

#BBInfoDay

SESSION 3

Information on
proposal
submission and
evaluation

INFO DAY
2017



Dieter
BRIGITTA

Project Manager
BBI JU

#BBIInfoDay

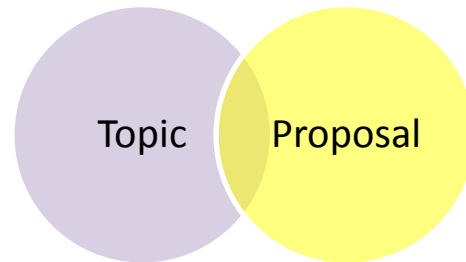
How to
write a good
BBI JU
proposal



The central role of expert-evaluators

~~Think like~~ an evaluator!

- 'Overlap' between topic and proposal
 - No overlap
 - Full overlap
 - Partial overlap
- Evaluation (sub)criteria
 - The 'bridge' between topic text and proposal



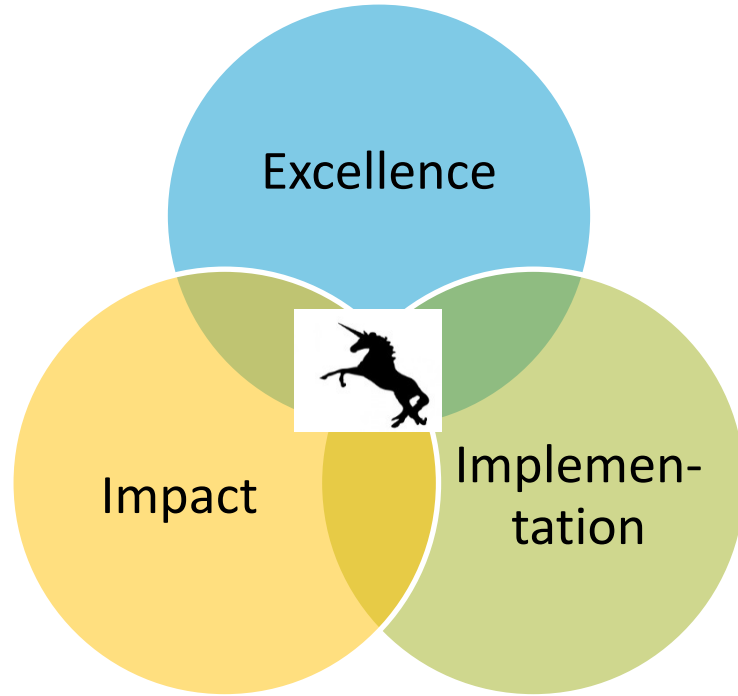


3 main evaluation criteria





...hit the sweet spot





From main to subcriteria

- Different ‘types’ of evaluation subcriteria
 - ‘Standard’ Horizon 2020 subcriteria
 - BBI JU-specific subcriteria
- Differences between ‘types of action’
 - Coordination & Support Actions (CSAs)
 - Research & Innovation Actions (RIAs)
 - Innovation Actions (IAs)
 - DEMOs
 - Flagships



Excellence: WHAT?





H2020 subcriteria (*all actions*)

- Clarity and pertinence of the objectives
 - Are the objectives clear, structured, well-quantified (if applicable),...
 - ...and are they linked (*pertinent*) to the topic text?
- Soundness of the concept and credibility of the proposed methodology
 - ‘*Concept*’: the ‘big idea’ behind the proposal
 - ‘*Proposed methodology*’:
 - How to go from ‘big idea’ to reaching the stated objectives
 - Have all elements described in the topic text been taken into account (e.g. LCA)?



Example

- I want to build a house (*concept*) to keep me dry when it rains (*objective*).



- 2 examples of *methodology*:
 - Good approach: hire an architect and builders, buy building materials, first build the walls and then the roof, etc.
 - Bad approach: only use paper to build a house, build it myself, start with the roof, once the house has been built: ask an architect to take a look at it, etc.

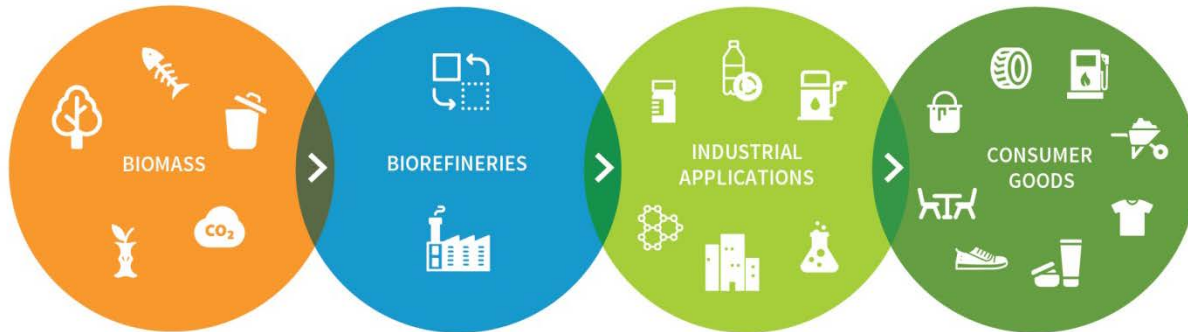


H2020 subcriteria (*RIAs and IAs*)

- Extent that proposed work is beyond the state of the art, and demonstrates innovation potential.
 - What is the state of the art (SOTA)? What's the benchmark?
 - ...and how does your proposal go beyond the SOTA?
 - Tip: clearly describe the (starting and end) TRLs

BBI JU-specific subcriterion (*IAs*)

- Coverage of the whole value chain





BBi JU-specific subcriterion (*IAs*)

- Coverage of the whole value chain
 - Why? IAs are close to market => this subcriterion checks that your idea take into account biomass, processing and end products and markets;
 - Why not in RIAs? Because RIAs can (topic-specific) focus on a specific technological problem in a part of the value chain



Impact: SO WHAT?



Importance of impact

- ‘European Science paradox’
 - 1995, Green paper on Innovation
 - EU funding: “great science, but limited impact”
 - Since 1995, impact has become more and more important in EU funding (evaluations)
- BBI JU focuses on impact
 - Impact score: max. 5/5 (like ‘Excellence’ and ‘Implementation’)...
 - ...but threshold is 4/5 (\Leftrightarrow 3/5 in ‘Excellence’ and ‘Implementation’)...
 - ...and weighting factor of 1,5 in IAs

Green Paper
on innovation



H2020 subcriteria (*all actions*)

- Outputs of the project vs. the expected impacts mentioned in the work plan
 - Are all ‘expected impacts’ listed in the topic text dealt with...
 - ...in a qualitative AND quantitative manner?
 - Tip: describe explicitly how your proposal contributes to each listed ‘expected impact’, e.g. via a table.





BBI JU KPIs

BBI JU specific objectives: demonstrate technologies; develop business models, set up flagship biorefinery plants:

- KPI 1** New cross-sector interconnections in bio-based economy
- KPI 2** New bio-based value chains
- KPI 3** Cooperation projects
- KPI 4** New building blocks based on biomass of European origin validated at demonstration scale
- KPI 5** New bio-based building materials
- KPI 6** New demonstrated 'consumer' products based on bio-based chemicals and materials
- KPI 7** Flagships resulting from BBI JU funded projects





H2020 subcriteria (*all actions*)

- Exploitation, dissemination and communication of project results (including IPR and - where relevant - research data management)
 - Dissemination & exploitation: more than an eligibility criterion; this is also evaluated by experts
 - Tips:
 - Also provide quantitative data (how many conferences, publications, target audiences,...) => be **specific**, avoid 'generic' diss./comm./expl. plans
 - Include relevant (also public) deliverables
 - Explicitly describe IPR (Intellectual Property Rights) management



BBI JU subcriteria (*RIAs and IAs*)

- Extent to which the proposed consortium own contribution, including additional investments, will help maximising the impact of the action
 - Clearly describe if and how much “own contribution” (‘in kind’, ‘in cash’ and/or ‘additional investments’) is included in the proposal...
 - ...AND explain how this will maximise the impact of the action
 - ***Don't just list the amounts, also explain them***



“Own contribution” in proposal?

- **Part A:**
 - ‘In kind’: can be derived from budget table (e.g. € 1 million costs, € 650k requested BBI JU contribution = € 350k ‘in kind’)
 - ‘In cash’ and ‘additional investments’: cf. call-specific questions in the proposal’s ‘part A’



Part A: Call-Specific Questions

Cash Contributions

Does the proposal foresee cash contributions?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Name of the entities contributing cash contributions	<input type="text" value="Entity C"/>
Total amount including all entities' cash contributions	<input type="text"/>


Cash Contributions

Additional Investments

Does the proposal foresee additional investments?	<input checked="" type="radio"/> Yes <input type="radio"/> No
---	---

Additional Investments

H2020-BBI-JU-2016.pdf - Ver1.04 20160408

 BBI-JU - Research - Participants Proposal Submission Forms	Go to <input type="text"/>
Table Of Contents Validate Form Save and Close	
Proposal ID SEP-210352992	Acronym bbi ju

Name of the entities contributing additional investments	<input type="text" value="eg. Entity A, Entity B, Entity C"/>
Total amount including all entities' additional investments	<input type="text"/>

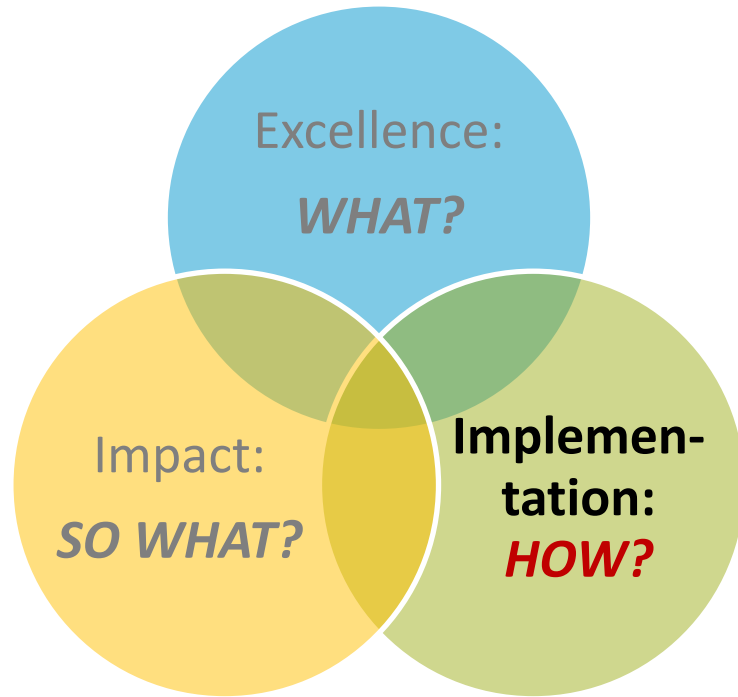


“Own contribution” in proposal?

- Part A:
 - ‘In kind’: can be derived from budget table (e.g. € 1 million costs, € 650k requested BBI JU contribution = € 350k ‘in kind’)
 - ‘In cash’ and ‘additional investments’: cf. call-specific questions in the proposal’s ‘part A’
- Part B:
 - To be described in more detail (incl. their impact) in section 3.4 (‘resources to be committed’)
 - Additional investments: cf. table in Guide for Applicants (GfA)



Implementation: HOW?





Statistics Call 2016

- Call 2016
 - 103 proposals submitted, 29 ‘successful’ = 28% success rate
 - Average scores per criterion?

	Successful proposals (invited to GAP)	Proposals on reserve list (= passing all thresholds)	Proposals not passing ≥ 1 threshold(s)
‘Excellence’	4.72	4.26	3.09
‘Impact’	4.56	4.28	3.14
‘Implementation’	4.51	3.98	3.23

- Biggest ‘difference to 5’ in ‘implementation’



H2020 subcriteria (*all actions*)

- Quality and effectiveness of the work plan (incl. deliverables), including resource allocation
 - Tip: check **coherence** of budget allocation and timing throughout the proposal (e.g. list of deliverables and Gantt chart: same timing?)
 - FAQ: difference between methodology ('Excellence') and work plan ('Implementation')?



Example: “What?” vs. “How?”

- E.g. good approach in ‘house example’:
 - “Hire an architect and builders; buy building materials; first build the walls, then the roof,…”
 - Let’s consider the “Hire an architect and builders” step.
- Example of good work plan
 - Task 1: talk to friends who recently built a house in the same style as I want mine to be built, and perform a google search to find more info on building in general and questions to ask architects in particular;
 - Task 2: I will discuss with and ask offers of at least 3 architects, informing them about my budget;
 - Task 3: Then, I will assign credible resources (time and money) to the next tasks.



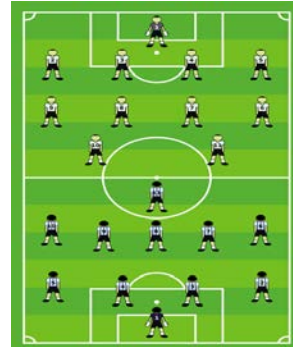
Example: “What?” vs. “How?”

- Example of bad work plan
 - Task 1: I will open the phone book, and sign a contract with the first architect I can find.
 - Task 2: I will not discuss a budget with the architect, but leave him free to decide what/how to build. I believe (but have no proof) that I will be able to borrow any amount from the bank.
- The methodology (“What?”) is the same, but the work plan (“How”?) isn’t.



H2020 subcriteria (*all actions*)

- Allocation of tasks, ensuring that all participants have a valid role and adequate resources
 - Football analogy:
 - Sometimes, a certain amount of ‘home-grown’ players is required...
 - ...but they’re only part of the team *pro forma*; they seldom play.
 - Tip: convince expert-evaluators that you don’t have ‘token’ consortium members, e.g. via resource allocation (money talks...)





H2020 subcriteria (*all actions*)

- Management structures and procedures, including risk and innovation management.
 - Consortium of 5 or 20 members: different management (structures) needed
 - ‘Innovative’ management techniques are not necessary; it needs to work!
 - Tips:
 - explicitly mention / describe risk and innovation management...
 - ...and include ‘real’ (not token) risks and mitigation measures



BBI JU-specific subcriteria (*IAs*)

- Soundness of the business case and business plan
 - Why? IAs are close to market => business case and business plan are needed
 - How? See Guide for Applicants and proposal template (bullet points describing business case & plan requirements)
 - FAQ: how much info is needed?
 - “(Further) details can be provided in part B – sections 4-5” (= not included in 70-page limit)
 - (Only) for Flagships: additional info via hearings



BBI JU-specific subcriteria (*IAs*)

- Readiness of the technology
 - Tip (bis): clearly indicate the start and end TRLs
 - *“In particular, for **flagships** applicants must demonstrate that by the time of the submission of their application they have been operating relative demonstration scale plants at a significant production capacity (justification shall be provided in the proposal).”*



3 main evaluation criteria



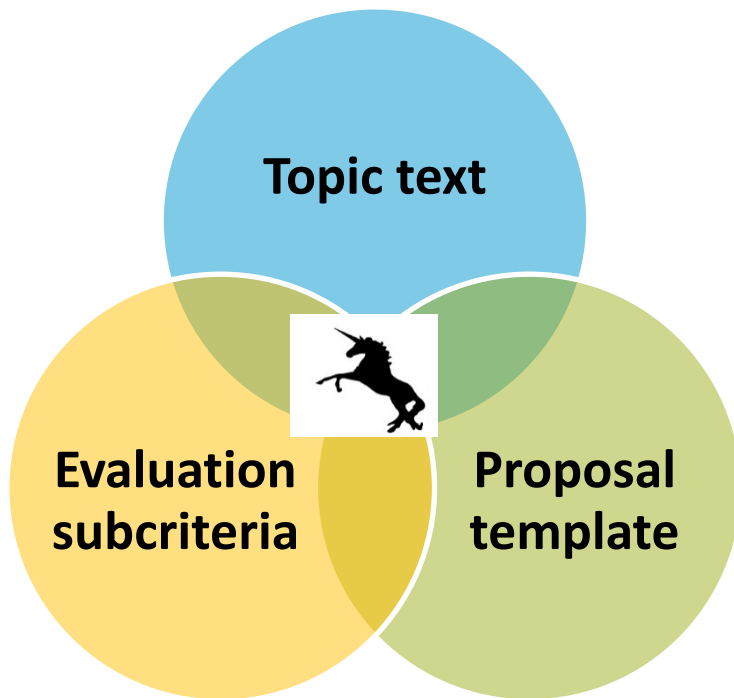


How to write a good proposal?

- Ensure that expert-evaluators ***quickly*** find the ***right*** information to assess the evaluation subcriteria.
- How?
 - Be aware of the evaluation subcriteria of ‘your’ type of action (CSA, RIA, IA)...
 - ...and provide (explicit) answers to these subcriteria in your proposal...
 - ...using the proposal structure / template described in the Guide For Applicants (GfA)



The sweet spot (bis)...





Conclusion

~~Think like an evaluator!~~



Write for an evaluator!



Where to find more info?

- **BBI JU website**
 - <https://www.bbi-europe.eu/participate/calls-proposals-2017>
 - Links to Guide for Applicants, FAQ, National Contact Points (NCPs), European IPR helpdesk, BIC, EEN (Enterprise Europe Network),...
 - Overview (incl. URLs): see Q0.1 of Call 2017 'FAQ for Applicants'
- **Participant Portal**, Horizon 2020 [online manual](#) (find a call, register organisations, submit proposal)
- Helpdesk@bbi.europa.eu

Thank
you!

#BBInfoDay

INFO DAY
2017

