

*we move
innovation*



**EU-Russia scientific and educational cooperation:
How to develop a Horizon 2020 project –
helpful instruments**

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ZENIT GmbH

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2. BILAT RUS advanced – short summary
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Key facts

Zentrum für Innovation und Technik in Nordrhein-Westfalen GmbH 

Mission

Support of innovation and technology, above all in SMEs, in North Rhine-Westphalia

Management

Dr. Herbert Rath
(Managing Director)

Dr. Bernd Janson

Facts and figures

€5 million turnover (2013)
Non-profit, project-based business, regional (NRW), nationwide and EU clients, established in 1984

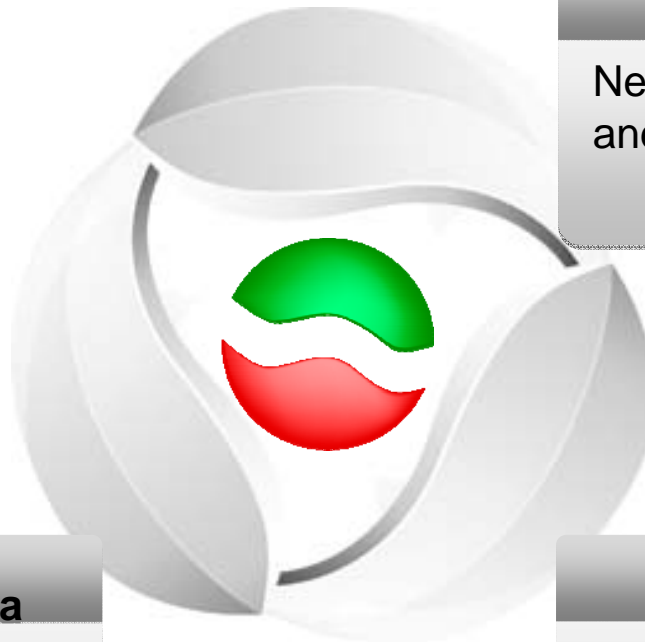
Personnel

47 employees

Interdisciplinary team

Shareholders

Established in 1984 as a Public-Private Partnership



Netzwerk ZENIT e.V.

Network of 180 primarily small and medium-sized enterprises from NRW

German State of North Rhine-Westphalia

Represented by:
Ministry of Innovation, Science and Research

Consortium of banks

NRW.BANK
WGZ BANK
Bankenverband NRW

Consulting fields



Priorities and areas of expertise



Funding

Information on funding
Evaluation of project ideas
Choice of programme
Application support

 **Funding Hotline (0208 30004-39)**

Europe

EU information
Internationalisation strategies
Cooperation partner search

Innovation

International
technology transfer,
innovation management,
technology searches and
appraisals

NRW.Europa



Partner in the Enterprise Europe Network

Objective

Central contact point for NRW for all EU issues, innovation, research, know-how and technology transfer

Advice & services

EU funding and financing
Innovation management
Internationalisation
Partnerships
Feedback to the European Commission

Structure

600 regional players
in 52 countries
(of which 41 in Europe)
Consortium of
ZENIT and NRW.BANK



Wir stehen Unternehmen zur Seite

NRW.Europa

Instruments

Individual advice, information,
events,
publications, networking

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Bilat RUS advanced – short summary



- aims at facilitating the science-, technology- and innovation cooperation between Russia and the EU
- supports the bilateral STI policy dialogue between the Russian Federation and the EU
- promotes the bilateral cooperation to the best scientists and to the research organisations by increasing the awareness on HORIZON 2020 cooperation opportunities
- Brings together innovation and research actors from Russia and the EU/Associated countries
- Monitoring Russia's participation in FP 7/HORIZON 2020
- Secretariat for the EU-Russia year of Science 2014

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How to develop a project?



Definition of a project:

a series of activities aiming at accomplishing clearly specified objectives within a defined time-period and with a defined budget¹.

- Activities: Something is going to be done; mostly we see different actions going on: analyses, seminars, teaching/training, producing something (a book, a road, ...)
- Objectives: In addition to the actions which are done, specific goals are being sought (seminars are not an objective per se ⇒ we want to increase the number of applications)
- Time-period: Projects have a beginning and an end! On going activities (like educating pupils) are not a project!
- Budget: For the actions foreseen to reach the objectives a defined amount of resources is available/needed.

1) According to European Commission (2004), Aid Delivery Methods, Volume 1, Project Cycle Management Guidelines

How to develop a project?



Development of a project idea

1. You already have an idea / you are able to recycle an idea, which you have had already elaborated (FP7, National funding programmes, etc.)
2. No idea available: generate an idea out of existing documents (Horizon 2020 work programmes, National and Regional development/innovation strategies, sectorial analysis, etc.)
 - a. Strengthen the strength
 - b. Overcome weaknesses
 - c. Close gaps

How to develop a project?



Generating a project idea

Tools:

- **Brainstorming session**

Bring together 5-7 people; discuss status quo; let people elaborate ideas

- **Benchmarking**

Try to spy some project ideas from other regions (do not simply copy!)

- **Peer Workshops**

Similar to “brainstorming”. But with experts. Cost!! Very efficient tool.

How to develop a project?



Example for a brainstorming session / workshop

- Invite relevant people to that workshop / between five and ten
- Give an overview of the recent situation / already available information and give the direction for the potential project (overcoming weaknesses / strengthening the strength or close gaps)
- Either you can work on an already elaborated question relating to a potential project idea
- Formulate questions and collect the answers from the audience, write them on moderation cards or similar and pin them on a board (visible for everybody)
- Organise the cards analogous to their content

How to develop a project?



Example for a brainstorming session / workshop

- Collect already formulated future actions and transfer them into the following table:

Action	Can start quickly	Resources available	Results possible in 6 months	Total Score
Action 1	1	2	1	2
Action n	3	2	2	12

Rating: for each category (can start quickly, Resources available, Results in 6 months) determine in a joint discussion the scores.

1 = bad, 2 = average, 3 = very good.

*Total scores: **Multiplication** of the single results!!!*

How to develop a project?



Structure your project!

1. Objectives

- a. General
- b. Specific
(⇒ deliverables)

2. Work packages

- a. Organise the work in 3-7 blocks (=work packages), with deliverables (and milestones)

3. Time planning (rough)



How to develop a project?



Elaborating the project brief

- Write a short summary of your project (1-2 pages)
- Objectives what do you do, work packages, results
- Helps to discuss with funding agencies and potential partners and in your own organisation

Identify potential partners

- Define a profile of the desired partner
- Build up on already existing networks and contacts
- Use relevant institutions and support agencies (NCPs, gate2rubin, etc.)

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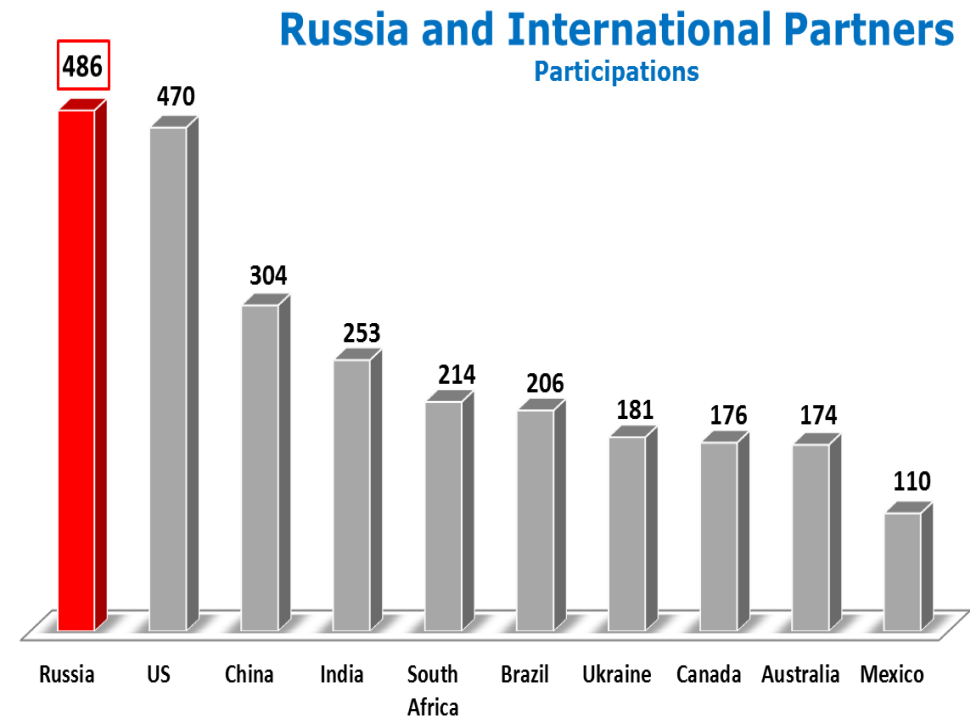
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International Participation in FP7

Russian Federation



- FP7 Collaboration Projects: **298**
- Russian Participations: **486**
- EU Contribution: **66,460,461 €**
- Applicants Success Rate: **22.85%**



General opening of Horizon 2020



- Horizon 2020 is **open to participation from across the world**
- **Automatic funding:**
 - ✓ Member States
 - ✓ Associated Countries
 - ✓ exhaustive list of countries (developing countries, neighborhood countries) in annex to work programme (but: no longer BRIC + Mexico in this list!) No automatic funding for Russia
- For other countries, funding only in **exceptional cases:**
 - ✓ when provision is made in the call text
 - ✓ bilateral agreement (e.g. Health challenge – NIH)
 - ✓ when the Commission deems it essential (case by case assessment)

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Summary



- ZENIT, innovation expert to support economic development in NRW and partner of BILAT RUS advanced
- H2020: no longer automatic funding for Russian participants; need to look for calls targeting on Russia
- Participation may be beneficial even without financial support from EU; or Russian funding programmes can be used (?)
- Use the opportunities of the EEN or BILAT RUS
- Projects have a defined time scale and budget, and they aim at accomplishing pre-defined goals
- Use project ideas already developed
- Strengthen strengths, overcome deficits close gaps, respond to local demands
- Write a project brief with objectives, work packages and time planning
- Find a partner



Thank you very much for your attention!

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