication 31

Operating Systems, firmware and virtualization 22

Network infrastructure incl. routing, P2P and VPN 62

Measurement, monitoring, analysis and abuse handling 15

Trustworthy hardware and manufacturing 54

BigBlueButton
Jisti
Sylk
Deltachat
Matrix
Thunderbird
Xwiki
Cryptpad
Fediverse
ActivityPub
Peertube
Wordpress
LibreOffice
Nextcloud
Solid
OpenFoodFacts
OpenStreetMap
Software Heritage
Searx

European Commission

Figures based on 9 RIA portfolio analysis

NGI and OSS and OSH

- The Next Generation Internet (NGI), a EU initiative with the goal of shaping Europe's digital development in an inclusive way based on European values, has received
- an investment of more than €250 million between 2018 and 2020 ranging from network infrastructures to digital platforms and social innovation.
- In its position paper on the scope of NGI, it pinpoints the importance of openness that should come together with innovation and cooperation (Next Generation Internet, 2019).
- NGI will invest in OSS and OSH in order to open up key technology components for increased transparency, security and resilience.
- As of December 2020, 450 awarded projects from third parties are OSSH and covering all the components of the IT stack.
- Third parties funded in the NGI programme are mostly individuals (54%) and micro-entreprise or SMEs (28%).

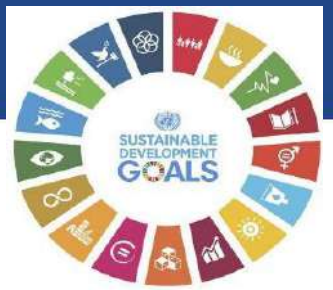
NextCloud – an NGI success story

- Open Source end-user applications domain: It enables users to **synchronise data between computers, mobile devices and with the cloud**.
- As of 2020, Nextcloud is the most widely deployed **Open Source content collaboration platform**, and crossed €8 million in revenue
- It was concepted and incubated as ownCloud with the goal to improve the control users have over their cloud-stored data.
- After ownCloud received venture capital investments, conflicts arose between the developer community and the investors. In the resulting split, Nextcloud was created with a governance model that is oriented more closely on the **viability of both the commercial and volunteer community** (licensed under the AGPL-3.0 and does not require a contributor license agreement).
- Nextcloud is a **content collaboration platform, with security and privacy** focus.
  This enables a number of use cases that are otherwise not wellserved.
- Large universities use it to provide collaboration platforms to their students.
  Public broadcasting stations and governments deploy it.
  Businesses use it to share sensitive data or to implement policies to keep company information off public cloud platforms.
  The availability of the complete source code under an OS license **facilitates security and compliance auditing** and ensures **long-term freedom to operate** for organisations investing into larger Nextcloud deployments.

SHAPING
EUROPE'S
DIGITAL FUTURE
#DigitalEU

We want the digital transformation to power our economy and we want to find European solutions at the Digital Age

6 Commission priorities for 2019-24



A European Green Deal
Striving to be the first climate-neutral continent

A Europe fit for the digital age
Empowering people with a new generation of technologies

An economy that works for people
Working for social fairness and prosperity

A stronger Europe in the world
Europe to strive for more by strengthening our unique brand of responsible global leadership

Promoting our European way of life
Building a Union of equality in which we all have the same access to opportunities.

A new push for European democracy
Nurturing, protecting and strengthening our democracy

Political Priorities

EU Policy Framework

2018-19

- 25th April/14th June 2018
  Publication of the COM 137 (2018) – Artificial Intelligence for Europe; Launch of the EU AI Alliance; 1st Meeting AI High Level Group
- 12th September 2018
  EU Cybersecurity Industrial, Technology and Research Competence Centre and Network of National Coordination Centres.
- 7th December 2018
  Action Plan against Disinformation
- 26th March 2019
  Cybersecurity of 5G networks
- 8th April 2019
  Building Trust in Human Centric AI

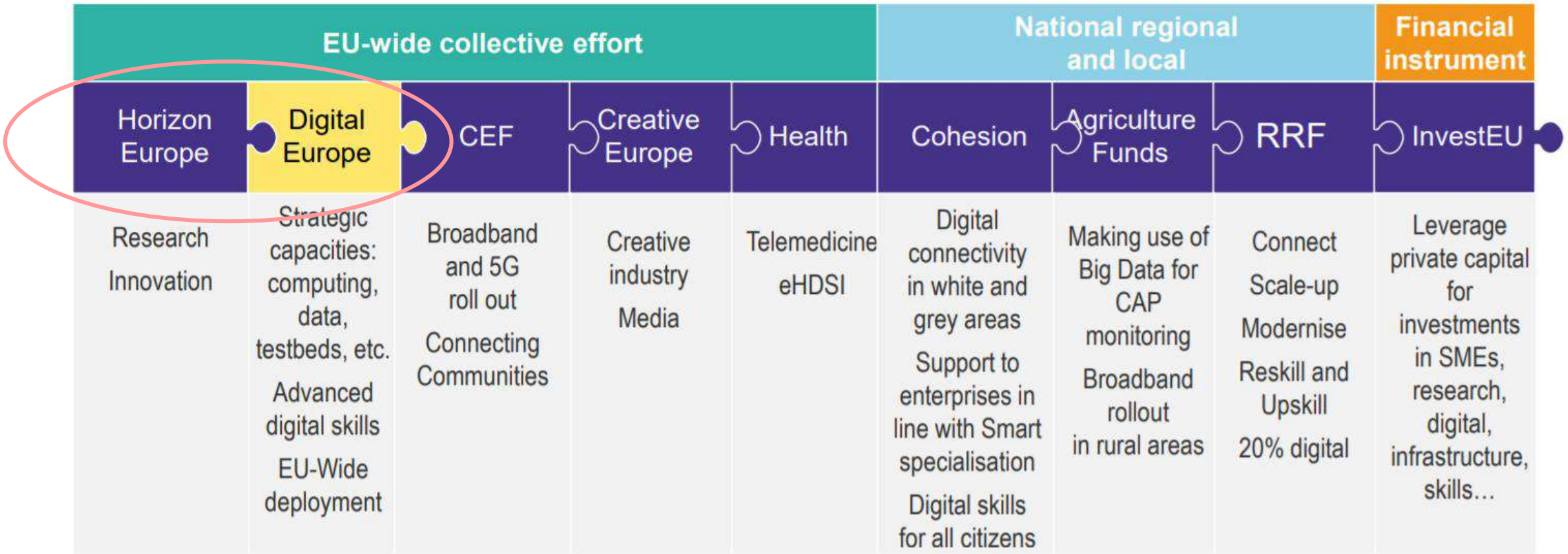
2020

- 29th January 2020
  EU Secure 5G deployment
- 20th February 2020
  EU Digital Strategy
  AI White Paper & Coordinated Action Plan on AI
  European Data Economy Strategy
- 25th November 2020
  Data Governance Act
- 3th December 2020
  EU Media in the Digital Decade
- 15th December 2020
  Digital Markets Act
  Digital Services Act
- 16th December 2020
  EU Cybersecurity Strategy

2021-22

- 9th March 2021
  Digital Compass 2030
- 21th April 2021
  AI Regulatory Package (Updated AI Coordinated Plan, «Fostering a European approach to artificial intelligence Communication", AI Act – proposal of AI Regulation)
- 8th February 2022
  EU Chips Act proposal
- 23th February 2022
  EU Data Act proposal

Digital Transformation with EU funding instruments

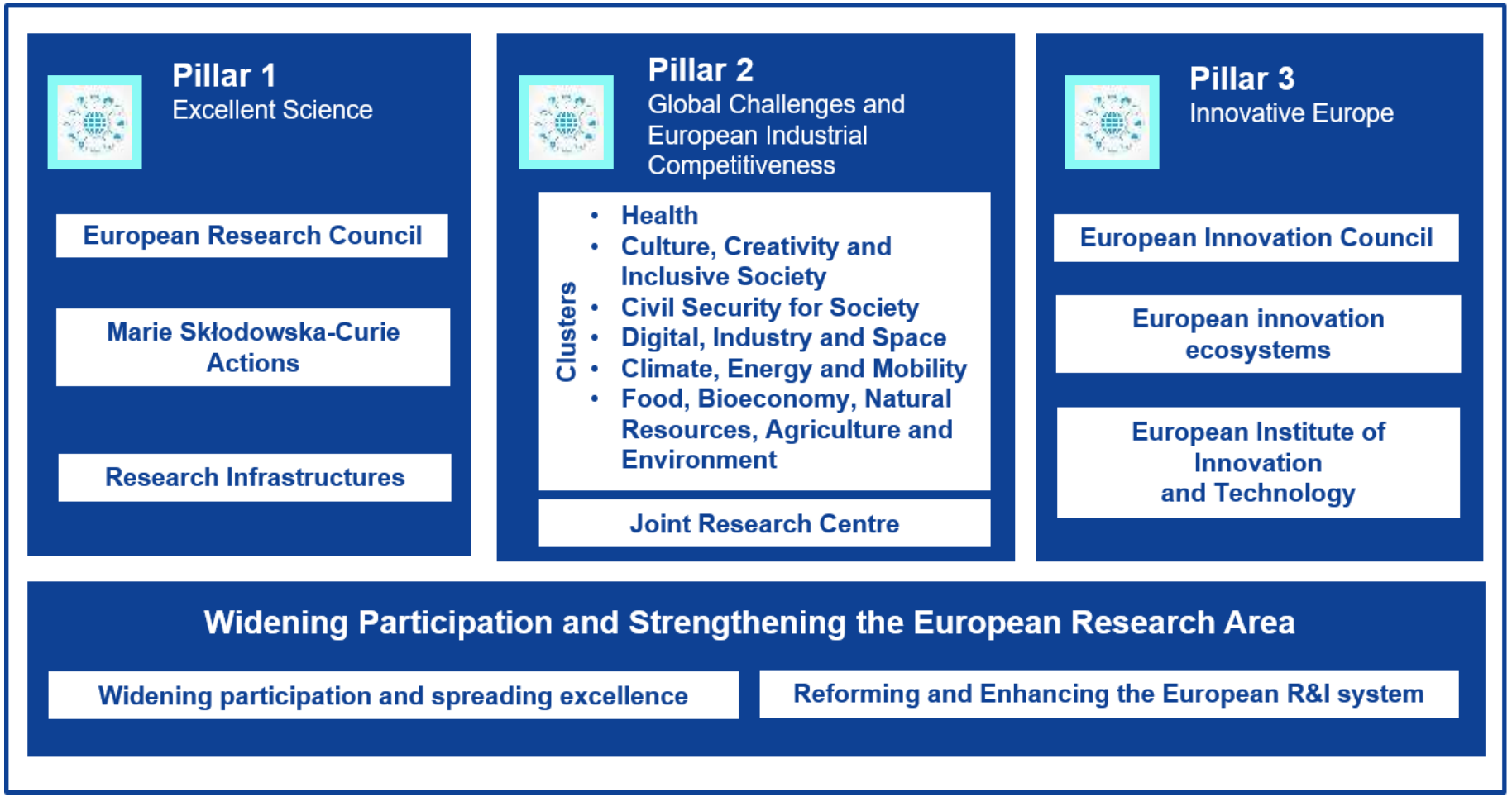


European Commission

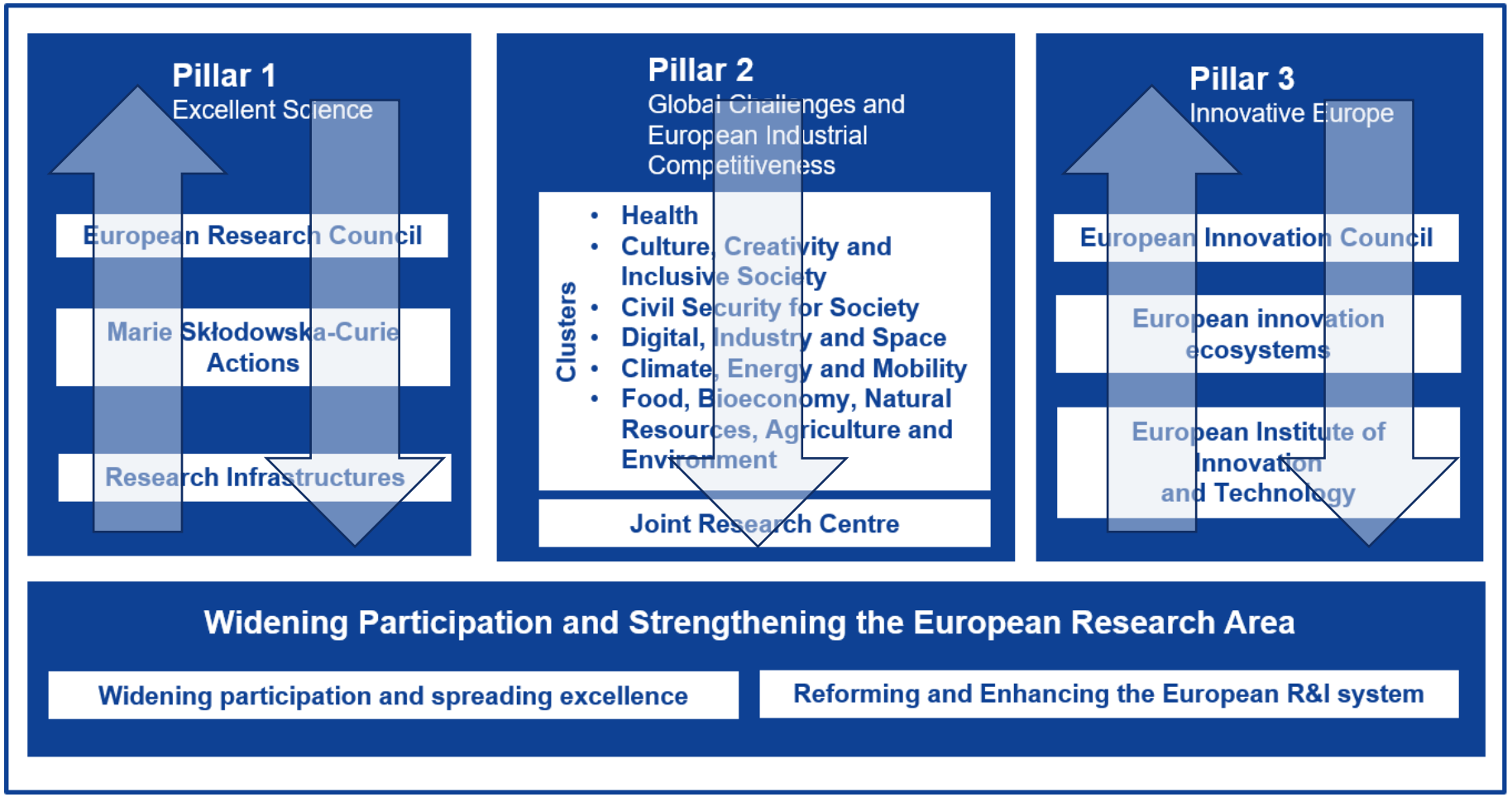
Horizon Europe

THE NEXT EU RESEARCH & INNOVATION PROGRAMME (2021 – 2027)

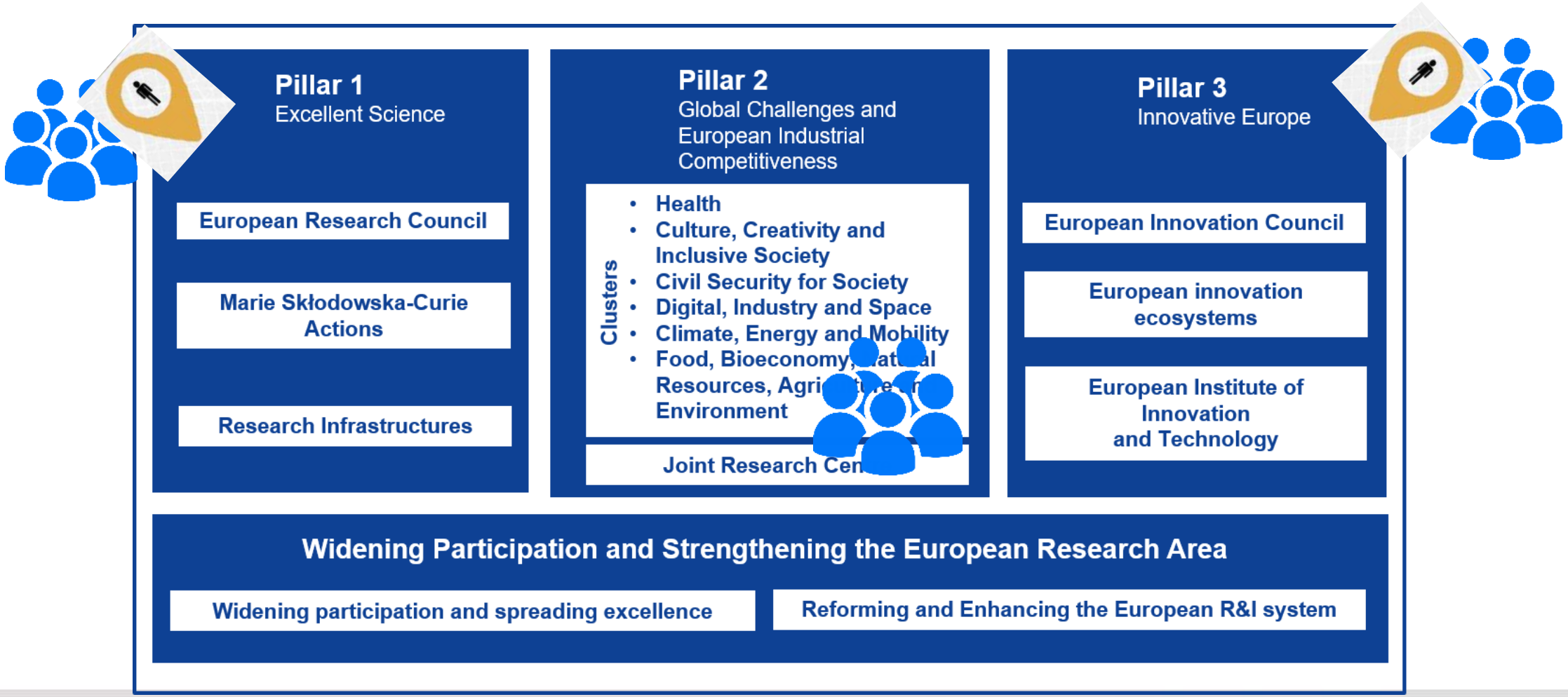
Digital in Horizon Europe



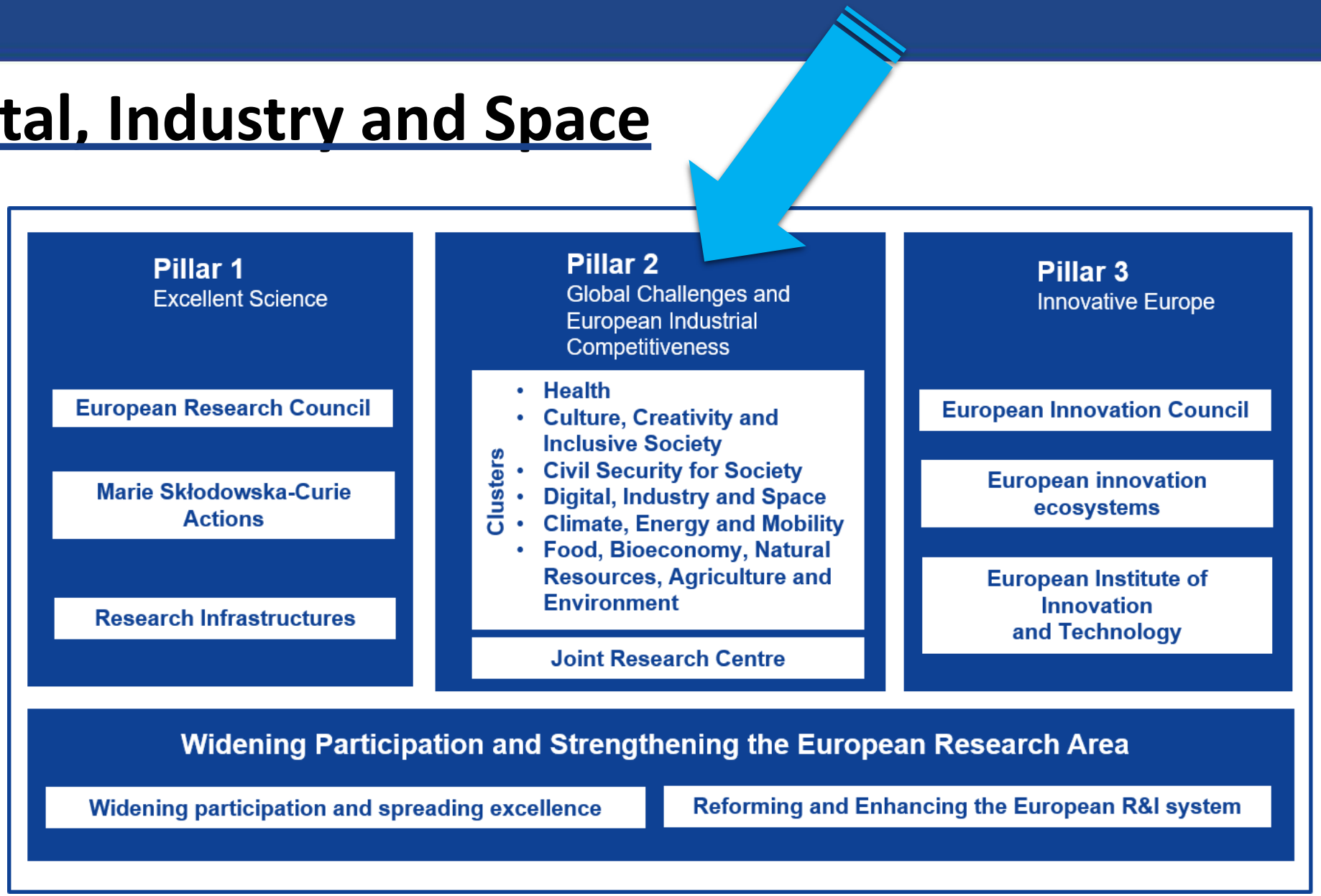
Horizon Europe



Horizon Europe

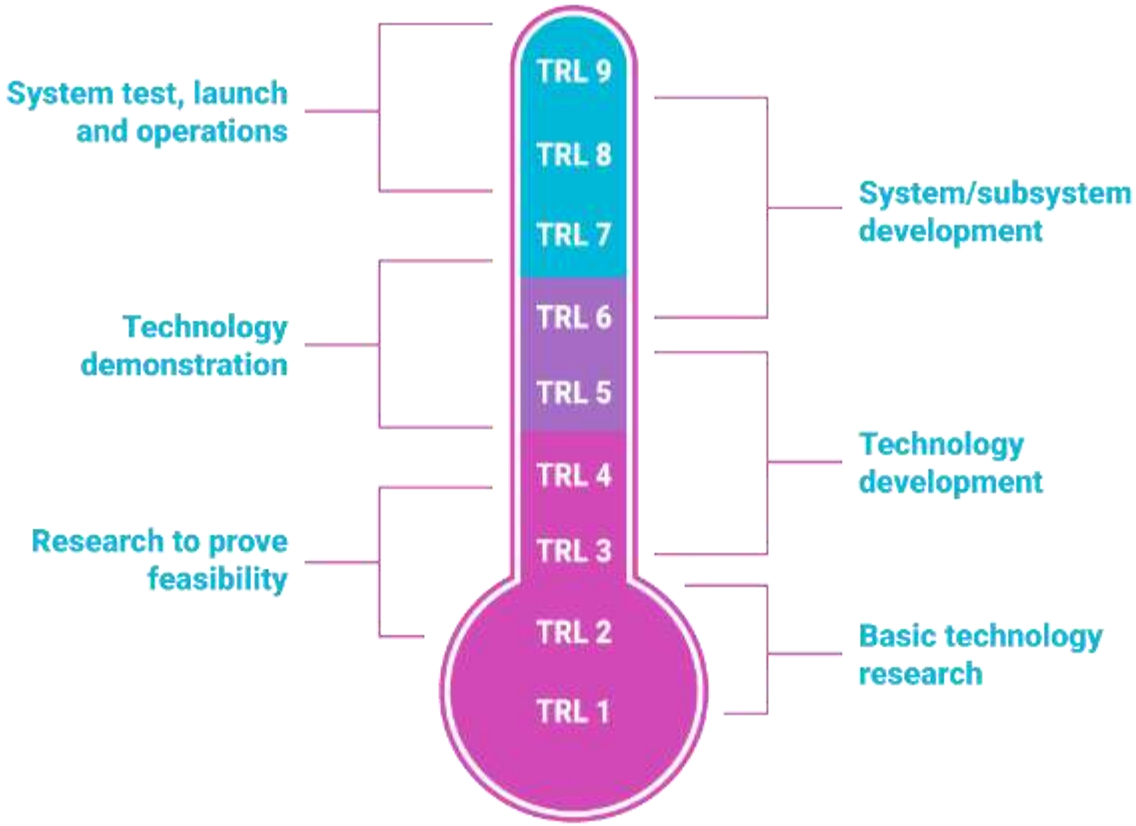


Digital, Industry and Space



HE Type of Actions

- **Research and Innovation Actions - RIA**
  100% Funding Rate + 25% Indirect Costs
- **Innovation Actions - IA**
  70% Funding Rate + 25% Indirect Costs
  (with exception of no-profit entities)
- **Coordination and Support Actions - CSA**
  100% Funding Rate + 25% Indirect Costs



How to participate

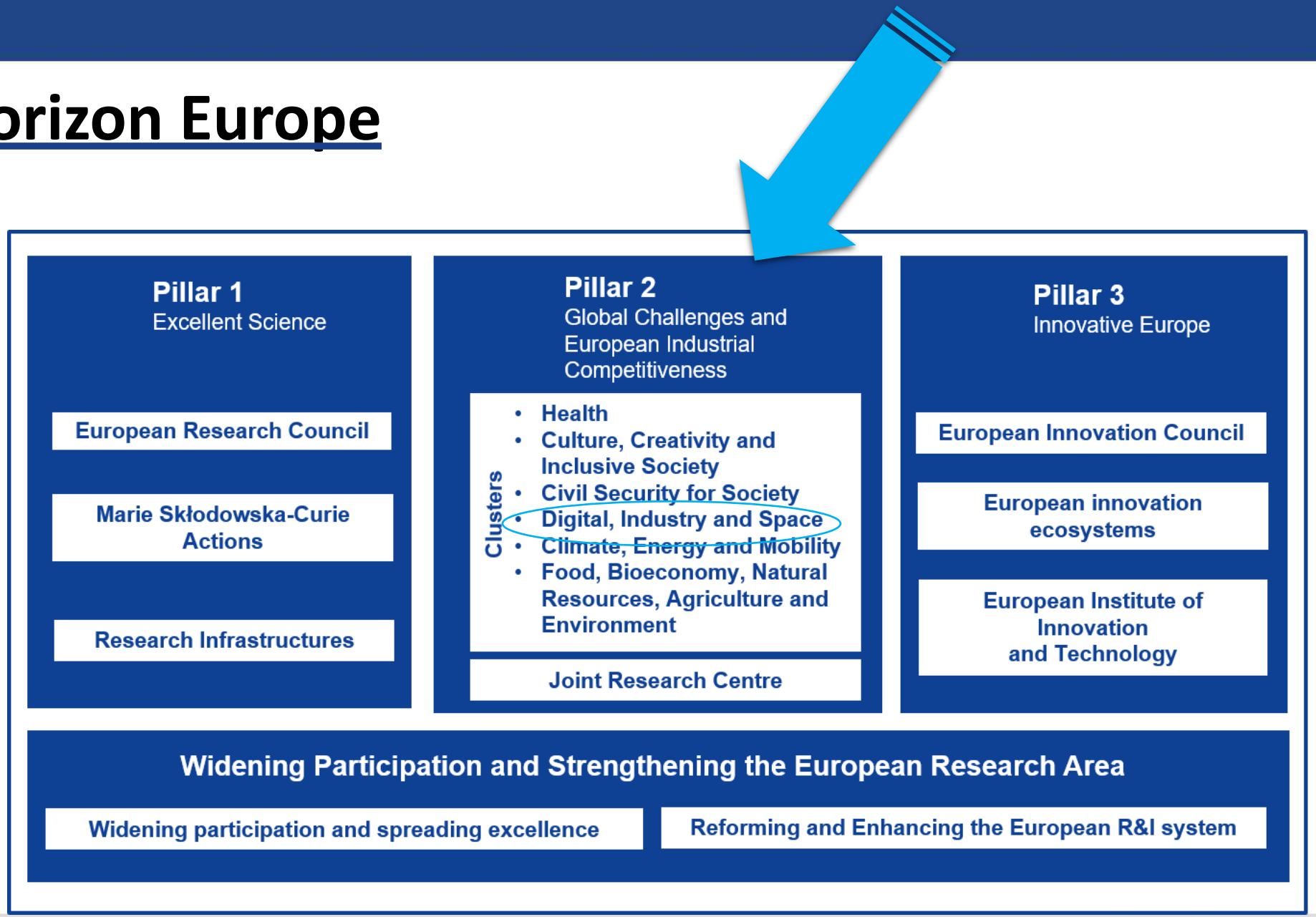
Eligibility Condition for RIA and IA: Consortium composition
at least three independent legal entities established in three different Member States or Associated Countries, of which at least one is an independent legal entity established in a Member State

The association agreements with the following countries have now started to produce legal effects (either through provisional application or their entry into force) (*listed in alphabetical order*):

1. Georgia
2. Iceland
3. Israel
4. Moldova
5. Montenegro
6. North Macedonia
7. Norway
8. Serbia
9. Turkey

International Cooperation with Horizon Europe Third Countries
- Low and middle income countries (with EU financial contribution)
- Other countries without EU funding

Horizon Europe



Cluster 4 – Work Programme Overview

D1 - Climate neutral, circular and digitized production **TWIN-TRANSITION (KSO C)**	D2 - Increased autonomy in key strategic value chains for resilient industry **RESILIENCE (KSO A)**	D3 - World leading data and computing technologies **DATA (KSO A)**	D4 - Digital and emerging technologies for competitiveness and fir for the Green Deal **DIGITAL-EMERGING (KSO A)**	D5 - Open strategic autonomy in developing, deploying and using global space-based infrastructures, services, applications and data **SPACE (KSO A)**	D6 - A human-centred and ethical development of digital and industrial technologies **HUMAN (KSO D)**
Manufacturing	Green and Sustainable Materials	European data space	Electronics, Processors and Photonics	Competitiveness of space systems	AI based on trust
Circularity in Process Industries	Raw Materials	Data analytics capacity	AI, data and robotics	Galileo, Egnos, Copernicus and SSA, GOVSATCOM	Internet of Trust
Construction	Resilience of EU businesses	From Cloud to Edge to IoT	Connectivity technologies	Space entrepreneurship ecosystems	Extended Reality
			Emerging Techs (Quantum, Graphene)		Digital learning technologies
					Cross-cutting

Open Calls

- HORIZON-CL4-2022-DIGITAL-EMERGING-01-26: Open source for cloud-based services (RIA) link
- HORIZON-CL4-2022-DATA-01-03: Programming tools for decentralised intelligence and swarms (RIA) link
- HORIZON-CL4-2022-HUMAN-01-03: Internet architecture and decentralised technologies (RIA with FSTP) link
- HORIZON-CL4-2022-HUMAN-01-05: Next Generation Safer Internet: Technologies to identify digital Child Sexual Abuse Material (CSAM) (RIA) link
- HORIZON-CL4-2022-HUMAN-01-14: eXtended Reality Technologies (RIA) link
- HORIZON-CL4-2022-HUMAN-01-19: eXtended Reality Learning - Engage and Interact (IA) link
- HORIZON-CL4-2022-HUMAN-02-01: AI for human empowerment (AI, Data and Robotics Partnership) (RIA) link

Clusters in 'Global Challenges and European Industrial Competitiveness'

Clusters	Areas of intervention	
Health	• Health throughout the life course • Non-communicable and rare diseases • Tools, technologies and digital solutions for health and care, including personalised medicine	• Environmental and social health determinants • Infectious diseases, including poverty-related and neglected disease • Health care systems
Culture, creativity and inclusive society	• Democracy and Governance • Social and economic transformations	• Culture, cultural heritage and creativity
Civil security for society	• Disaster-resilient societies • Protection and Security	• Cybersecurity
Digital, Industry and space	• Manufacturing technologies • Advanced materials • Next generation internet • Circular industries • Space, including Earth Observation • Emerging enabling technologies	• Key digital technologies, including quantum technologies • Artificial Intelligence and robotics • Advanced computing and Big Data • Low-carbon and clean industry • Emerging enabling technologies
Climate, Energy and Mobility	• Climate science and solutions • Energy systems and grids • Communities and cities • Industrial competitiveness in transport • Smart mobility	• Energy supply • Buildings and industrial facilities in energy transition • Clean, safe and accessible transport and mobility • Energy storage
Food, bioeconomy, natural resources, agriculture and environment	• Environmental observation • Agriculture, forestry and rural areas • Circular systems • Food systems	• Biodiversity and natural resources • Seas, oceans and inland waters • Bio-based innovation systems in the EU Bioeconomy

An example: HORIZON-CL3-2022-CS-01-02: Trustworthy methodologies, tools and data security "by design" for dynamic testing of potentially vulnerable, insecure hardware and software components link

The European Innovation Council – 10b euros

Pillar 3
Innovative Europe

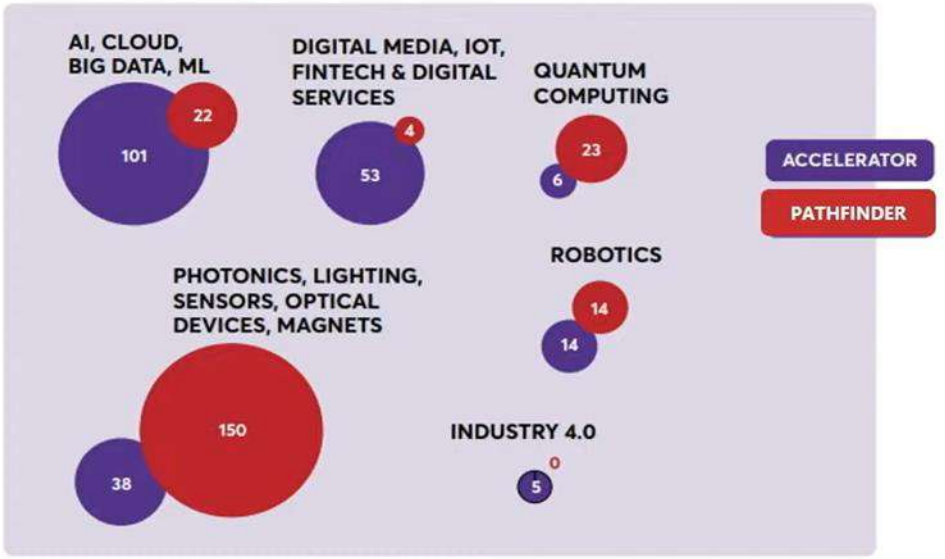
- **European Innovation Council**
- European innovation ecosystems
- European Institute of Innovation and Technology

Pathfinder
- **Early stage research** on breakthrough technologies
- Grants up to €3/4 million
- Successor of FET (Open & Proactive)

Transition
- **Technology maturation** from proof of concept to validation
- **Business & market readiness**
- Grants up to €2.5 million

Accelerator
- **Development & scale up** of deep-tech/ disruptive innovations by startups/ SMEs
- Blended finance (grants up to €2.5 million; equity investment up to €15 million)
- Successor of SME instrument

For Digital and Industry 5.0



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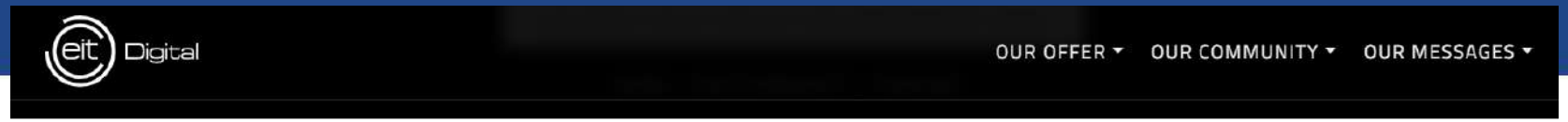
Pillar 3
Innovative Europe

- European Innovation Council
- European innovation ecosystems
- European Institute of Innovation and Technology



A competitive digital Europe that is inclusive, fair and sustainable

We embody the future of innovation by mobilizing a pan-European multi-stakeholder open-innovation ecosystem of top European corporations, SMEs, startups, universities and research institutes, where students, researchers, engineers, business developers and investors address the technology, talent, skills, business and capital needs of digital entrepreneurship.

We build the next generation of digital ventures, digital products and services, and breed digital entrepreneurial talent, helping business and entrepreneurs to be at the frontier of digital innovation by providing them with technology, talent, and growth support.

EIT Digital answers specific innovation needs by, for example, finding the right partners to bring technology to the market, supporting the scale-up of digital technology ventures, attracting talent and developing their digital knowledge and skills.

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DIGITAL
EUROPE
PROGRAMME

Compete globally

Other regions of the world invest huge amount of public capital in advanced technologies. For example, the US and China spend € 10-20 billion annually on AI alone

Better address Europe's economic and societal challenges

E.g. climate, health, mobility and public services

Achieve scale through collective co-investments

Given the size of investments needed, scale required and risks involved Europe needs to pool the resources together

Ensure broad take-up of digital technologies across all regions of EU

In deploying latest technologies to offer best services to citizens and business

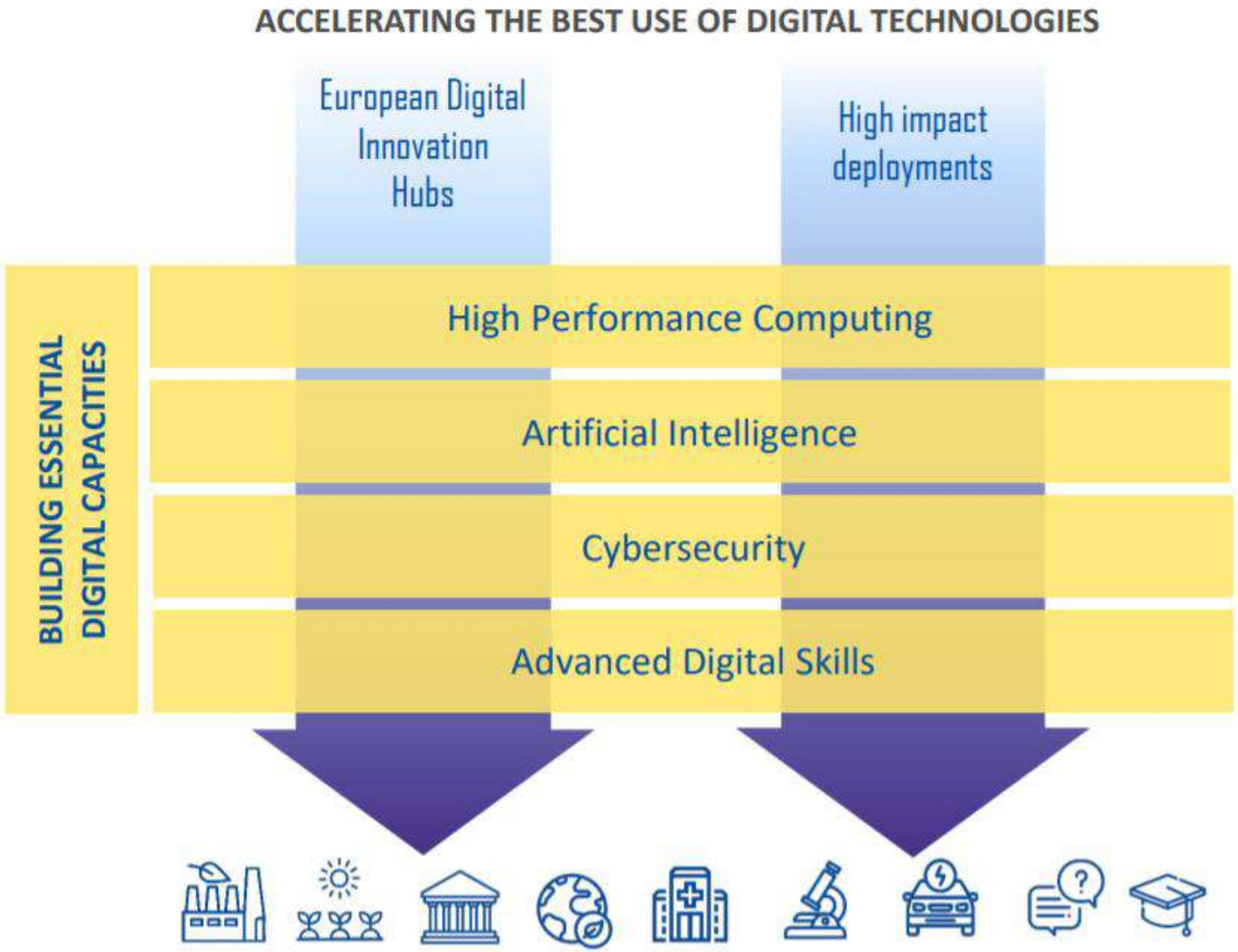
Regain control over Europe's value chains

and ensure Europe's technological sovereignty

Support SMEs to acquire or access the latest technologies and skills

More than 400,000 EU vacancies in these fields

Digital Europe programme structure



In summary

High-performance computing

- Procure exascale machines
- Upgrade existing supercomputers
- Quantum computing
- Widen the access to and use of supercomputing

Artificial intelligence

- Data4EU : common Data Spaces, clouds, platforms and infrastructure
- Large Testing and Experimentation Facilities for Agriculture, health, mobility, manufacturing and AI edge HW
- AI-on-demand platform

Cybersecurity

- Deploy competence centers network
- Cybersecurity shield, quantum communication infrastructure - QCI
- Certification schemes
- Cybersecurity tools

Advanced digital skills

- Master courses
- Short term trainings
- Job placements
- Platform for Skills and Jobs

European digital innovation hubs

- At least one per MS or associated country

Deployments : emphasis on

- Destination Earth
- Actions in support to Green Deal
- New Digital Identity and further investments (CEF – ISA2) & Interoperability
- Blockchain
- Enhancing confidence in the digital transformation

Type of Actions – Focus on CSA and Simple Grants

Simple Grants

- The Simple Grants are a **flexible type of action used by a large variety of topics** and can cover most activities. The consortium **will mostly use personnel costs** to implement action tasks, **activities with third parties (subcontracting, financial support, purchase) are possible but should be limited**.
- Funding rate: 50% + 7% Indirect Costs
- Payment model: Prefinancing – (x) interim payment(s) – final payment

SME Support Actions

- Type of action primarily consisting of activities directly aiming to **support SMEs involved in building up and the deployment of the digital capacities**. This type of action can also be used if SMEs need to be in the consortium and make investments to **access the digital capacities**.
- Funding rate: 50% except for SMEs where a rate of 75% applies; + 7% Indirect Costs
- Payment model: Prefinancing – (x) interim payment(s) – final payment

Infodays

- Atti online dell' Infoday "Information and matchmaking day for Digital Europe Programme (DIGITAL) calls on sectorial TEFs" (28 Feb 2022) link
- "Building a common European data space for cultural heritage" (1 Mar 2022) link
- "Information and networking session: Health data space – federated European infrastructure for cancer images data" (8 Mar 2022) link
- "Hadea Info-session on second wave of Digital Europe Programme open Calls" (14 Mar 2022) link

Official Website Digital Europe Programme.

Hints from the NCPs

An SME in collaborative projects

- False Myth - The SME will be eaten by major institutions:
- Prior to the proposal preparation, sign a NDA – Non Disclosure Agreement
- Verify potential issues with the Intellectual Property Helpdesk, check their guidelines or ask to their Helpline
- The consortium is obliged to sign a Consortium Agreement, where background and foreground might be preserved (DESCA Model)
- Several examples of collaborations to be checked in Cordis, e.g. Priviledge project or Decode project

CORDIS is the primary source of results from EU-funded projects since 1990

Giving people ownership of their personal data

DECODE provides tools that put individuals in control of whether they keep their personal data private or share it for the public good

Find out more

What is DECODE?

Find out more about the project and the technology behind it

Read more

Partners

DECODE is a consortium of 15 organisations from across the European Union

Read more

DECODE in the media

Read media and news articles about DECODE

Read more

Pilots

Find out more about what happened in DECODE's pilots in Amsterdam or Barcelona

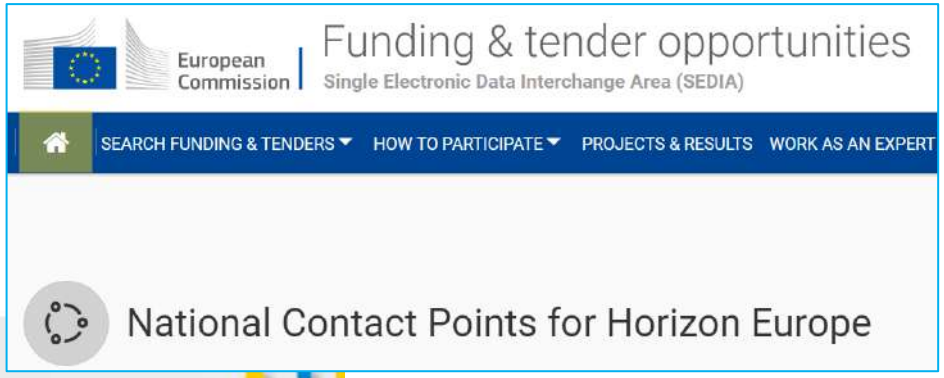
Read more

Discover DECODE technology

Technological innovation is the core of DECODE: discover open source and privacy-enhancing tools that have been developed within the project. The decentralized DECODE stack includes a cryptographic virtual machine, a blockchain stack, a modular mobile app

How to get engaged

HOME ABOUT IDEAL-IST EVENTS



ICT NCP NETWORK

Your Worldwide ICT Support Network

Ideal-ist, a network of National Contact Points, helps c
organisations worldwide with the European Commissi
research programme Horizon 2020.

APRE

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GRANT WRITING MASTERCLASS

Understanding public funding options in Europe and how to decipher open call texts

NGI TETRA

WEBINAR #1 (FVA)

Understanding public funding options in Europe and how to decipher open call texts

- **How to read a call and focus on what is asked (FVA):**
  - Reading a topic/call
  - Benefits for SMEs/Startups
  - Barriers/Resistances/Worries/Risks
  - Partner search/How to prepare a USP to be involved in other consortia/what to disclose
  - How to describe logically your idea

NGI TETRA

FVA (MY COMPANY)

- New media communication since 1990
- Involved in European Funded projects from 2000
- Specialized in communication, awareness, training, stakeholder engagement
- Sectors: Circular Bioeconomy, ICT, training, social challenges, innovation

NGI TETRA

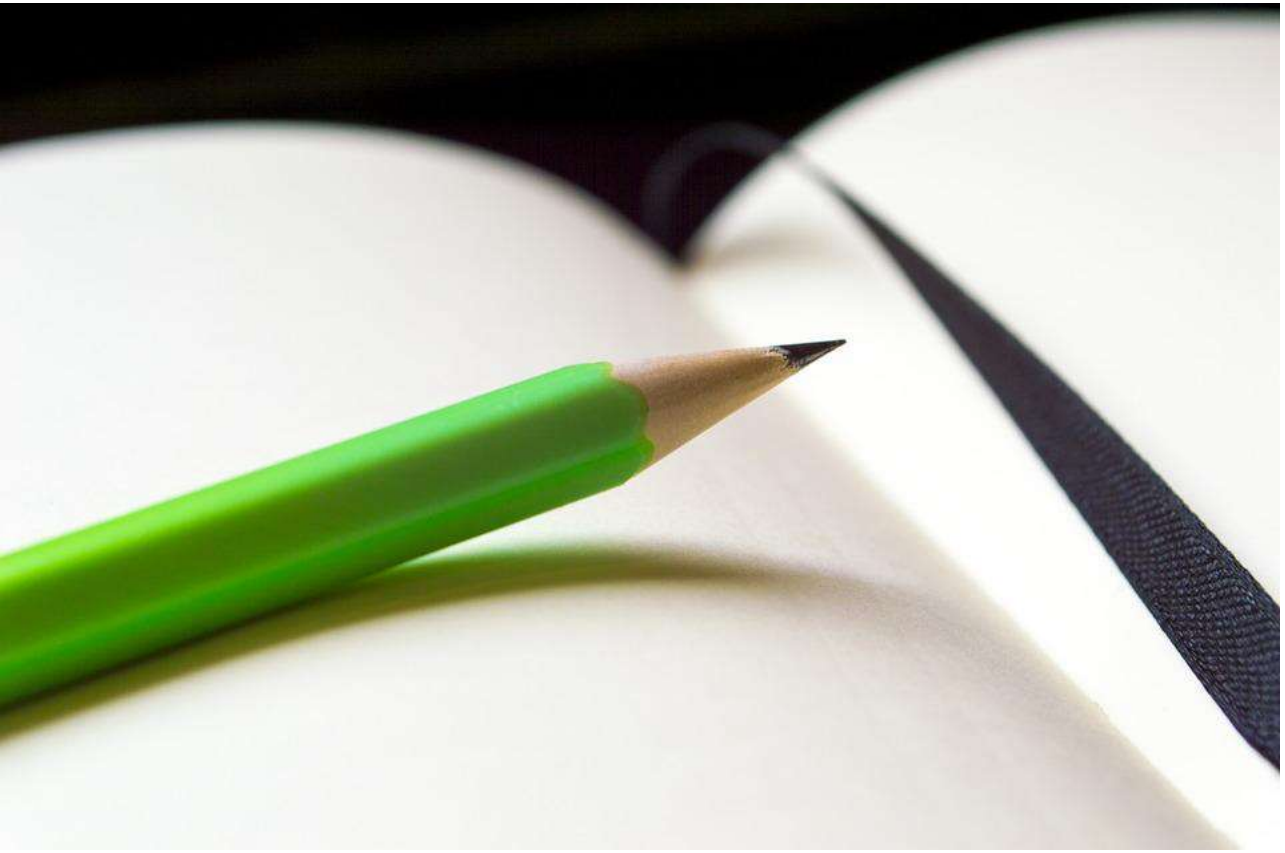
WHO I AM

- FVA partner since 1995
- Responsible for new projects
- Evaluator for the European Commission
- Communication expert for sustainability

Share the experience of a small enterprise in the design and management of projects (more than 20 projects)

NGI TETRA

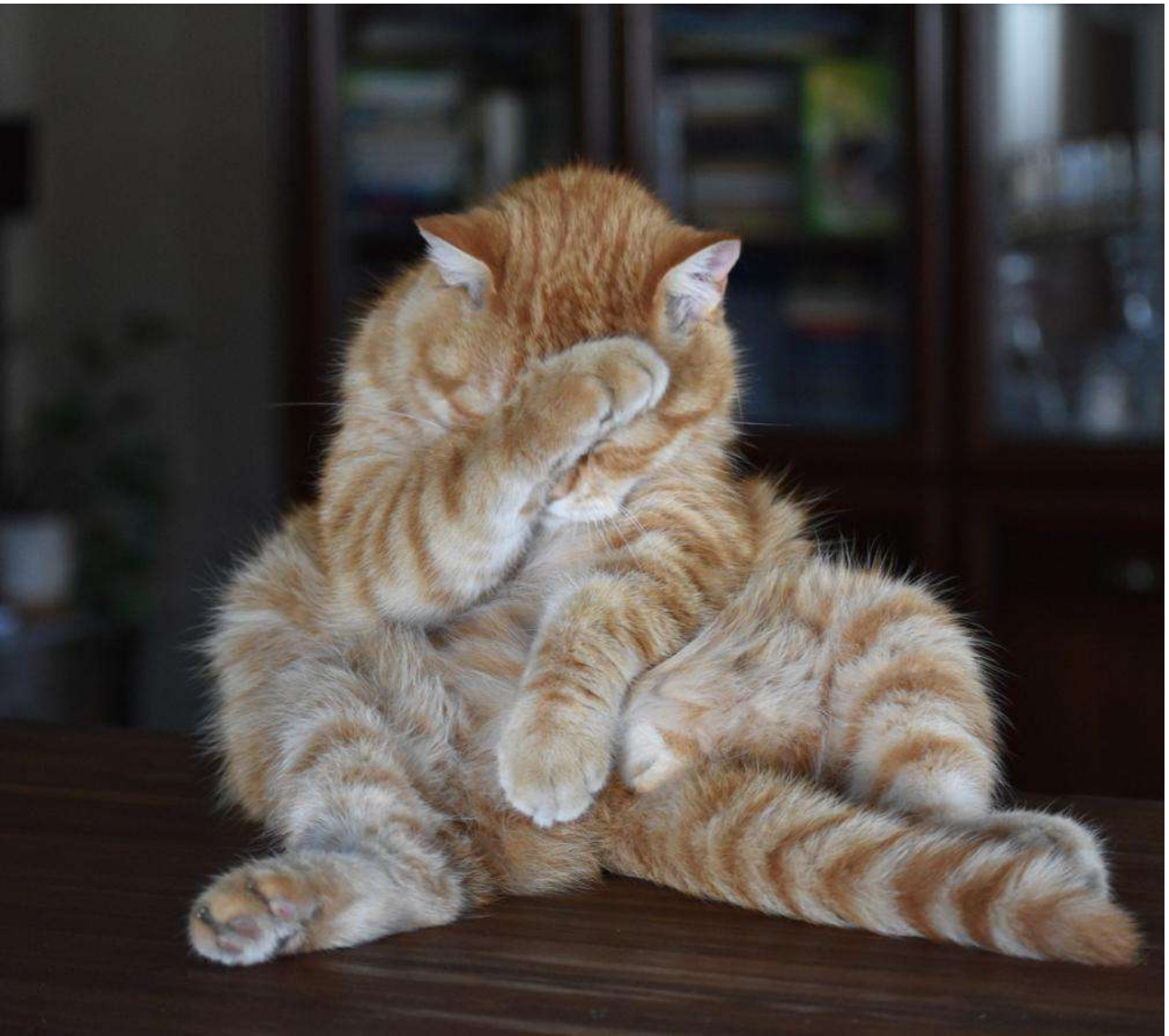
EXPERIENCE IN EU FUNDED PROJECTS



- More than 20 projects
- Different programs (from 4th Framework Program to Horizon Europe, Erasmus +, COSME, etc.)
- WP Leader

ADDED VALUE FOR A SME

- International Collaborations
- Visibility
- New exploitable assets
- New knowledge and networks
- Economic continuity (eg. COVID-19)
-
- Co-financing of investments



BARRIERS FOR A SME

- Time/Investment
- Get into the business (credibility, solidity, networks)
- Bureaucracy/Mistakes
- Understanding how it works (many aspects are taken for granted)
- Risks (the project coordinator running away with pre-financing funding, closed projects, IPR protection, etc.

HOW WE DECIDE

- Strategic project for the company
- Connection / continuity with current activities
- Partnership (previous collaborations, quality, etc.)
- Expected results (impacts, quality, visibility)
- Intellectual motivation (opportunity to learn)

NGI TETRA

PROPOSAL WRITING

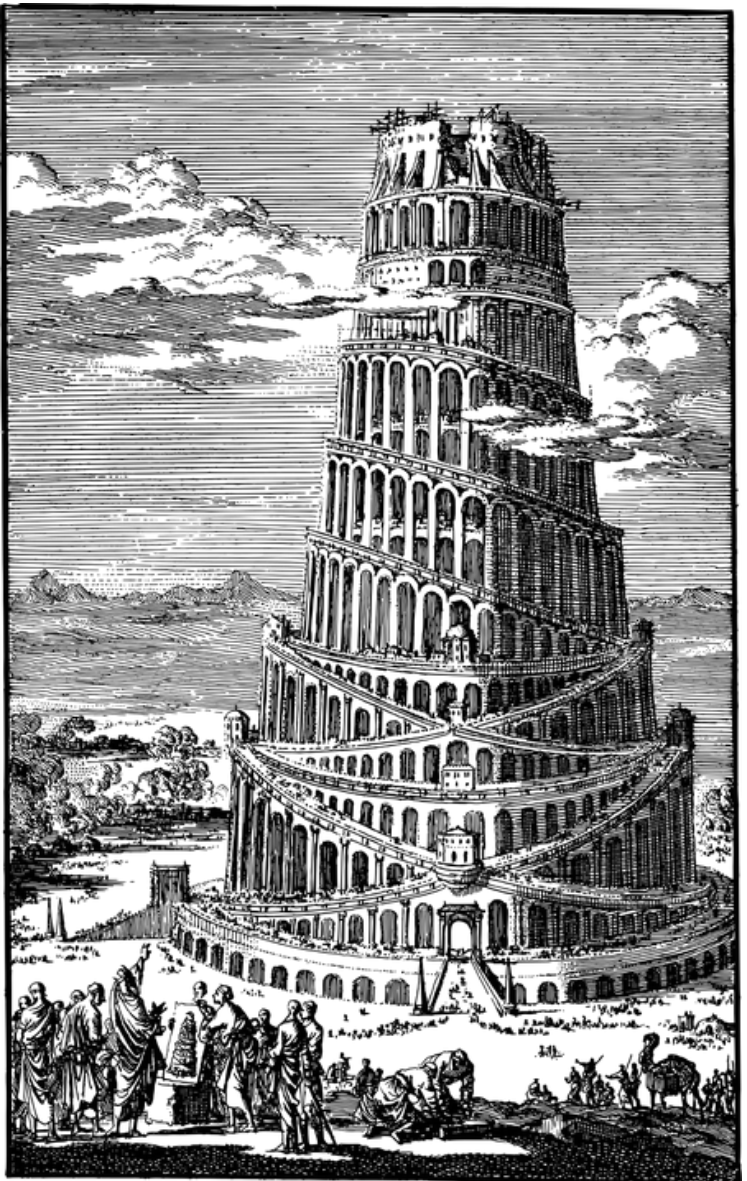
OR PROPOSAL WRITING?

PROPOSAL WRITING

- Creative
- Stimulating
- Exciting

- Tiring (nights)
- Frustrating (the dilemma of the too short blanket)

WHICH PROGRAM?



Each program has different:

- logic and purpose
- language (used and to be adopted)
- success logics
- financial reporting logics

WHICH PROGRAM?

TIP: For the first time, go with someone who already speaks the local language!

IDENTIFYING THE PROGRAM AND THE TOPIC

- Choosing the program based on the business objectives to be achieved
- Understanding the reference policies (rational)
- Understanding the expected impacts

What you need to know to write a good proposal

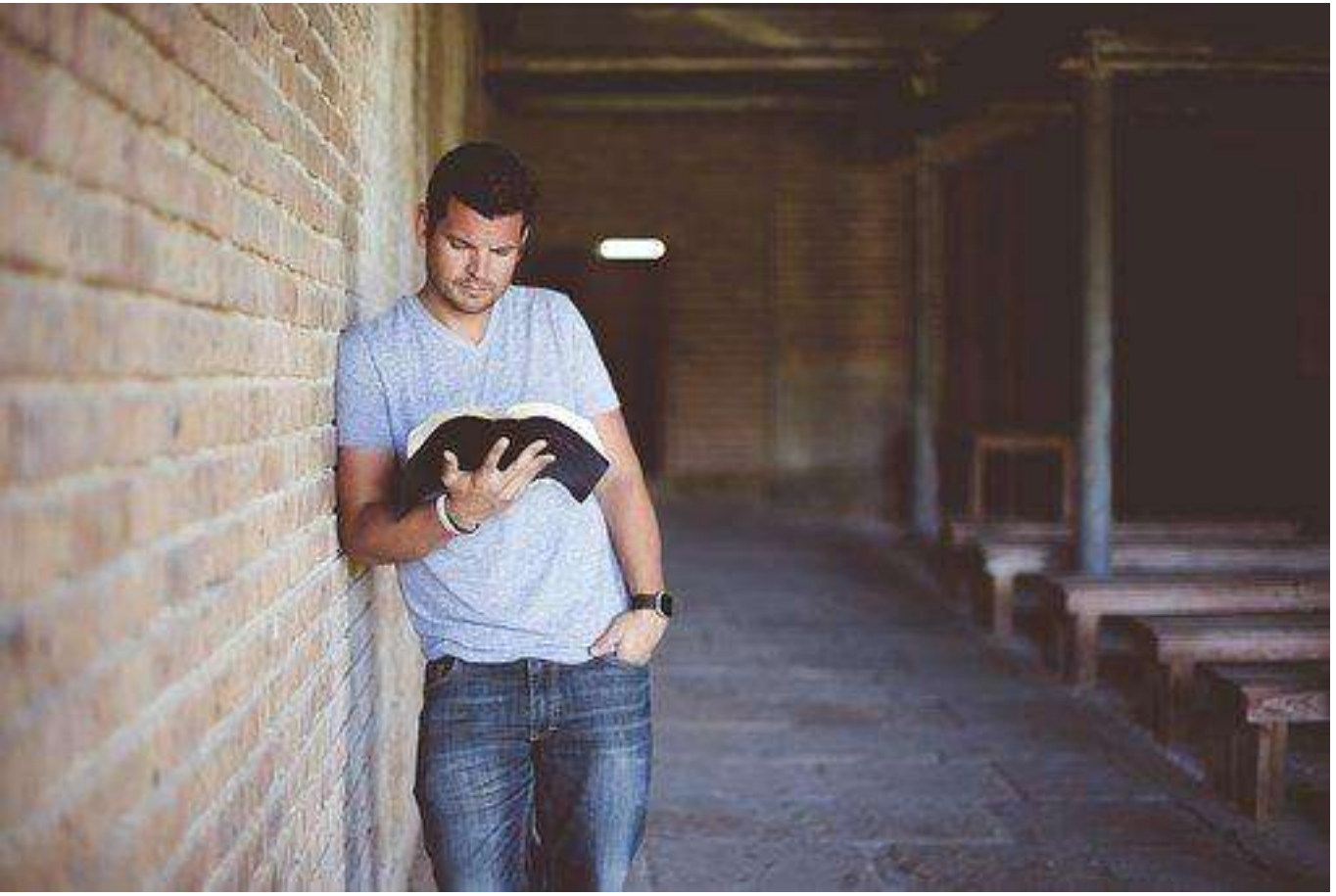
"To write, you need to know how to read"

Chiara Pocaterra, APRE

"To have a good project in mind and to describe it clearly"

Iakovos Delioglanis, Focus, Q-Plan

KNOWING HOW TO READ



- Each word has a meaning
- Avoid confirmation bias
- Analyzing a topic thinking about:
  - Which documents are you referring to?
  - Who is mentioned? Why?
  - What is my USP with regards to the topic?
  - Who else do I need?

Which documents does the project refer to?

- Read the Workprogramme
- What is the reference call? Why?
- Read the referenced policy documents mentioned
- Search for keywords on google and understand the reason for that topic (often results of workshops, recommendations, studies, etc.)
- What are the Cross-cutting Priorities? Why are they there?

Who is mentioned? Why?

- If other projects / initiatives are mentioned, look for alliances
- If you are the project mentioned, be explicit about how you will leverage the results of the existing project to create new impacts or knowledge.

What is my USP with regards to the topic?

- What UNIQUE can we offer with regards to the topic?
- What elements could be an added value compared to (many) competitors?
- Where do we start from (that others don't have)?

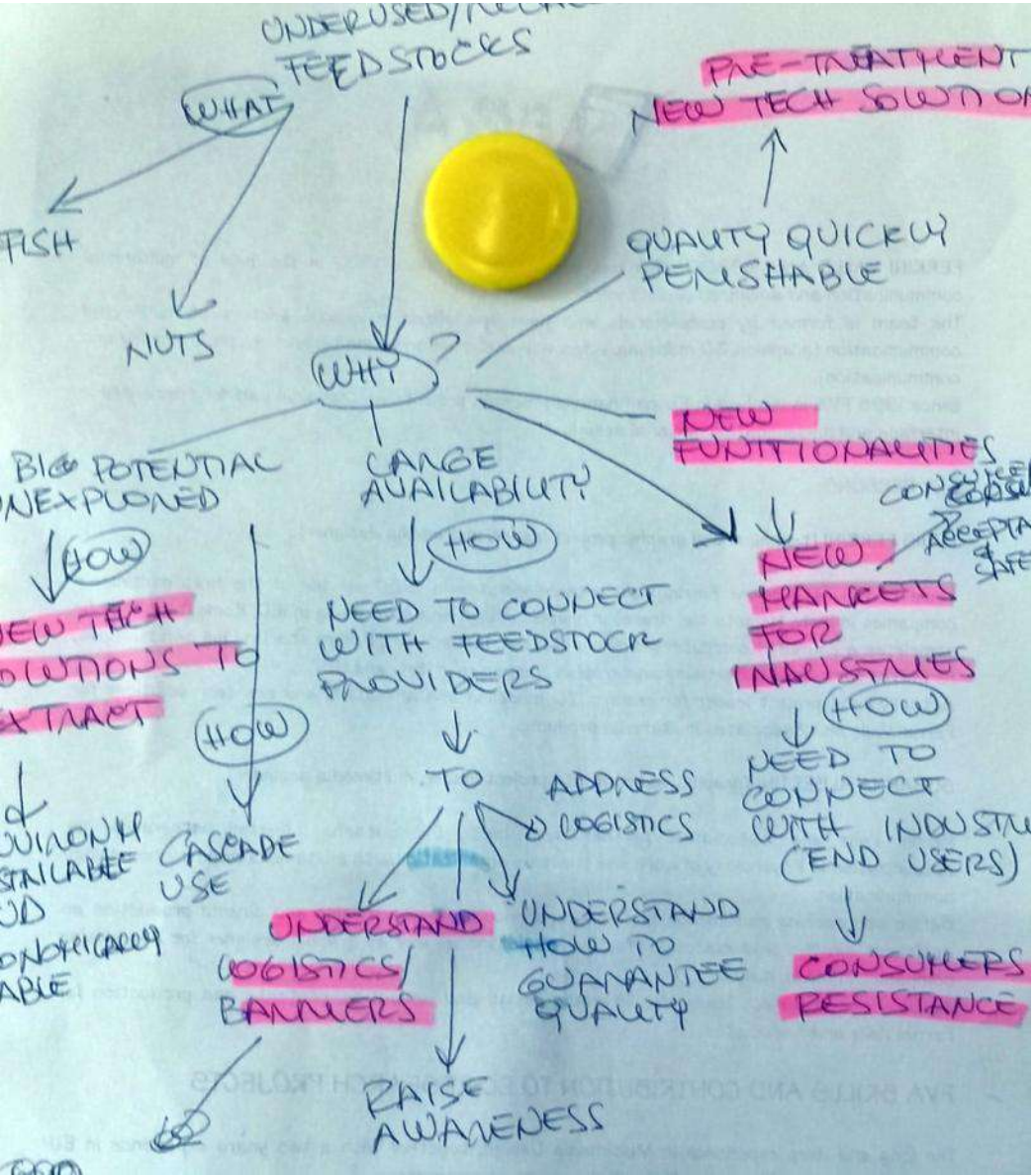
If you propose yourself, prepare a partner profile responding to the topic (no generic partner profiles)

NGI TETRA

Who else do I need?

- Create a first list of 4/5 partners who are recognized with regards to the focus of the topic
- Move fast (draft workprogrammes)
- Beware of ubiquitous people (they read your proposal and are in other consortia)

CONCEPTUAL MAPPING



- What are the objectives to be achieved? (Strategic) (WHAT FOR)
- How do we reach them (activities / Tasks, interconnected) (HOW)
- With what impacts? (WHAT)

CONCEPTUAL MAPPING

WHAT FOR The purpose of your communication activity	TO/WITH WHOM Your target audience	WHAT The contents (based on the 2 previous dimensions)	HOW The activities, channels and methodologies	WHEN The timeframe and periodicity
			Described in WPs and Tasks + KPI	Gantt chart

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REMEMBER THAT…

A well-written proposal **helps us work well** during implementation (eg. Clarifying who does what, having a logical flow between activities, planning outcomes and impacts)

OUR WRITING METHOD

1. Reading, Commenting, Reading again
2. Writing strategic (topic) and operational objectives to achieve them (WP and Tasks) and impacts
3. Mapping operational objectives and necessary skills
4. Mapping skills and partners
5. Sharing the concept (in detail - workshop)
6. Asking for contributions
7. Consolidating contributions in an integrated vision
8. Reading again the proposal (devil / evaluator's eye)
9. Cutting/Changing - no regrets!)

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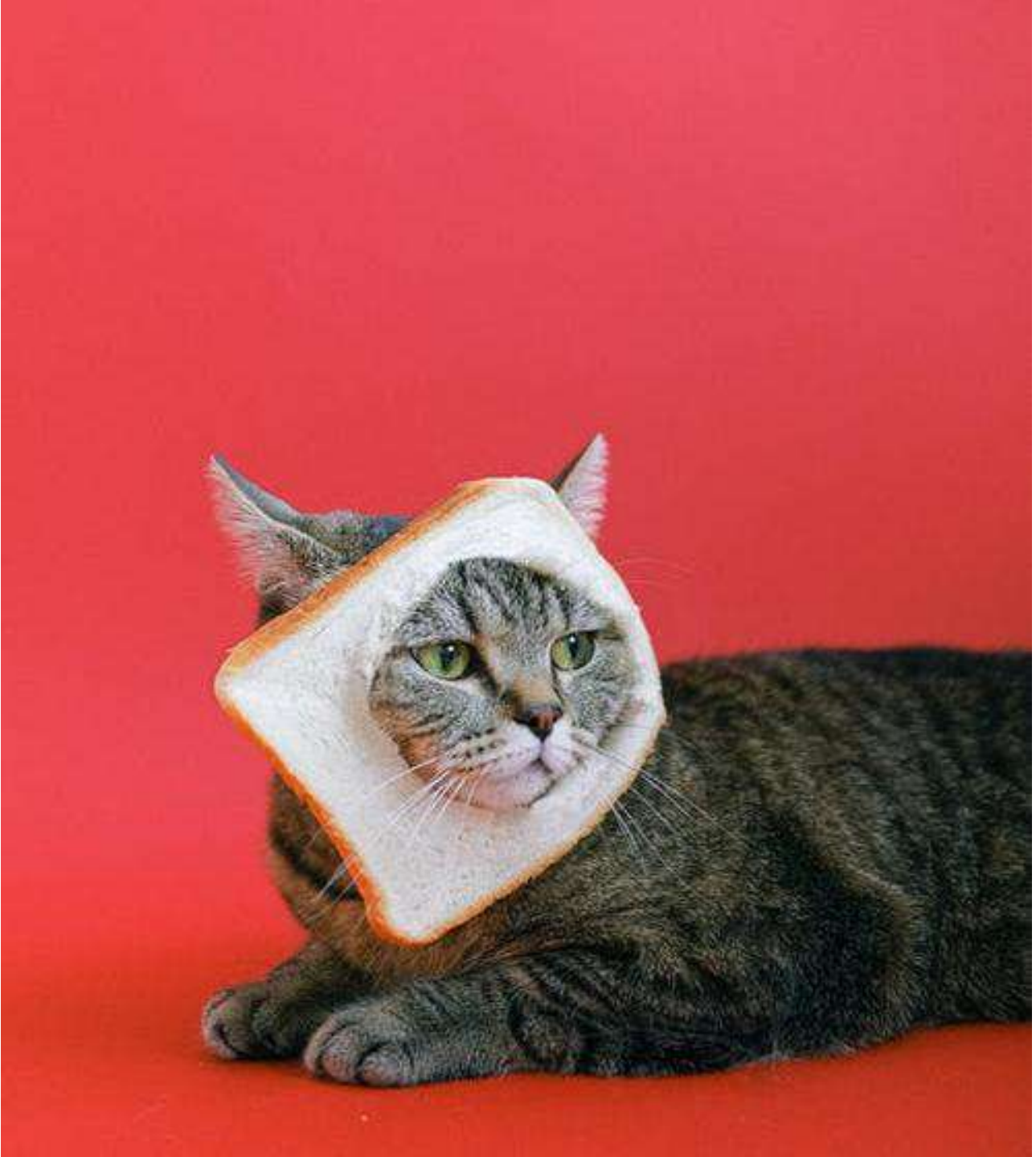


NEW HORIZON EUROPE TEMPLATE

- Half length (70 to 45, 50 to 30 pages)
- Sections 4 and 5 disappeared from Part B
- Impact > specific canvas
- Gender Equity Plan (GEP)
- October 2021 first time for everyone

IT COULD BE WORSE

- USAID/INVEST > PPT 10 pages max
- No template

OBJECTIVES

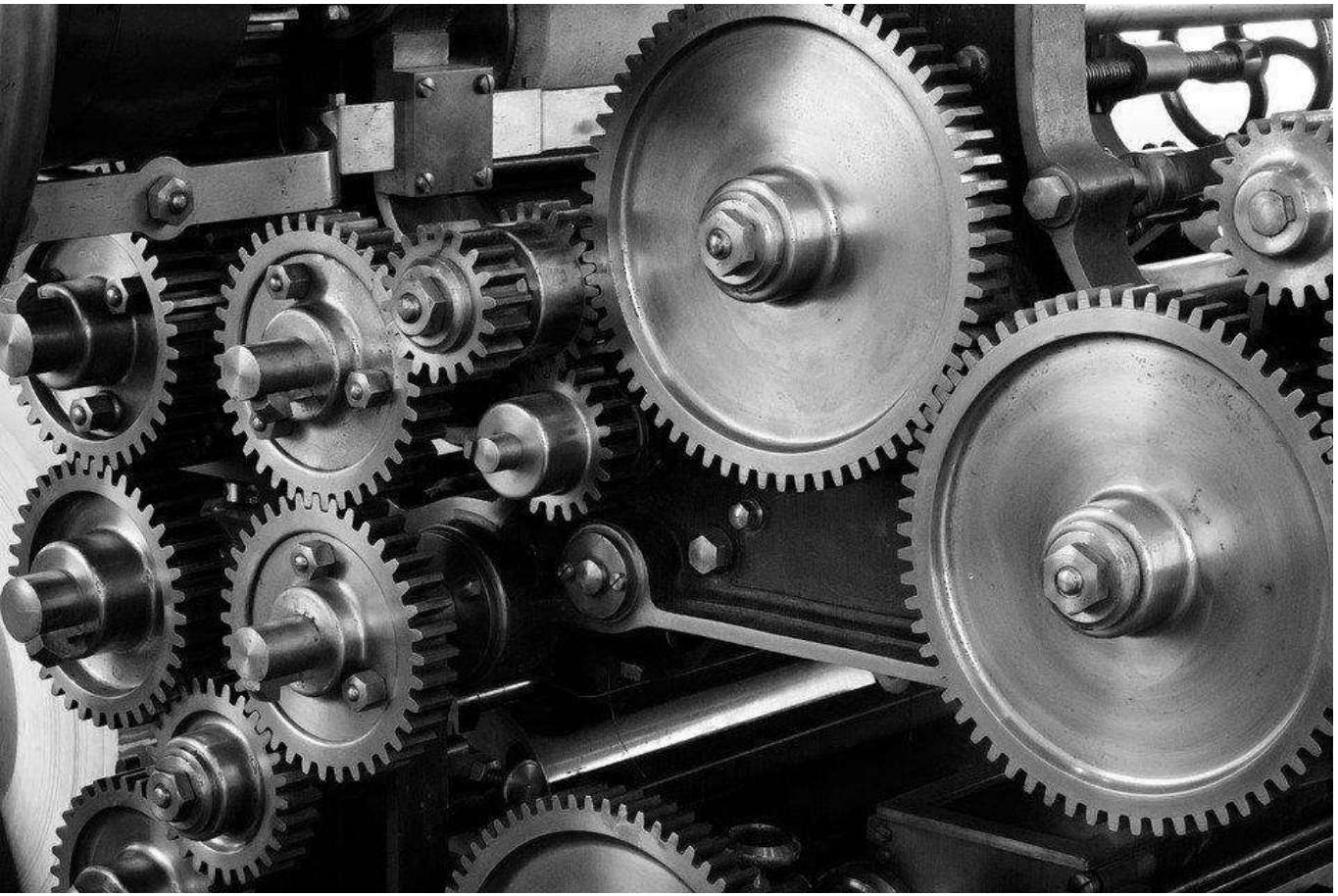
- Clear
- Pertinent (workprogramme and topic)
- Realistically achievable
- Measurable (specify KPIs consistently)

COMMUNICATION E DISSEMINATION

But you should also address:

- Sustainability
- Exploitation
- Stakeholder engagement
- Collaboration with other projects and exploitation of results

HOW EVALUATION WORKS



- Individual phases and discussion
- Shortcomings and weaknesses mechanism
- Short time to evaluate. In the first few minutes you get an idea > Clarity in the objectives.
- The evaluators jump from one part of the proposal to the other
- Images, graphs, connections

THE MOST COMMON TRAPS

- Great project (too bad it doesn't answer to the topic)
- Lack of definition of USPs
- Lack of consistency between the various parts (e.g. KPI)
- Who does what?
- Make everyone happy and have a frayed proposal
- Being too much self-referential
- Missing to consider risks and mitigation

NGI TETRA

Q&A

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